

INTISARI

Kopi merupakan komoditas pertanian dengan nilai ekonomis yang tinggi karena diminati banyak masyarakat. Peluang usaha yang tinggi menyebabkan industri kopi mengembangkan beragam produk olahan, salah satunya kopi siap minum. Banyaknya merek kopi siap minum yang ditawarkan menyebabkan produsen perlu mempelajari preferensi konsumen untuk mengatasi persaingan yang ketat. Penelitian ini bertujuan untuk mengetahui (1) atribut yang paling dipertimbangkan konsumen dalam melakukan pembelian kopi siap minum; (2) sikap konsumen terhadap atribut-atribut produk kopi siap minum; (3) preferensi konsumen terhadap atribut-atribut produk kopi siap minum. Lokasi penelitian dipilih secara *purposive sampling*, dengan sampel sebanyak 50 responden yang ditentukan dengan metode *purposive sampling*. Metode dasar yang digunakan dalam penelitian adalah deskriptif kuantitatif. Analisis data pada penelitian ini menggunakan analisis multiatribut Fishbein dan analisis *one sample t-test*. Hasil penelitian menunjukkan bahwa atribut yang paling dipertimbangkan konsumen adalah rasa. Sikap konsumen positif terhadap atribut kopi siap minum yaitu rasa, aroma, harga, varian rasa, dan kemasan produk. Adapun preferensi konsumen kopi siap minum menyukai rasa yang dominan kopi, aroma sesuai varian rasa, harga terjangkau, menawarkan beberapa varian rasa, serta kemasan yang praktis dan mudah dibawa.

Kata kunci: kopi siap minum, preferensi, atribut produk, sikap konsumen.

ABSTRACT

Coffee is an agricultural commodity with high economic value due to its popularity among many people. The high business potential has led the coffee industry to develop various processed products, one of which is ready to drink coffee. The multitude of ready to drink coffee brands offered has prompted producers to understand consumers preferences in order to address intense competition. This research aims to determine (1) the attributes that are most considered by consumers when purchasing ready to drink coffee; (2) consumer attitudes towards the attributes of ready to drink coffee; (3) consumer preferences regarding the attributes of ready to drink coffee. The research location was selected through purposive sampling, with a sample of 50 respondents determined using purposive sampling method. The basic method used in this research is quantitative descriptive. Data analysis in this study used Fishbein multi-attribute analysis and one sample t-test analysis. The results showed that the attribute of ready to drink coffee products that consumers consider the most is taste. Consumers have a positive attitude towards the attributes of ready to drink coffee, including taste, aroma, price, flavor variety, and product packaging. Consumer preferences for ready to drink coffee favor a dominant coffee taste, aroma matching the flavor variety, affordable price, offering several flavor options, as well as practical and portable packaging.

Keywords: *ready to drink coffee, preferences, product attributes, consumer attitudes.*