

## **Analysis of Consumer Preferences of PT Benih Citra Asia Regarding the Purchase of Chili Seeds in Jember Regency**

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### **ABSTRACT**

*Indonesia has various types of chili peppers, including cayenne pepper, red chili pepper, and curly chili pepper. Chili production can be affected by various factors such as weather conditions, pest attacks, and market price fluctuations. Therefore, although production trends show an increase, these challenges still need to be anticipated to maintain production stability and farmer welfare. Several chili seed varieties from PT Benih Citra Asia are examples of the best products from Indonesia. Production factors play a crucial role in increasing the productivity of a commodity. Seeds are one of the production factors used in the production process. The use of superior or quality seeds is one way to achieve high yields and quality.*

*Preference is a condition when consumers make decisions based on interests. Preference refers to a choice or preference. Consumer preference is a consumer's choice of likes or dislikes regarding a product, whether goods or services, consumed or used. Consumer preferences are crucial and require understanding to ensure that every decision made does not conflict with consumer expectations. This research was conducted to analyze consumer preferences in chili seed selection, in order to provide a clearer picture of the attributes that influence farmer decisions and the potential for developing more competitive seeds in the market..*

*Keywords: Consumer Preferences, Chili Seeds, Farmers, PT Benih Citra Asia*