

ABSTRACT

NURMA ARYANI. A1510625. Analysis of Consumer Preference to Star Gooseberry (*Sauropus androgynus* (L.) Merr.) Leaf Vegetable in Sukabumi Regency West Java. (Under immediate supervision of Wini Nahraeni and Arti Yoesdiarti).

Sukabumi Regency is known as the main indigenous vegetable producer. Star goosberry is one the indigenous vegetables which is currently being developed. This study was aimed at assessing consumer buying decision and preference to, level of importance and, attribute performance of star goosberry leaf vegetable. Data were collected from 60 respondents in Sukabumi Regency and 30 panelists in Djuanda University. Respondents were members off PKK (*Pembinaan Kesejahteraan Keluarga*), housewives, district and posyandu cadres. Analyses by using Multiatribut Fishbein method, IPA matrix, and organoleptic test were conducted. Results showed that the main reason consumers had for buying star goosberry was the notion that this leaf vegetable was the source of nutrients. Family members were found to be the source of information. Decision to buy this leaf vegetable came from the consumers themselves. Peddlers were found as the buying location. Star goosberry leaf vegetable was commonly bought when it was incidentally wanted. Consumer had ordinary feeling when they did not consume this vegetable. Consumers preferred to buy star goosberry leaf vegetable which had light green colored and medium sized leaves, high number of leaves/stalks, no flower, high number of branches and mild taste. Nutritious contents, color, and storability were perceived by consumers as the most important attributes while size, number of processed products, and price were perceived as less performance attributes. Safety from harmful substances, nutritious contents, and color were perceived as the attributes with the best performance. Storability, number of processed products, and size were perceived as the attributes with less performance. Storability was the main priority attribute to develop. Results of organoleptic test showed that Dramaga variety was superior in aroma, taste, tenderness, and sweetness, Cinangneng 1 variety was superior in color. Differences were found in color, taste, tenderness and sweetness, but not in aroma attributes.

Keywords: vegetable Indijenes, Multi attribute Fishbein, Organoleptic

ABSTRAK

NURMA ARYANI. A1510625. Analisis Preferensi Konsumen terhadap Sayuran Katuk (*Sauropus androgynus* (L.) Merr.) di Kabupaten Sukabumi Jawa Barat. (Di bawah bimbingan Wini Nahraeni dan Arti Yoesdiarti).

Kabupaten Sukabumi merupakan produsen utama sayuran indijenes. Salah satu yang sedang dikembangkan adalah katuk. Penelitian ini bertujuan untuk menganalisis keputusan pembelian konsumen, preferensi konsumen, tingkat kepentingan dan kinerja atribut katuk. Data diambil dari 60 orang responden di Sukabumi dan 30 panelis di Universitas Djuanda. Responden adalah anggota PKK (Pembinaan Kesejahteraan Keluarga), ibu rumah tangga, kader kecamatan dan posyandu. Metode analisis menggunakan Multiatribut *Fishbein*, Matrik IPA dan uji Organoleptik. Hasil penelitian menunjukkan alasan utama konsumen membeli katuk adalah karena sumber gizinya. Sumber informasi berasal dari keluarga. Manfaat dalam mengonsumsi katuk karena kandungan gizi. Keputusan pembelian katuk berasal dari diri sendiri. Lokasi pembelian adalah di pedagang keliling. Katuk biasa dibeli ketika mendadak diinginkan dan konsumen merasa biasa saja ketika tidak mengonsumsi katuk. Berdasarkan preferensinya katuk yang lebih disukai warna daun hijau muda, ukuran daun sedang, jumlah daun/tangkai banyak, tidak memiliki bunga, jumlah cabang/tangkai banyak dan rasa yang tidak pahit. Atribut kandungan zat berkhasiat, warna dan daya simpan dipersepsi konsumen sebagai atribut paling penting. Atribut yang dianggap kurang penting ukuran, banyak jenis olahan dan harga. Atribut katuk yang kinerjanya dianggap paling baik adalah keamanan dari kandungan zat berbahaya, kandungan zat berkhasiat dan warna. Atribut yang kinerjanya dianggap kurang baik adalah daya simpan, banyaknya jenis olahan dan ukuran. Prioritas utama atribut yang harus dikembangkan adalah daya simpan. Uji organoleptik diperoleh hasil varietas Dramaga unggul dalam aroma, rasa, keempukan, dan kemanisan, Cinangneng 1 unggul dalam warna dibandingkan varietas lainnya. Ada perbedaan pada atribut warna, rasa, keempukan, dan kemanisan, namun tidak ada perbedaan pada atribut aroma.

Kata kunci : Sayuran Indijenes, Multiatribut Fishbein, Matrik IPA, Organoleptik