SUMMARY

ERI PURNOMOHADI. Consumer Preferences Modeling toward Traditional Snack Indonesia. Supervised by UJANG SUMARWAN, ASEP SAEFUDDIN and EVA ZHORIVA YUSUF

Swift currents of globalization and modernization concepts helped influence the development and acceptance of traditional snack in Indonesian society. There is potential for traditional snacks to be abandoned by society. Traditional snack is one of the cultural assets that need to be preserved because it is able to provide the identity and character of the nation's culture. According to Schiffman and Kanuk (2000) in Sumarwan (2011) consumer behavior is a behavior that is shown consumers in finding, purchasing, using, evaluating, and spent products and services that they expect will satisfy their needs. According to Khan (1981), consumer preference is influenced by several factors such as personal factors, education, biology and psychology, cultural, religious and regional, extrinsic and intrinsic. While education and inter-personal factors influenced by socio-economic factors.

This study aims to analyze the level of awareness, brand preference and the various types of traditional snacks, as well as building a model of the factors that influence consumer preferences for traditional snacks. Respondents were asked to complete a questionnaire about preferences, personal factors, socio-economic, education, biology, extrinsic and intrinsically associated with snacks. What this study were in the Greater Jakarta (Jakarta, Bogor, Tangerang, Depok and Bekasi). The study was conducted in June - July 2011. The sample was the society with aged between 16-60 years with socioeconomic status criteria A, B, C, D, and E as many as 503 samples. The variables that some independent latent variables significantly influence the dependent latent variable preferences. Consumer preferences is dependent variable and independent variable that influence consumer preference is intrinsict, extrinsict, socio-economy, personal factors, education, biology psychology, cultural-religious and regional. Sampling technique that we use in this study is multistage random sampling. For an analysis of the theoretical model diagram framework analysis approach with Structural Equation Modeling (SEM).

Result of this study showed that 53 percent of respondents buy traditional snacks in traditional market, cadger (38%), and in his native city (37%). Traditional snack access in public places such as supermarkets and station only reaches 13% respectively. This is in contrast with the modern food readily available, especially in public places visited by the public. Lack of access to traditional snack can be seen from the time respondents purchased food. As many as 51 percent of respondents buy traditional snack during a visit to his native place, when someone brings traditional snack (43%), and when there are meetings (42%). It also shows that traditional snack has not been used as a daily diet.

The results showed that intrinsic factors, educational factors and personal factors significantly influence consumer preferences in choosing a traditional snack. Personal factors (including indicators of tastes, expectations, emotions or

moods, familiarity, and personality) have a significant influence on consumer preferences in choosing and eating traditional snack foods. Consumers tend to choose the type of traditional snacks that can satisfy the tastes and expectations of consumers according to their level. Consumers will also eat traditional snacks according to the mood and atmosphere of intimacy when consumers get together with family or relatives.

Education factors (including individual education status and nutrition education) have a significant influence on consumer preferences in choosing and eating traditional snack. Consumers who are more educated tend to be more selective in choosing the type of traditional snacks in accordance with the knowledge that failure by relating to health, both in terms of processing and material content. Highly educated consumers also look at the nutritional content of the snacks she likes traditional whether suitable for them.

Intrinsic factors (including taste, smell, temperature, texture, aroma, appearance, and quality of food, as well as methods of preparation and presentation of food) have a significant influence on consumer preferences in choosing and eating traditional snack food. In choosing traditional snacks, consumers tend to choose attractive appearance and unsightly, and remove the smell can stimulate the appetite for consumers. Consumers also tend to like the food is delicious, especially when hot, or new to cooking. Besides a delicious product texture and mouthfeel attractive packaging, consumers also consider in choosing the product hygienic eating food and most importantly, do not endanger consumers' health while taking it. In addition, halal products is preferred, because most of the Muslim consumers are always concerned with the halal meal that will be consumed. There's significant positive correlation between personal factors with educational factors. Consumer taste and high level of expectation, be selective in choosing and consuming traditional snacks.

Based on the exposure to the research, there are several managerial policies that can be done to follow up on the findings of the present. These policies include, by improving the quality elements that make intrinsic factor (such as product development product appearance, flavor, taste, texture, healthy ingredients, no preservatives, affordable, attractive packaging, expiration date information, and halal product). With the increase in the elements that make intrinsic factor by constantly doing product development and adjustment and modernization of the packaging market demand is expected to increase preferences and confidence in the consumption of traditional snack. In addition, halal factors in food is also of particular concern for producers considering that the majority of Indonesian people are Muslims constitute the largest potential market in the country.