ABSTRACT

Mr. Fahmi Ari's fruit trading business, located in Dewantara District, North Aceh Regency, faces the dynamics of competition between local citrus commodities and imported oranges. Although local citrus production in North Aceh has decreased and the volume of national citrus imports continues to increase, the sales volume of local oranges in this business remains higher than imported oranges, where both have experienced sales growth. The difference and increase in sales volume is allegedly influenced by consumer preferences and considerations for the attributes of citrus fruit products. Therefore, this study aims to identify the attributes that are the preferences of consumers and analyze the attributes that are most considered in the decision to purchase citrus fruits in Dewantara District (a case study of Mr. Fahmi Ari's fruit business). This study uses quantitative descriptive methods and conjoint analysis. Primary data was collected through interviews, direct observations, and the distribution of questionnaires to 100 consumer respondents, while secondary data was obtained from BPS, UN Comtrade, libraries, and related scientific publications. The attributes analyzed include the taste, size, texture of the skin, and the origin of the orange. The results of the study show that the attributes that are the consumer preference are oranges with a sweet taste, large in size, have a smooth skin texture, and come from local commodities. Based on the estimated utility value, the combination of attributes that consumers most liked was sweet orange (0.601), large (0.108), smooth skin texture (0.042), and local (0.084). The most considered attribute of consumers in purchasing decisions was taste with a Relative Importance Value (NPR) value of 52.862%, followed by size (19.725%), skin texture (14.299%), and orange origin as the least considered attribute (13.113%). The model validity test showed a Pearson's R value of 0.997 and Kendall's Tau of 0.944 ($p < 0.05$), which indicates that the accuracy of the model's prediction is very high and statistically valid. In conclusion, preference analysis through conjoint analysis can help business actors understand consumer perception and determine strategies for providing orange stocks that are in accordance with market desires.

Keywords: Conjoint Analysis, Oranges, Purchase Decisions, Relative Importance Value, Consumer Preferences