



CONSUMER PREFERENCE FOR CRYSTAL COCONUT SUGAR PRODUCED BY SEMEDO MANISE SEJAHTERA COOPERATIVE IN BANYUMAS

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Abstract. The coconut sugar agroindustry in Banyumas has great potential for development. One business unit that develops crystal coconut sugar is the Cooperative of Semedo Manise Sejahtera. The research objectives are to identify the characteristics of crystal coconut sugar consumers, analyze the categories of crystal coconut sugar's attributes on consumer preferences, and analyze the attributes that consumers consider mostly in their decisions to buy crystal coconut sugar at Semedo Manise Sejahtera Cooperative. Data analysis uses validity, reliability, normality, multicollinearity, heteroscedasticity, and multiple linear regression analysis. The results indicate that the characteristics of crystal coconut sugar consumers were mostly women 25 to 35 years and as housewives, household income was mostly above Rp4,000,000.00, and the number of family members was 2-5 people. All attributes of crystal coconut sugar consumer preferences simultaneously influence consumer preferences in purchasing products. While partially the variables of taste, aroma, texture, packaging, brand, durability, price, benefits, and ease of obtaining have a significant effect on consumer preferences, the color variable does not have a significant effect on consumer preferences. The attribute consumers consider most when buying crystal coconut sugar at Semedo Manise Cooperative is the taste variable.

Keywords: preference, consumer, crystal coconut sugar, cooperative, Banyumas