INTISARI

Perbedaan kelas sosial dapat menyebabkan perbedaan sikap dan beras yang dipilih konsumen. Penelitian ini bertujuan untuk: (1) Mengetahui karakteristik konsumen beras pada setiap kelas sosial, (2) Mengetahui atribut beras yaitu harga, kebersihan, kepulenan, bentuk, aroma, dan keseragaman butir yang paling dipertimbangkan pada setiap kelas sosial, dan (3) Mengetahui kombinasi atribut beras yang paling dipilih konsumen pada setiap kelas sosial di Kecamatan Bantarsari, Kabupaten Cilacap. Jumlah responden pada penelitian ini sebanyak 100 responden. Metode Analisis yang digunakan meliputi analisis deskriptif, Multiatribut *Fishbein*, dan *Wilcoxon Sign Rank Test*. Hasil penelitian menunjukan konsumen beras kelas atas didominasi oleh pendidikan SMA, berpenghasilan UMR, dan memiliki rerata persentase pengeluaran beras sebesar 6,54%. Konsumen kelas menengah didominasi oleh pendidikan SD, berpenghasilan UMR, dan memiliki rerata persentase pengeluaran beras 11,65%. Konsumen kelas bawah didominasi oleh pendidikan SD, berpenghasilan di bawah UMR, dan memiliki rerata persentase pengeluaran beras sebesar 15,63%. Konsumen kelas atas paling mempertimbangkan atribut kepulenan, kelas menengah atribut kebersihan, dan kelas bawah atribut harga menjadi atribut yang paling dipertimbangkan dalam pembelian beras. Konsumen kelas atas memilih kombinasi Rp11.000–Rp12.000/kg, bersih, dan pulen, kelas menengah memilih kombinasi Rp10.000–Rp11.000/kg, bersih, dan pera, dan kelas bawah memilih kombinasi Rp10.000–Rp11.000/kg, kurang bersih, dan pulen.

Kata kunci: preferensi, beras, kelas sosial

ABSTRACT

Differences in social class can cause differences in attitudes and the rice consumers choose. This study aims to: (1) find out the characteristics of rice consumers in each social class, (2) understand the attributes of rice, namely price, cleanliness, fluffiness, shape, aroma, and grain uniformity that are most considered in each social class, and (3) know the combination of rice attributes that are most preferred by consumers in each social class in Bantarsari Sub-District, Cilacap Regency. The number of respondents in this study was 100 respondents. The analytical method includes descriptive analysis, Multi-attribute Fishbein, and Wilcoxon Sign Rank Test. The results showed that upper-class rice consumers were dominated by high school education, regional minimum wage income, and had an average percentage of rice expenditure of 6.54%. The middle-class rice consumers were dominated by elementary school education, regional minimum wage income, and had an average percentage of rice expenditure of 11.65%. The lower-class rice consumers were dominated by elementary school education, below the regional minimum wage income, and had an average percentage of rice expenditure of 15.63%. Upper-class consumers consider the attribute of fluffiness the most, middle-class attribute cleanliness, and lower-class attribute price the most considered attribute in purchasing rice. Upper-class consumers choose a combination of Rp11.000–Rp12.000/kg, clean, and fluffier; the middle-class consumers choose a combination of Rp10.000–Rp11.000/kg, clean, and parboiled, and the lower-class consumers choose a combination of Rp10.000–Rp11.000/kg, less clean, and fluffier.

Keywords*: preference, rice, social class*