



## ANALYSIS OF CONSUMER PREFERENCES IN THE TAKENGON SYALIA HOME INDUSTRY IN BLANG KOLAK II VILLAGE, BEBESAN DISTRICT CENTRAL ACEH DISTRICT

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### Abstract

*This research was carried out in Blang Kolak II Village, Bebesan District, Central Aceh Regency. The research objective is to analyze consumer preferences and the financial feasibility of the Takengon Syalia home industry. Sampling was carried out using the accidental sampling method with 60 respondents. The data analysis methods used are qualitative and quantitative. The results of this research on consumer preferences show that the combination that consumers most consider when purchasing products at home industry Takengon Syalia is a coffee pie variant, large size, box packaging and price of IDR 30,000 with the most considered attributes namely the variant attribute with NPR value (2,777), size attribute with NPR value (24,502), packaging attributes with NPR values (23,846) and the price attribute with the NPR value (21,875).*

**Keywords:** *Takengon Syalia home industry, consumer preferences*

## 1. INTRODUCTION

The productivity of Indonesian coffee is produced in almost all regions of Indonesia, several provinces which are used as the main producers of coffee in Indonesia include North Sumatra, South Sumatra, East Java, Aceh, Lampung and the last one is South Sulawesi (Harum, 2022). Aceh is one of the largest coffee producing regions in Indonesia. BPS data shows that there are six districts that are coffee production centers in Aceh Province. Central Aceh Regency is one of the main production centers among the six districts. During the last five years, the growth of planting area in Central Aceh Regency was only 4.56 percent per year (BPS Central Aceh, 2019). Central Aceh Regency, which is geographically located in the Gayo highlands, has a coffee plantation area of 51,000 hectares with production reaching 35,992 tons. Arabica coffee plants dominate coffee plantations in Central Aceh with an area of 49,997 hectares (99%) and the remainder is robusta coffee. (BPS Central Aceh, 2023). For the people of Central Aceh Regency, coffee is synonymous with life, because the majority of residents in this highland region depend on coffee as their livelihood (Mawardi et al., 2021).

Home industry Takengon Syalia is a producer that processes Arabica coffee plantations into food products. Because there are groups who cannot enjoy drinking coffee, the Takengon Syalia home industry gives a new color to culinary delights in Central Aceh. With the soft texture and taste of the coffee it offers, it has become a magnet for tourists who enjoy it (Setiawan, 2022). Takengon Syalia home industry is a home industry known for the production of coffee pies, milk pies and coffee bread which has been established since February 2016. Healthy food products, varied product sizes, attractive packaging, affordable prices and attractive product variations make it a preference. Consumers for the Takengon Syalia home industry are quite high. As an innovative product, there needs to be an introduction stage to determine the level of consumer preference (like) for several products in the Takengon Syalia business before they are widely marketed. Consumer preferences cannot be separated from consumer behavior, because understanding consumer behavior is easier through three steps, namely (Daniel in Pangestu, 2017):

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1. Consumer preferences/tastes: The first step is to find practical ways to describe why people choose one product over another.
2. Budget constraints: consumers also consider price, in this step consumers will consider the fact that consumers have income constraints that limit the quantity of goods they buy.
3. Consumer choice; given limited tastes and available income, consumers choose to buy the combination of goods that maximizes their satisfaction, this combination depends on the prices of the various goods.

## 2. LITERATURE AND THEORETICAL REVIEW

Consumer preference is a person's choice or interest in whether they like or dislike a product. Every consumer has the right to carry out an evaluation of the goods and services they really want to buy by giving a ranking or score to the various product choices available.(Simamora in Al Basya, 2018).

According to Nicholson in Al Basya (2018) there are three basic characteristics in the relationship between consumer preferences, namely:

1. Completeness (completeness)

Each person must be able to specify between condition (A) and situation (B):

- a. A prefers it to B
- b. B prefers A
- c. A and B are both preferred

These three basics assume that a person is able to determine the product from the two alternatives he has without any doubt in choosing. Someone is able to choose which product they feel is better or worse.

2. Transitivity (transitivity)

A person will not be able to articulate his conflicting preferences. This is described as "if a person chooses A over B and prefers B over C, then he should choose A over C".

3. Continuity.

If someone prefers A to B, then all conditions under A will be preferable to B.

The conclusion above reveals that everyone is able to choose the most preferred product from the available alternatives and choices. A person is able to evaluate each product from the results of information previously obtained from other people, so that he can rank which products are most popular and least popular among the available choices. This is in line with the concept which states that products that are in demand will provide greater satisfaction than products that are less popular.

Pie is a food consisting of dry pastry crust and various fillings. Pie fillings can include fruit, meat, fish, vegetables, cheese, chocolate, custard, nuts, etc. Pies containing fruit are usually in the form of a thick liquid that is sweetened like jam or cut into cubes and then baked together with the pie crust. Pie definitely has a crust made from low protein wheat flour, butter, salt and water. The pie is baked during the manufacturing process, the pie is not fried, nor boiled and steamed. The baked pie crust is placed/molded in a container which is usually round or rectangular. The container is made of heat-resistant metal or glass. In the basic recipe, pie is made from wheat flour as the main ingredient, however, to reduce dependence on wheat flour and to create new variations, researchers replaced wheat flour with the main ingredient, gayam flour. The ingredients in the basic recipe used in making pie consist of medium protein wheat flour, powdered sugar, egg yolks, fat and ice water.(Angkih et al., 2018). Coffee pie is one of the cakes

that is currently being loved by people as a souvenir or daily snack provided in their homes. This cake is made from the main ingredients of wheat flour and coffee which have been ground and mixed with milk (Fatimah, 2019)

### 3. IMPLEMENTATION METHOD

This research was conducted at the Takengon Syalia home industry in Blang Kolak II village, Bebesen District, Central Aceh Regency. The research location was determined by purposive sampling, namely the Takengon Syalia home industry has been established for quite a long time since 2016, strategic location near the type-A terminal around the city of Takengon, production is increasing, and marketing is very good so it can be obtained directly at outlets and online for consumers who are outside cities throughout Indonesia.

The object of this research is people who are consumers to find out the most preferred products and business owners to find out whether the most preferred products in the Takengon Syalia home industry are feasible or not. The scope of this research is limited to analyzing consumer preferences and financial feasibility in the Takengon Syalia home industry in Blang Kolak II village, Bebesen District, Central Aceh Regency.

## 4. RESULTS AND DISCUSSION

### 4.1 Consumer Preferences

Consumer preference is the process of ranking all things that can be consumed with the aim of gaining preference for a product. Consumer preferences in the purchasing decision process, at this stage consumers are faced with attributes ranging from the most preferred to the least preferred to an attribute/level.

#### 4.3.1 Usefulness Value at Each Attribute Level

A positive value is the level of consumer liking for a level/level of attribute in a product, while a negative value indicates the level of consumer dislike for a level/level of a product. The utility value aims to see the value of satisfaction or enjoyment obtained from consumers. The attributes analyzed in this research are variants, packaging, size and price. Each attribute has levels with varying uses. The usefulness value of each attribute level can be seen in the following table:

Table 1. Assess the usefulness of each attribute

Attribute	Levels	Utility Estimate	Std. Error
Variant	Coffee bread	-.389	,164
	milk pie	-.334	,181
	Coffee pie	,724	,174
Size	Small	-.454	,231
	Currently	,095	,197
	Big	,358	,202
Packaging	Box	,432	,223
	Plastic	-.063	,200
	Jar	-.370	,169
Price	Rp. 7,000	-.294	,175
	Rp. 30,000	,437	,206
	Rp. 55,000	-.143	,181

Source: SPSS 25 Statistical Management Results (2024)

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The conjoint analysis carried out in this research produces utility values which indicate the level of consumer preference regarding each attribute and the desired attribute level. So, from the attribute values and attribute levels, it can be seen which forms of stimuli are most sought after by consumers. Based on Table 10 above, it can be seen that the interpretation results related to utility values are explained as follows:

1. Variant attributes, you can know the utility value for each attribute and different attribute levels. At the attribute level, coffee pie has a utility value of 0.724, which is greater than the utility value of the coffee bread and milk pie variants. Coffee pie is the favorite and most popular product in the Takengon Syalia home industry which is made from wheat flour, coffee, eggs and sugar. The coffee pie variant uses Arabica coffee powder as raw material, resulting in a distinctive coffee taste and is much sought after by tourists because Central Aceh Regency is famous for the quality of its Arabica coffee. Apart from that, coffee pie also has the longest economic life of milk pie and coffee bread, namely it can last for one month so it can be stored and easily sent out of town.
2. Size attribute, at the size attribute level (small, medium and large), the large size level has the highest utility estimate value of 0.358. This means that Takengon Syalia home industry consumers prefer large coffee bread, milk pie and coffee pie products compared to medium and small sized products. This is because large sized food products provide higher emotional satisfaction to consumers, the larger the size of the Takengon home industry products. The syalia offered increases the satisfaction the consumer gets. The larger the size of the product that consumers get, the more satisfied they feel because they feel it is comparable to the money they have spent buying products from the Takengon Syalia home industry.
3. Packaging attributes, at the packaging attribute level (box, plastic and jar), box packaging has the highest utility estimate value of 0.432. This means that Takengon Syalia home industry consumers prefer products with box packaging compared to products with plastic packaging and jars. Apart from the fact that the box packaging looks more attractive, neat, practical, hygienic, easier to organize and easier to send, consumers also assess that in terms of the comparison between the volume of the box packaged coffee pie for IDR 30,000 and the jar packaged coffee pie for IDR 55,000 it is relatively the same. with quite different price comparisons.
4. Price attribute, at the price attribute level (Rp. 7,000, Rp. 30,000 and Rp. 55,000), the price of Rp. 70,000 has the highest utility estimate value of 0.437. This means that Takengon Syalia home industry consumers prefer products priced at Rp. 30,000 compared to products priced at Rp. 7,000 and 55,000. Product prices influence the purchase of Takengon Syalia home industry products because of the difference in income between each consumer. In this research, many consumers choose products priced at IDR 30,000 because the majority of consumers who buy from the Takengon Syalia home industry have a high income category so price is not a factor that consumers consider when buying Takengon Syalia home industry products.

#### **4.3.2 Relative Importance Value (NPR) of Each Attribute**

Relative importance value (NPR) is the overall level of importance obtained from the conjoint analysis stage which explains the level of consumer preferences regarding consumer likes and interests in Takengon Syalia home industry products. The highest attribute importance value indicates that this attribute is given more attention by consumers when making decisions in the process of purchasing Takengon Syalia home industry products. From the results of the analysis, the level of importance of each attribute is obtained in the following table:



Table2. Attribute Importance Value

No	Attribute	NPR
1	Variant	29,777
2	Size	24,502
3	Packaging	23,846
4	Price	21,875

Source: SPSS 25 Statistical Management Results (2024)

Based on the value of the importance level of the attributes most considered by consumers, it can be seen in Table 11. At the level of importance, the first most influential attribute is the variant with a value of 29.777. This shows that consumers prioritize variants in purchasing products compared to other attributes. Variants are considered important because they are directly related to the taste of (coffee bread, milk pie and coffee pie). Of the three products, milk pie has a sweet taste, coffee pie and coffee bread have a distinctive coffee taste so they are much sought after by consumers, both from the local community and from tourists visiting Central Aceh, especially the city of Takengon, which is famous for its coffee production. Because respondents pay more attention to variants before buying Takengon Syalia home industry products, it is hoped that the products in the Takengon Syalia home industry can be maintained, especially with the combination of coffee flavors combined with other compositions. The results of this study are in line with research Puspitasari & Hasya, (2014) regarding consumer preferences for Coca-Cola, Pepsi and Big Cola products in the city of Semarang, that the variant attribute is the first factor shown by the attribute importance level value with a utility estimate value of 0.368.

The second consideration chosen by respondents in purchasing Takengon Syalia home industry products at the level of attribute importance was the size attribute with a value of 24.502. Based on these results, it shows that the size attribute is the second consideration after the variant attribute because product size influences consumers' aesthetics and emotional satisfaction. The larger the product size, the more consumers prefer because it is considered more filling and comparable to the costs incurred by consumers. The third attribute consideration is packaging with an importance value of 23.846. This is because the packaging influences the aesthetic level of the product which makes the product more attractive when presented, contains product information which makes it easier for consumers to understand the composition of the product, the level of hygiene and practicality of consumers in consuming products from the Takengon Syalia home industry. Based on these results, it can be seen that the Takengon Syalia home industry respondents prioritize variant and size factors compared to packaging.

The fourth attribute consideration is the price attribute with an attribute importance value of 21.875. Based on these results, it can be seen that price is not the most important consideration when it comes to purchasing Takengon Syalia home industry products by consumers. This is because the majority of Takengon Syalia home industry consumers have a high income category, so it is easier for consumers to spend money to buy food products in the form of cakes from the Takengon Syalia home industry which are not essential products, so price is not a factor that consumers consider. This is in line with research Rohmah & Subari, (2021) regarding consumer preferences for coffee drink products at Kopi Promise Jiwa volume 324 Surabaya, that the price attribute is the last factor that consumers consider when purchasing products.

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**4.3.3 Validity test**

To find out whether there is a significant or insignificant relationship or whether there is a strong or not strong relationship between the stimuli/combinations of levels/levels of attributes tested and consumer preference assessments obtained in the field, a validity test is carried out. The research data obtained between the combination of attributes and consumer preferences for Takengon Syalia home industry products is said to be valid and reliable if the correlation value matches the previously determined categories. To get validity results by looking at the Pearson'R and Kendall's values and significant values can be seen in the following table:

Table3. Validity Test Results

<b>Correlation</b>	<b>Value</b>	<b>Sig.</b>
Kendall's knows	,788	,000

Source: SPSS 25 Statistical Management Results (2024)

From the results of the conjoint analysis in Table 12 above, it can be seen that this research has a predictive accuracy value on the Pearson'R rating of 0,000 and Kendall's tau is 0.000. The results of this research can be concluded that this research is declared valid, because the predictive accuracy value or figure on Pearson's R and Kendall's tau is smaller than the error level, namely 0.05, thus providing a significant value. The results of the analysis above can also be seen that there is an interrelated relationship between consumer preferences and the attributes used in this research which can be seen from the Pearson's R value. The Pearson's R value of 0.945 indicates that there is an influence of 94.5% of the combination of attributes influencing consumer preferences towards purchase of Takengon Syalia home industry products, while 5.5% was influenced by other factors that could not be explained in the model.

**5. CONCLUSION**

Based on the results of research regarding analysis of consumer preferences and financial feasibility in the Takengon Syalia home industry in Blang Kolak II village, Bebesan District, Central Aceh Regency several conclusions can be drawn:

1. From the results of consumer preference analysis, it shows that the combination that consumers most consider when purchasing products at home industry Takengon Syalia is a coffee pie variant, large size, box packaging and priced at IDR 30,000. With the attributes most considered when purchasing products at home industry Takengon Syalia is a variant attribute with NPR value (2,777), size attribute with NPR value (24,502), packaging attributes with NPR values (23,846) and the price attribute with the NPR value (21,875).





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