

***Analysis of Consumer Attitudes of Citrus Fruit Agribusiness Development  
Teaching Factory Production of Innovation Garden  
At Jember State Polytechnic***

**Riska Shofi Rusdiana**

*Study Program Of Management Agroindustri  
Majoring of Management Agribusiness*

**ABSTRACT**

*This study was conducted to determine consumer attitudes and attribute performance on TEFA orange fruit products from the jember state polytechnic innovation garden. The attributes studied include taste, size, price, color and freshness. These attributes were chosen because they reviewed previous research literature studies. The population in this study were consumers of TEFA orange fruit from the innovation garden with a sample of 50 respondents. The analysis tools used were fishbein multi-attribute analysis and descriptive analysis. Based on the results of the study, a value of 230.81 was obtained which was included in the positive category. The results of this study indicate that there are 2 attributes that are included in the bad priority so that they become the main priority. These attributes are taste and size. Attributes that are included in low priority are price and color attributes.*

***Keywords:*** Attitude, Consumer, Fishbein Multiattribute, Descriptive Analysis