

ABSTRACT

There are many types of local apples and imported apples that are easy to find in the market. The many types of apples that exist will certainly give rise to their own attitudes and preferences for consumers towards the attributes owned by each type of apple. The local apples used in this study were manalagi, anna and rome beauty apples, while the imported apples used were fuji, red delicious and royal gala apples. The location of the study is Malang Raya assuming that it is the center of apple production in Indonesia. The results of the study were obtained that the factors that make up consumer preferences for local apples are fruit quality factors as well as packaging factors and buyer comfort. Meanwhile, the factors that make up consumer preferences for imported apples are texture factors, fruit quality factors, as well as packaging factors and buyer comfort. There is a difference between consumer attitudes towards local apples and imported apples. Consumers are better at the attributes of imported apples than local apples. Consumers believe that imported apples have a crispier texture and are juicier than local apples. Then consumers also believe that imported apples have a sweeter taste and are larger in size than local apples. The increase in consumer goodwill opportunities towards local apple purchases is due to increasing income, while the decline in consumer goodwill opportunities towards local apple purchases is due to the increase in the number of family members. Meanwhile, the increase in the opportunity of consumer good attitude towards the purchase of imported apples is due to the increase in age and income, while the decrease in the opportunity of consumer good attitude towards the purchase of imported apples is due to marital status. The chances of female consumers' good attitude towards local apples and imported apples are higher than the chances of male consumers' good attitude.

Keyword: Attitude, Preferences, Apples, Local, Import



INTISARI

Terdapat banyak sekali jenis apel lokal dan apel impor yang mudah ditemukan di pasar. Banyaknya jenis apel yang ada tentu akan menimbulkan sikap dan preferensi tersendiri bagi konsumen terhadap atribut yang dimiliki oleh setiap jenis apel tersebut. Apel lokal yang digunakan dalam penelitian ini yaitu apel manalagi, anna dan rome beauty, sedangkan apel impor yang digunakan yaitu apel fuji, red delicious dan royal gala. Lokasi penelitian adalah Malang Raya dengan asumsi merupakan wilayah sentra produksi apel di Indonesia. Hasil penelitian diperoleh bahwa Faktor penyusun preferensi konsumen terhadap apel lokal adalah faktor kualitas buah serta faktor kemasan dan kenyamanan pembeli. Sementara faktor penyusun preferensi konsumen terhadap apel impor adalah faktor tekstur, faktor kualitas buah, serta faktor kemasan dan kenyamanan pembeli. Terdapat perbedaan antara sikap konsumen terhadap apel lokal dan apel impor. Konsumen bersikap lebih baik terhadap atribut-atribut apel impor dari pada apel lokal. Konsumen percaya bahwa apel impor memiliki tekstur lebih renyah dan lebih juicy daripada apel lokal. Kemudian konsumen juga percaya bahwa apel impor memiliki rasa yang lebih manis dan berukuran lebih besar daripada apel lokal. Meningkatnya peluang sikap baik konsumen terhadap pembelian apel lokal disebabkan oleh meningkatnya pendapatan, sedangkan menurunnya peluang sikap baik konsumen terhadap pembelian apel lokal disebabkan oleh bertambahnya jumlah anggota keluarga. Sementara itu meningkatnya peluang sikap baik konsumen terhadap pembelian apel impor disebabkan oleh bertambahnya usia dan pendapatan, sedangkan menurunnya peluang sikap baik konsumen terhadap pembelian apel impor disebabkan status menikah. Peluang sikap baik konsumen perempuan terhadap apel lokal dan apel impor lebih tinggi daripada peluang sikap baik konsumen laki-laki.

Kata Kunci: Sikap, Preferensi, Apel, Lokal, Impor