

ABSTRAK

Cabai rawit merupakan salah satu tanaman hortikultura yang memiliki buah kecil dengan rasa yang pedas. Tujuan penelitian dengan judul “Preferensi Konsumen Terhadap Pembelian Cabai Rawit Di Pasar Tradisional Badung Kecamatan Denpasar Barat Kota Denpasar”. Respons konsumen terhadap pembelian cabai rawit yaitu preferensi konsumen, dan persepsi konsumen yang menjadi tolak ukur konsumen dalam membeli cabai rawit. Metode analisis kualitatif dengan skala likert yang digunakan untuk mengetahui respons konsumen. Penelitian ini dilaksanakan pada bulan Oktober sampai dengan November. Dimana lokasi ini ditentukan dengan metode *purposive* atau secara sengaja. Responden dalam penelitian ini ditentukan sebanyak 30 orang konsumen dengan metode *purposive*. Hasil penelitian preferensi konsumen terhadap pembelian cabai rawit di pasar tradisional badung terhadap persepsi dan preferensi konsumen yaitu, Persepsi konsumen terhadap pembelian cabai rawit di pasar badung berdasarkan kelima variabel yaitu sikap, seleksi, organisasi, karakteristik fisik, interpretasi dan yang mendapatkan presentase tertinggi yaitu variabel sikap dengan skor sebanyak 660, rata-rata 22,01 dan presentase 85,00% dan berada pada kategori sangat baik dengan jumlah responden 25 orang. Dan berdasarkan penjelasan kelima variabel persepsi konsumen berada pada kategori sangat baik dengan presentase 80,00% dan jumlah responden 24 orang. Tingkat Preferensi konsumen terhadap pembelian cabai rawit di pasar badung berdasarkan kelima variabel yaitu kualitas fisik produk, keamanan dan kenyamanan lokasi, kesesuaian harga, factor pribadi, factor psikologis dan yang mendapatkan presentase tertinggi yaitu Kualitas fisik produk dan kesesuaian harga dengan jumlah skor sebanyak 750, rata-rata 25 dan presentase 100% dan berada pada kategori sangat baik dengan jumlah responden 30 orang. Dan berdasarkan penjelasan kelima variabel preferensi konsumen berada pada kategori sangat baik dengan presentase 95,00% dan jumlah responden 28 orang.

Kata Kunci : *persepsi konsumen, preferensi konsumen terhadap pembelian cabai rawit*

UNMAS DENPASAR

ABSTRACT

Cayenne pepper is a horticultural plant that has small fruit with a spicy taste. The research objective with the title "Consumer Preferences Against the Purchase of Cayenne Pepper at the Badung Traditional Market, West Denpasar District, Denpasar City". Consumer responses to the purchase of cayenne pepper are consumer preferences, and consumer perceptions are the benchmarks for consumers in buying cayenne pepper. Qualitative analysis method with Likert scale used to determine consumer response. This research was conducted from October to November. Where this location is determined by the purposive method or intentionally. Respondents in this study were determined as many as 30 consumers with the purposive method. The results of the research on consumer preferences for the purchase of cayenne pepper in the traditional market of Badung on consumer perceptions and preferences, namely, consumer perceptions of the purchase of cayenne pepper in the Badung market based on the five variables, namely attitude, selection, organization, physical characteristics, interpretation and the one who gets the highest percentage is the attitude variable. with a score of 660, an average of 22.01 and a percentage of 85.00% and is in the very good category with 25 respondents. And based on the explanation of the five variables of consumer perception are in the very good category with a percentage of 80.00% and the number of respondents is 24 people. The level of consumer preference for the purchase of cayenne pepper in the Badung market is based on the five variables, namely the physical quality of the product, safety and convenience of the location, price suitability, personal factors, psychological factors and the one who gets the highest percentage is the physical quality of the product and the suitability of the price with a total score of 750, on average. the average is 25 and the percentage is 100% and is in the very good category with 30 respondents. And based on the explanation of the five consumer preference variables are in the very good category with a percentage of 95.00% and the number of respondents is 28 people.

Keywords: consumer perception, consumer preferences towards the purchase of cayenne pepper