

Analysis of Consumer Preferences for Topi Tani Rice Produced by Gapoktan Mitra Tani Sejati in Silo District, Jember Regency

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ABSTRACT

Rice is one of the agricultural products that is currently widely produced because it sees a high opportunity for the community's need for rice as a staple food. The number of producers who produce packaged rice causes consumer preferences to be very important because consumer preferences can be basic information in designing a product that will be produced and marketed to consumers. The importance of knowing how consumer preferences for rice products need to be carried out by the Mitra Tani Sejati Farmer Group Association, Silo District, Jember Regency, which is a producer of packaged rice under the Topi Tani brand. This study aims to determine how people's preferences for Topi Tani rice products. This research is classified into quantitative descriptive research using descriptive analysis and conjoin analysis to analyze the data that has been obtained. The results show that most of the rice consumers or farmers are female, productive age (25-55 years old), educated at high school level or above, come from Silo Sub-district, have low income, and are self-employed. The attributes in the rice that become consumer preferences in buying Topi Tani rice products in order of importance are price (IDR 10,000), package size (5kg), color (ivory white) and texture (quite fluffy).

Keywords : Conjoint Analysis, Consumers Preference, Rice Product