

ABSTRAK
PREFERENSI KONSUMEN AGROINDUSTRI TERHADAP UBI KAYU
(*Manihot esculenta Crantz*)

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Penelitian ini bertujuan untuk mengetahui preferensi konsumen berdasarkan sikap konsumen terhadap atribut ubi kayu, mengetahui atribut yang paling dipertimbangkan konsumen dalam keputusan membeli ubi kayu. Metode yang digunakan dalam penelitian ini adalah metode survey. Responden pada penelitian ini adalah konsumen agroindustri di Kecamatan Cikoneng Kabupaten Ciamis responden merupakan konsumen agroindustri yang menggunakan bahan baku ubi kayu. Populasi pengusaha sebanyak 21 orang, teknik pemilihan responden dipilih secara sengaja, responden merupakan konsumen agroindustri pengguna ubi kayu yang terdaftar dalam data UMKM Kecamatan Cikoneng tahun 2017.

Hasil penelitian menurut analisis sikap multiatribut fishbein berdasarkan skor fishbein, skor sikap total konsumen olahan tape terhadap ubi kayu lebih besar dibandingkan olahan keremes selanjutnya olahan comring dan yang paling kecil olahan opak. Secara keseluruhan nilai rata-rata skor sikap konsumen (Ao) terhadap atribut ubi kayu memperlihatkan bahwa konsumen agroindustri olahan makanan berbahan baku ubi kayu di Kecamatan Cikoneng lebih mengutamakan atribut varietas, tekstur, kemudahan bahan baku, warna daging, dan rasa sementara atribut ukuran, harga, bentuk dan warna kulit kurang diperhatikan.

Kata Kunci : Preferensi, Agroindustri, Atribut, Ubi kayu

ABSTRACT
CONSUMER PREFERENCE OF AGROINDUSTRY ON CASSAVA
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This study aims of this research are to determine consumer preferences based on consumer attitudes toward the attributes of cassava, find out the most attributes that consumers consider in the decision to buy cassava. The research method used in this research is the census method. Respondents in this research are agro-industry consumers in Cikoneng District, Ciamis Regency. Respondents are food processing business owners who use cassava as their main raw material. The population of businessman is 21 people, the technique for selecting respondents by chance, the respondents are agro-industrial consumers of cassava users who are registered in the UKM data of Cikoneng district in 2017.

The results of this study are based on the analysis of the multi-attribute preferences of Fishbein based on the Fishbein score, the total consumer preferences score of processed cassava to cassava is greater than processed keremes, then processed comring and the smallest opak preparations. Overall the average score of consumer preferences (Ao) to the attributes of cassava shows that agroindustry consumers of processed food made from cassava in Cikoneng District prioritize the attributes of varieties, texture, ease of raw materials, meat color, taste while size attributes, price, shape and skin color are lacking watch out for.

Keywords: Preference, Agro-industry, Attributes, Cassava