

ABSTRACT

Andre Yanda. Analysis of Consumer Preferences and Financial Feasibility in the Takengon Syalia Home Industry in Blang Kolak II Village, Bebesen District, Central Aceh Regency. Supervised by Nopri Yanto and Sakral Hasby Puarada.

This research was carried out in Blang Kolak II Village, Bebesen District, Central Aceh Regency. The research objective is to analyze consumer preferences and the financial feasibility of the Takengon Syalia home industry. Sampling was carried out using the accidental sampling method with 60 respondents. The data analysis methods used are qualitative and quantitative. The results of this research on consumer preferences show that the combination most considered by consumers when purchasing products in the Takengon Syalia home industry is the coffee pie variant, large size, box packaging and price of IDR 30,000 with the most considered attribute being the variant attribute with an NPR value of (2.777), size attribute with NPR value (24.502), packaging attribute with NPR value (23.846) and price attribute with NPR value (21.875). Meanwhile, from the results of the financial feasibility analysis, the boxed coffee pie product, which is the most preferred product in the Takengon Syalia home industry, was declared feasible to run and developed based on criteria, namely financial BEP in the 3rd year, 10th month and 6th day, price BEP IDR 10,048, BEP production 161,782 boxes, ROI 4,787%, NPV IDR 5,776,678,531, IRR 684.00042%, Net B/C 48,8756 and payback period 0.15 which shows the return on investment costs in the 0th month 1st and 24th day.

Keywords: Takengon Syalia home industry, consumer preferences, financial feasibility