

ABSTRAK

Abstract. *One type of orange that grows in Indonesia is som kin wan, or Siamese orange, which is named so because it originates from Siam (Thailand), compared to oranges imported from other countries, local oranges failed to show significant improvements in terms of quality, quantity, or consistency. The purpose of this study was to describe consumer perceptions of Siamese orange fruit attributes in Jambi City, describe the picture of consumer preferences for Siamese orange fruit attributes in Jambi City, and analyze the relationship between consumer perceptions and preferences for Siamese orange fruit attributes in Jambi City. The study was conducted in Jambi City, where many Siamese oranges can be purchased at fruit markets. The data collection method used in this study was the survey method. The data collected in this study came from primary and secondary data. The data analysis method chosen was a qualitative descriptive approach, which aimed to assess perceptions and preferences using a Likert scale and chi-square test. Based on the research data, it shows that 1) The majority of consumers' perceptions are positive towards the taste attribute of Siamese oranges, which is different from the taste of other oranges, the size of Siamese oranges is large, the skin of Siamese oranges is thin, the size of Siamese oranges affects purchasing interest, the shape of Siamese oranges is round, the surface of Siamese oranges is smooth and slippery, the color of Siamese oranges is greenish yellow, the color affects the taste of Siamese oranges, the color affects purchasing interest, the price of Siamese oranges is relatively cheaper than other oranges, the price of Siamese oranges affects purchasing interest, Siamese oranges contain vitamin C, the water content of Siamese oranges is higher than other oranges, the processing of Siamese oranges is very easy. The average consumer perception of Siamese oranges contains vitamin C. 2) Consumer preference is high for the attributes of Siamese oranges because they taste sweet, are large in size, are greenish yellow in color, are relatively cheaper than other oranges, contain vitamin C, are easy to peel, have a soft texture, and the processing of Siamese oranges is very easy. The average consumer preference for the attributes of Siamese oranges contains vitamin C. 3) There is a relationship between consumer perception and preference for the attributes of Siamese oranges in Jambi City with a weak relationship.*

Keywords : *Siamese Oranges, Perception, Preference, and Attributes*

Abstrak. Salah satu jenis jeruk yang tumbuh di Indonesia adalah som kin wan, atau jeruk siam, yang dinamai demikian karena berasal dari Siam (Thailand), dibandingkan dengan jeruk yang diimpor dari negara lain, jeruk lokal gagal menunjukkan peningkatan signifikan dalam hal kualitas, kuantitas, atau konsistensi. Tujuan penelitian ini untuk mendeskripsikan persepsi konsumen terhadap atribut buah jeruk siam di Kota Jambi, mendeskripsikan gambaran preferensi konsumen terhadap atribut buah jeruk siam di Kota Jambi., dan menganalisa hubungan persepsi dan preferensi konsumen terhadap atribut buah jeruk siam di Kota Jambi. Penelitian dilaksanakan Kota Jambi banyak menjual jeruk siam yang dapat dibeli di pasar buah. Metode pengumpulan data yang digunakan pada penelitian ini adalah dengan metode survey. Data yang dikumpulkan dalam penelitian ini bersumber dari data primer dan data sekunder. Metode analisis data yang dipilih adalah pendekatan deskriptif kualitatif, yang bertujuan untuk menilai persepsi dan preferensi menggunakan skala Likert dan uji chi-square. Berdasarkan data hasil penelitian menunjukkan bahwa 1) Persepsi konsumen mayoritas positif terhadap atribut rasa jeruk siam berbeda dengan rasa jeruk lain, ukuran jeruk siam besar, kulit jeruk siam tipis, ukuran jeruk siam mempengaruhi minat beli, bentuk jeruk siam bulat, permukaan jeruk siam halus dan licin, warna jeruk siam kuning kehijauan, warna mempengaruhi rasa buah jeruk siam, warna mempengaruhi minat beli, harga buah jeruk siam relatif lebih murah dibanding jeruk lain, harga jeruk siam mempengaruhi minat beli, jeruk siam mengandung vitamin C, kadar air jeruk siam lebih banyak dibanding jeruk lain, pengolahan jeruk siam sangat mudah. Rata-rata persepsi konsumen terhadap buah jeruk siam mengandung vitamin C. 2) Preferensi konsumen tinggi terhadap atribut buah jeruk siam karena rasanya manis, ukurannya besar, warnanya kuning kehijauan, harganya relatif lebih murah dibandingkan jeruk lain, mengandung vitamin C, mudah dikupas, bertekstur lunak, dan pengolahan jeruk siam sangat mudah. Rata-rata preferensi konsumen terhadap atribut buah jeruk siam mengandung vitamin C. 3) Terdapat hubungan antara persepsi dan preferensi konsumen terhadap atribut buah jeruk siam di Kota Jambi dengan keeratan hubungan lemah.

Kata kunci : *Jeruk Siam, Presepsi, Preferensi, dan Atribut*