

ABSTRACT

Orange fruit (*Citrus* sp) is one of the leading national fruit commodities with very diverse types and is generally popular with all levels of society. Before purchasing citrus fruit, consumers consider the various attributes of orange fruit. The differences in the attributes of orange fruit influence consumer preferences in choosing which orange fruit can fulfill consumer desires and satisfaction in consuming orange fruit. The consumer sample used in this research was 40 consumers. This research aims to determine consumer preferences for the combination of orange fruit attribute levels at the Ali Buah Group shop, Kuala District and the order of importance of orange fruit attributes in the decision to purchase orange fruit at the Ali Buah Group store, Kuala District. The data analysis methods used are descriptive analysis and conjoint analysis. Some of the attributes that consumers consider are the type, taste, size and texture of the skin. The results of this research show that the combination of orange fruit attribute levels that are consumers' preferences based on utility value is orange fruit with honey orange type (1.638), sweet taste (1.372), large size (0.316) and smooth skin texture (0.353). As well as the order of importance of the attributes that are the main consideration for consumers in purchasing citrus fruit based on the relative importance value (NPR), namely the first attribute of the type of orange fruit (47.108), then the taste of the orange fruit (35.736), the texture of the fruit skin (8.821) and considerations. The last consumer to buy oranges was the size of the orange (8,334).

Keywords: Preferences, Oranges, Consumers, Conjoint Analysis.