

ABSTRAK
**PREFERENSI KONSUMEN TERHADAP ATRIBUT BUAH PEPAYA
CALIFORNIA DI PASAR BANJAR**

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Buah Pepaya California merupakan komoditi yang bernilai tinggi dan menjadi primadona diantara jenis buah pepaya yang lainnya. Buah Pepaya California menjadi salah satu buah yang banyak dikonsumsi oleh masyarakat. Penelitian ini bertujuan untuk mengetahui preferensi konsumen berdasarkan sikap konsumen terhadap atribut buah Pepaya California dan atribut yang paling dipertimbangkan oleh konsumen dalam keputusan pembelian buah Pepaya California di Pasar Banjar, Jawa Barat. Metode penelitian menggunakan teknik survei dan teknik sampling dilakukan secara *accidental sampling*. Jumlah responden dalam penelitian ini sebanyak 31 responden dimana semuanya merupakan pembeli buah Pepaya California di Pasar Banjar, Jawa Barat. Analisis yang digunakan adalah analisis *Chi Square* (X^2) dan analisis Multiatribut *Fishbein*. Hasil penelitian menunjukkan bahwa buah Pepaya California yang menjadi preferensi konsumen di Pasar Banjar adalah buah Pepaya California yang harga sedang, rasa buah manis, ukuran buah *Grade B*, warna kulit buah kuning cerah, dan tekstur daging buah lembut. Sedangkan atribut buah Pepaya California diurutkan dari yang paling dipertimbangkan dalam keputusan pembelian buah Pepaya California di Pasar Banjar adalah tekstur daging buah, rasa buah, warna kulit buah, ukuran buah, dan harga.

Kata Kunci : Pepaya, Preferensi, Atribut, Pasar Banjar

ABSTRACT
CONSUMER PREFERENCE OF THE CALIFORNIA PAPAYA FRUIT
ATTRIBUTES AT THE BANJAR MARKET

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California Papaya fruit has a high-value commodity in which quite excellent among other papaya various. California Papaya fruit is one of the most consumed fruit by the general public. This research is intended to determine consumer preference based on consumer attitudes toward the attributes of the California Papaya fruit and in which attributes that are most considered by consumers in the decision to purchase California Papaya fruit at the Banjar Market, West Java. This research methods were using survey and sampling techniques that had performed by *accidental sampling*. The number of respondents in this research were 31 respondents, in which they were all California Papaya fruit consumers at the Banjar Market, West Java. The analysis were using *Chi Square* (X^2) analysis and *Fishbein* Multi-attribute analysis. The results showed that the California Papaya fruit that became the consumer's preference at the Banjar Market were the California Papaya fruit which are moderately priced, sweet flavour, *Grade B* of fruit size, bright yellow skin colour, and soft fruit flesh texture. While the attributes of California Papaya fruit that are most considered up-to the less considered to meet the consumer decision to purchase California Papaya at the Banjar Market are the texture of the fruit flesh, fruit flavour, skin colour, fruit size, and price.

Keywords : Papaya, Preference, Attributes, Banjar Market