SUMMARY

RIZKITA RIA. Analysis of Factors Affecting Consumer Preferences on Local Fruits. Supervised by UJANG SUMARWAN and KIRBRANDOKO

In the era of the free market, many products imported into Indonesia easily, one of which is imported fruits. Local fruits are required to be able to compete in order to survive in the national market or even capable of venturing into the international market. According to the Ministry of Agriculture (2012), fruits occupying the largest volume of imports of oranges fruits and apples. Both of this fruits import volume increased significantly each year, whereas the fruit belongs to the type of fruit that is favored by consumers. Domestic production of these fruits can not meet the needs of consumers so that the government did import. The inability of local fruit to meet the needs of consumers due to transportation infrastructure that lead to in terms of local fruit prices are not competitive, in addition to the quality, flavor, size uniformity, and appearance of the local fruit that is still less when compared with imported fruit. This causes a shift in the consumption of locally be imported. Therefore, local fruits that are the focus in this study is local oranges and apples.

The flood of imported fruit in the market cause the consumer is faced with many choices, but the final decision remains in the hands of consumers. Consumer preference is the fruit of one's actions to the level of his favorite eating fruits based on the characteristics or attributes of the fruit. Consumer preference for a product affects consumer buying behavior, namely as a determinant for consumers in the decision to choose and buy a product. In this research, conjoint analysis to analyze consumer preferences of the local fruit attributes and the factors that influence it with discriminant analysis.

Factors considered to affect consumer preferences for local fruit that personal factors, factors intrinsic, and extrinsic factors. Respondents who were subjected to the study were upper middle class consumers who have the purchasing power as well as good knowledge about health anyway. Respondents residing in the city of Bogor and in accordance with the criteria in this study. The results showed that the respondents' consumption behavior can be expressed either local fruit, can be seen from the purchase and consumption of local fruits are routinely performed by most respondents. This may indicate that the respondents have a healthy lifestyle because respondents are aware of the benefits of fruits. Medan orange, harumanis mango, and salak pondoh are the most preferred and commonly consumed by respondents.

Another fact from the results of this study indicate that the purchase of local fruits on average 1-2 kg for once purchased, it’s indicates that the respondents buy local fruit as needed for fresh fruit has properties that are not durable or easily damaged. The purchasing power of the majority of the respondents were already good; after all survey respondents are middle class and above. Most respondents choose to buy local fruit at the supermarket on the grounds proximity to residences and comfort as well as practical. Sometimes respondents still buy imported fruit if local fruit is hard to find, such as grapes, pears, and apples.

Based on conjoint analysis obtained in this study indicate that the local oranges attributes are most important to respondents in sequence is the taste, the
color, the size of the local characteristics of sweet orange, yellow skin color, and size medium (1kg = 8-9 pieces). While the preference of respondents to the local apple attributes based on their importance are respectively flavor, size, and color of the preferred characteristics of the local apples are sweet, medium size (1kg = 6-7 pieces), and green with a red tinge. Purchase and consumption behavior of respondents to the local oranges and apples can also be said to be good. However, most respondents consume more oranges local than apples. Respondents preferred local oranges because it tastes sweeter, more juicy, and better quality than imported oranges. As for the local apple itself, some respondents did not like the local apples so they prefer apple imports. This is because due according to the respondents, local apples taste more sour and hard when compared with imported apples.

Discriminant analysis used in this study to analyze the factors that influence consumer preferences on local fruit, making the discriminant equation model and determine the factors that made the difference between groups or categories, groups who dislike and like local oranges and apples. Factors affecting the preferences of respondents to the local oranges are personal factors, extrinsic and intrinsic. Among the three factors affecting consumer preferences on the local oranges, intrinsic factor that made the difference or the most dominant influence preferences between two groups or categories. Discriminant functions are formed, \[ D = -7981 + 0.056\text{Personal} + 0.418\text{Intrinsic} + 0.090\text{Extrinsic}. \] Factors affecting the preferences of respondents to the local apples are personal and intrinsic factor. Between the two factors that influence consumer preferences on the local apples, intrinsic factor that made the difference between groups. Discriminant functions are formed, \[ D = -7371 + 0.418\text{Intrinsic} + 0.081\text{Personal}. \] Based on the research results, local fruit producers can cooperate with the government to concerned with local fruit attributes, in this case mainly local oranges and apple fruit flavors and appearance of local fruit to be made more consumer interest. This can be done by genetic engineering. However, this needs to be considered given the respondents in this study only the upper middle class consumers.

Keywords: Discriminant analysis, Conjoint analysis, Local fruits, Consumer preferences