

ABSTRACT

This research was conducted at Tanjong Mesjid traditional mart in Samudera District Aceh Utara Regency. Agricultural product processing has a significant role in boosting the national economy. Tempe is one of the Traditional foods in Indonesia and as one of the countries is world's largest producers and Asia. sales tempe in traditional mart is Tanjong Mesjid that differences in sales between the Bunga Mawar Brand and the Mawar Aceh brand of tempe. This study aims to analyze interest of consumer of tempe product in Tanjong Mesjid traditional mart in Samudera District by determining which attributes consumers most dominantly consider when making purchasing decision between the "Bunga Mawar" and "Mawar Aceh" tempeh brands. The research uses a quantitative approach with data processing conducted through conjoint analysis. The results of the study indicate that the order of attributes most considered by consumers in making purchasing decisions between "Bunga Mawar" and "Mawar Aceh" tempe at Tanjong Mesjid Market in Samudera District is as follows: size with an NPR value of 41.144, price with an NPR value of 30.144, brand with an NPR value of 21.589, and shape with an NPR value of 6.522. Overall, the attribute combination that most appeals to consumers is the "Bunga Mawar" brand tempe, with a square shape, small size, and a price of Rp 2,000.

Keywords: Consumer interest, product attributes, tempe