

ABSTRAK

LISDA CHOIRUNNISA SABILA FAJAR. 2024. Preferensi Konsumen Terhadap Atribut Buah Manggis (*Garcinia Mangostana* L.) di Pasar Tradisional Cikurubuk Kota Tasikmalaya. **DINI ROCHDIANI dan IVAN SAYID NURAHMAN.**

Manggis merupakan produk unggulan hortikultura Indonesia yang lezat dan kaya akan nutrisi. Buah tropis yang memiliki tampilan menarik ini cukup populer baik di kalangan pasar domestik maupun internasional. Namun di sisi lain, pemenuhan standar kualitas manggis di pasar domestik masih kurang diperhatikan termasuk di pasar tradisional, khususnya pasar tradisional Cikurubuk Kota Tasikmalaya. Penelitian ini bertujuan untuk mengetahui preferensi dan sikap konsumen terhadap masing-masing atribut buah manggis di pasar tradisional Cikurubuk Kota Tasikmalaya. Hasil uji Chi Square menyatakan bahwa seluruh atribut buah manggis berbeda nyata dalam taraf kepercayaan 95%, artinya adanya perbedaan preferensi konsumen yang nyata terhadap berbagai atribut buah manggis di pasar tradisional Cikurubuk Kota Tasikmalaya. Preferensi konsumen yaitu manggis dengan rasa Manis, berwarna ungu kehitaman, memiliki jumlah juring sebanyak ≥ 6 , memiliki tekstur kulit yang mulus, memiliki harga yang murah sekitar Rp10.000 – Rp15.000, dan berukuran sedang sekitar 9 - 10 buah/kg. Hasil analisis multiatribut Fishbein menyatakan bahwa atribut yang dipertimbangkan secara berurutan dari yang paling dipertimbangkan hingga kurang dipertimbangkan adalah atribut rasa (18,76), harga (18,17), ukuran (17,25), tekstur kulit (17,11), warna (16,99), dan jumlah juring (16,71). Penelitian ini diharapkan dapat membantu pedagang buah di pasar tradisional Cikurubuk Kota Tasikmalaya untuk menyediakan manggis yang sesuai dengan selera konsumen.

Kata kunci : Chi Square, Manggis, Multiatribut Fishbein, Preferensi Konsumen.

ABSTRACT

LISDA CHOIRUNNISA SABILA FAJAR. 2024. *Consumer Preference Against Mangosteen Attributes (Garcinia Mangostana L.) at the Traditional Cikurubuk Market in Tasikmalaya.* **DINI ROCHDIANI and IVAN SAYID NURAHMAN.**

Mangosteen is a leading horticultural product of Indonesia that is delicious and rich in nutrients. This tropical fruit, which has an appealing appearance, is quite popular both in domestic and international markets. However, on the other hand, the fulfilment of quality standards for mangosteen in the domestic market is still lacking attention, including in traditional markets, one of which is the traditional market of Cikurubuk in Tasikmalaya City. This research aims to find out the preferences and attitudes of consumers to each of the attributes of mangosteen fruit in the traditional market Cikurubuk City of Tasikmalaya. The results of the Chi Square test showed the whole mangosteen attribute differs significantly in a 95% confidence level, which means there is a real difference in consumer preferences against the various mangosteen properties in the traditional market of Cikurubuk City of Tasikmalaya. Consumer preference is mangosteen with a sweet and sour taste, blackish purple, has a number of curls of ≥ 6 , has a smooth skin texture, has an inexpensive price of around Rs 10,000 – Rs 15,000, and has a medium size of about 9 – 10 pieces/kg. The results of Fishbein's multi-attribute analysis show that the attributes considered in sequence from the most considered to the less considered attribute are the taste (18,76), the price (18,17), the size (17,25), the texture of the skin (17,11), the colour (16,99), the number of curls (16,71). This research is expected to help fruit traders in the traditional market of Cikurubuk City of Tasikmalaya to provide mangosteen that matches consumer preferences.

Keywords: Chi Square, Consumer Preferences, Mangosteen, Multi-attribute Fishbein.