



ANALYSIS OF CONSUMER'S PREFERENCES IN CHOOSING THE FISH PRODUCTS (CASE STUDY IN ATAS TRADITIONAL MARKET OF THE CIMAHI CITY)

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ABSTRACT

This study aims to analyze the fish products that become consumers preferences in Atas Traditional Market of Cimahi City and analyze the attributes most consumers consider in choosing fish products in Atas Traditional Market. The method used in this research is the case study and using descriptive analysis. Data were collected by direct interview technique with respondents in Atas Traditional Market using a questionnaire. The attributes observed were packaging color, packaging type, product color, taste, and price. The questionnaire were used to test validity and a reliability test. Respondent characteristics and consumer behavior were analyzed descriptively, while the preferences of fish products, such as mackarel tuna, fish balls, and shredded fish, as well as the attributes in fish products that the most considered by consumers were analyzed by Rating Scale and Chi Square. The results Indicated that the fish products which became the consumer's preference in Atas Traditional Market were mackarel tuna. The most preferred in choosing mackarel fish products is the packaging color which green one, the type of packaging was leaves, the color of product was natural, spicy, and the price scale was between Rp. 15.000 - Rp. 20.000. The most preferred in choosing fish meatball products is the packaging color which clear one, the type of packaging was plastic, the color of product is natural, the taste was original, and the price scale was <Rp. 10.000. The most preferred in choosing shredded fish products is the packaging color which clear one, the type of packaging was plastic, the color of product was natural, spicy, and the price scale was between Rp. 15.000 - Rp. 20.000.

Keywords: Attributes, Consumers, Preferences, Fish Products.

INTRODUCTION

Fishery business activities included in the development of fisheries and its relation to consumers is very close. Consumer behavior is decision that has been taken using available resources, such as time, money, and effort, in exchange for goods to buy. Simply consumer behavior is about decision to buy, decide, how, when, and how often the frequent of buying. Consumer behavior can also be defined as the process that has been through by a person who is finding out, searching, buying, using, evaluating, and doing action after product consumption (Wijayanti 2011).

Cimahi City has a less ideal fish consumption level, it is only 13 kg per capita / year (BPS 2018). Expected level of consumption is 48 kg per capita/year. The level of fish consumption that is not ideal is caused by the high price of fish and Cimahi City is also far from the area of fishery production sources. The level of consumption that is not ideal does not mean that people cannot consume fish because the local fish are abundant, the Cimahi City government has conducted a socialization about Gemarikan (liking of eating fish) in order to increase the value of fish consumption in Cimahi City.

Cimahi City has 12 traditional markets that spread across each district. Atas Traditional Market is one of the traditional markets located in the center of Cimahi City, precisely in Cimahi Tengah District. Processed fishery products in the atas traditional market has their own variation, for example a variety of fresh fish and fish that have been processed. This process is divided into two, modern processing and traditional processing.

Product is everything that is offered by producers to consumers to meet consumer needs and is able to provide satisfaction for its users. Preferences indicate consumer's interest for a variety of available product choices (Tjiptono 2009). The concept of preference is relevant with the concept of goods that are more in demand and more giving greater satisfaction than goods that are less in demand. Consumer preferences are very important to be analyzed, because it can be a guide in

determining the characteristics of processed fish products in terms of packaging, types of processed fish and prices. This urged researcher to analyze the characteristics of processed fish products of interest in the Atas Traditional Market Cimahi City.

RESEARCH METODOLOGY

The research was conducted during May-July 2019 in Atas Traditional Market Cimahi City. The method used is the case study method. Types and sources of data are primary data and secondary data. Primary data was obtained from interviews with respondents as consumers who buy processed fish products in the Atas Traditional Market of Cimahi City. Secondary data to support this research is a source of data was obtained from the reports of the results of an institution research, library materials, government institution, and the Central Bureau of Statistics.

The sampling technique that is used in this study was accidental sampling. Respondents were used in this study numbered 100 people as consumers of processed fish products in Atas Traditional Market Cimahi City. The product samples that will be used are fish meatballs, boiled cob, and shredded fish.

DATA ANALYSIS

Data analysis method that is used is descriptive analysis. Descriptive analysis is a statistical analysis that is used to describe or analyze research results, but is not used to make deep conclusions. The technique that is used to analyze consumer preferences uses a Likert scale and attributes which the most consumers consider in choosing processed fish products are by Chi Square method.

Validity Analysis

Validity test states that the instrument used to obtain the data in research can be used or not. The validity test of the instrument in this study was conducted to find out whether the measuring instrument that had been designed in the form of a questionnaire really could carry out its function. Validity test is used with a statistical approach,

namely through the correlation coefficient of the score of statement items with the total score of statement items, if the correlation coefficient is greater or equal to 0.30 then the statement is declared valid.

Reliability Analysis

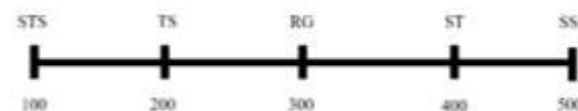
The reliability test according to Sugiyono (2010) was carried out to find out how far the measurement results remained consistent if measurements were made twice or more for the same symptoms using the same measuring device. The reliability of each instrument used by the author uses the Cronbach alpha coefficient (α) using the Statistical Product and Service Solution (SPSS) version 20 for the type of interval measurement. An instrument is stated to be reliable if the Cronbach alpha value is greater than the specified limit of 0.6 or the calculated correlation value is greater than the value in the table and can be used for research.

Analysis of consumer preferences

The method that is used in analyzing consumer preferences is a Likert Scale. The scale can be used as a research data collection tool. Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. Attitude scale is a type of scale used to measure a person's attitude towards a particular object. The results are in the form of attitudes, namely: support (positive), reject (negative), and neutral. The answers to each instrument item that uses a Likert scale have gradations from very positive to very negative, in the form of words. Examples of likert scales used to measure consumer behavior use five assessment points, namely Strongly Agree Answer given a score of 5, Agree Answer are given a score of 4, Doubtful Answer are given a score of 3, Answer Disagree are given a score of 2, Very Disagree Answer are given a score of 1.

The data above uses a questionnaire data collection technique, for example the instrument is given to respondents with a certain amount, then an analysis will be conducted by grouping based on the attitude assessment score. Based on these data the number of people who agree and strongly agree is

calculated. Then, these results will show the answers most frequently answered by respondents. The interval data can also be analyzed by calculating the average answer based on the score of each answer from the respondent (pict 1). The ideal score (criteria) for all items 5 is multiplied by the number of respondents.



Pict 1. Likert Scale

Analysis of The Attributes of Processed Fish Products

Analysis of the attributes of processed fish products are using the Chi Square test. According to Sugiyono (2014) Chi Square Test (χ^2) one sample is a statistical technique used to test hypotheses if the population consists of two or more classes in which the data are nominal and the sample is large.

$$\chi^2 = \sum_{i=1}^k \left(\frac{fo - fh}{fh} \right)^2$$

Notes :

- χ^2 : Chi Square
- fo : Frequency observed in research
- fh : Frequency expected in research
- k : Category attributes in the variable processed fish products in the Atas Traditional Market.

Where:

$$fh = \frac{n}{k}$$

Notes:

- n : Number of respondents (people)
- k : Category attributes in the variable processed fish products in the Atas Traditional Market.
- Ho : There are no differences in consumer preferences for the attributes of processed fish products
- Ha : There are differences in consumer preferences for the attributes that exist in

processed fish products.

Testing at 95% confidence level with testing criteria:

H_0 is rejected if $h^2 \text{ count} > \chi^2 \text{ table}$

H_0 is accepted if $h^2 \text{ count} \leq \chi^2 \text{ table}$

RESULT AND DISCUSSION

Consumers in this study are consumers who buy processed fish products in the Atas Traditional Market of Cimahi City. The questionnaires are distributed to 100 respondents included general characteristics of consumers, such as gender, age, level of education, occupation, income, and number of family members.

Gender

Characteristics of consumers by gender are divided into two groups, male and female. Characteristics of consumers by gender are presented in Table 1.

Table 1. Consumer Characteristics by Gender

No	Gender	The amount of people	Percentage (%)
1	Male	34	34
2	Female	66	66
	Total	100	100

The results showed that most consumers of processed fish products were 66 women with a percentage of 66% and 34 male consumers with a percentage of 34%. This can happen because women have the responsibility to set out the meal needs in the household.

Ages

The age group in this study was divided into four classes with a difference of 10 years. The age group of consumers who buy fish processed products in the Atas Traditional Market of Cimahi City is 17-26, 27-36, 37-46, > 47 (Table 2).

Table 2. Consumer Characteristics by Ages

No	Ages	The amount of people	Percentage (%)
1	17-26	20	20
2	27-36	48	48
3	37-46	29	29
4	>47	3	3
	Total	100	100

Based on the results of the study, the age of the youngest consumers are ranging from 17-26 years which is equal to 20%. The age group 27-36 years by 48%, the 37-46 year age group is the most dominant age group being consumers in choosing processed fish products. The age group 45-59 years by 29% and the age of respondents over 47 years by 3%. The age of respondents over 60 years is less in consuming food because at this age someone is more careful in choosing food (Hermanianto and Andayani 2002).

Education Level

The education level of the respondent will influence the decision process and consumption patterns of a person. A person's education level will also affect the way of thinking and even perception of a problem (Sumarwan 2009). The level of education in this study was divided into 6 namely elementary, junior high, high school, One-year Diploma, Third-year Diploma, The characteristics of consumers based on their level of education can be seen in table 3.

Table 3. Consumer Characteristics by Education Level

No	Education Level	The amount of people	Percentage (%)
1	Elementary School	3	3
2	Junior High School	7	7
3	Senior High School	47	47
4	One-year Diploma	17	17
5	Third-year Diploma	12	12
6	Undergraduate Degree	14	14
	Total	100	100

Based on table 3, it shows that most respondents who come from high school background are 47 people with a percentage of 47%, One-year Diploma background are 17 people with a percentage of 17%, Undergraduate Degree background are 14 people with a percentage of 14%, Third-year Diploma background of D3 are 12 people with a percentage of 12%, a junior high school background of 6 people with a percentage of 6%,

and the fewest respondents coming from an elementary school background are 3 people with a percentage of 3%.

Income Level

According to Sumardi (2009) Income is the total income of all family members who are contributed to meet the needs of family and the individuals. Consumer income of processed fish products is divided into 4 groups, and it can be seen in table 4.

Tabel 4. Consumer Characteristics by income level

No	Income	The amount of people	Percentage (%)
1	< 1.000.000	5	5
2	1.000.000-2.000.000	14	14
3	2.000.000-3.000.000	33	33
4	>4.000.000	48	48
	Total	100	100

Based on table 4, the percentage of Cimahi City residents who have the highest income level is > Rp.4.000.000 as much as 48% or 48 people, Cimahi City residents who have an income level of Rp. 2,000,000 - Rp. 3,000,000 by 33% or 33 residents who have an income of Rp. 1,000,000-Rp. 2,000,000 of 14% or 14 people, and the last is Cimahi City residents who have the lowest income level of <Rp. 1,000,000 by 5% or 5 people.

Occupations

According to Engel (2010), consumer analysis considers employment as the best single indicator of social class. Work are done by consumers influences their lifestyle (Table 5).

Table 5. Consumer Characteristics by occupations

No	Occupations	The amount of people	Percentage (%)
1	Civil Servants	12	12
2	Private Employees	10	10
3	Entrepreneurs	23	23

4	Housewives	36	36
5	Students	16	16
6	Unemployed	3	3
	Total	100	100

Based on table 5, the percentage value of Cimahi city residents by type of work shows that housewives have the highest percentage of 36%, entrepreneurs 23%, students have a 16% percentage, civil servants and private employees have a percentage value of 12% and 10%, and the value the lowest percentage of unemployed population is 3%.

The Number of Family Members

The number of family members is an important factor in influencing consumers' decisions to buy processed fish products. Table 6 presents the characteristics of consumers based on the number of family members (Table 6).

Tabel 6. Consumer Characteristics by The Number of Family Members

No	The Number of Family Members	The amount of people	Percentage (%)
1	The member 1-2	24	24
2	The member 3-4	68	68
3	The member 5-6	7	7
4	The member 8	1	1
	Total	100	100

Based on table 6, it shows that consumers of processed fish products in the City of Cimahi have a diverse number of family members, it can be seen that the highest percentage of families are having 3-4 members is 68 people, the percentage of families are having 1-2 members is 24% or 24 people, the percentage of family members is 5-6 people which is 7% or 7 people and the lowest percentage of family members is indicated by the number of family members 7-8 people which is 1% or 1 person.

Consumer Behaviour

Consumer behavior towards the purchase of processed fishery products is an action which is directly involved, looking for, getting, consuming, and

spending processed fishery products. Respondents are taken into research material where consumer behavior is examined and analyzed to study by marketers of processed fish products because marketers are expected to understand respondents, how the respondent's tastes are, and how respondents make decisions to buy processed fish products. Studying consumer behavior is very important because understanding respondents will lead marketers to appropriate and efficient marketing policies.

Consumer's Frequency Who Consume Fish

Based on the results of research conducted on 100 respondents, there are 98 people consumed processed fishery products and 2 people did not consume because of allergies to fish-based products.

Frequency of Consuming Processed Fishery Products

Based on the results of this study, out of 100 respondents who consumed > 4 times a month 44 people in a month. The second rank is 3 times a month as many as 38 people, the next rank is 2 times a month as many as 9 people and the last is once a month as many as 9 people. This shows that the purchasing power of the people in the Atas Traditional Market for processed fishery products is

quite high.

The Usual Place to Buy Processed Fishery Products

Based on the results of this study, as many as 86 out of 100 respondents chose to buy processed fisheries for consumption in traditional markets, while as many as 5 respondents chose to shop at supermarkets, 8 respondents chose to buy processed fish products at street vendors, and 1 person chose to buy at a stall.

Consumer Preference

Consumer preference for processed fishery products is a choice of whether or not someone likes processed fishery products that are consumed. The choice varies between one respondent and another respondent. Respondents' preferences for processed fish products in Atas Traditional Market can be analyzed using attitude measurement scale test. Respondents' preferences in buying fishery processed products in the Atas Traditional Market can be known from respondents who choose the attributes of the processed fish products studied where these attributes are the color of the packaging, type of packaging, product color, taste, price (Table 7).

Table 7. attitude measurement scale test Result that Are Considered by Consumers

The Name of Product	Strongly Disagree (1-100)	Not Agree (101-200)	Doubtful (201-300)	Agree (301-400)	Strongly Agree (401-500)
Fish					400
Mackarel tuna					
Meatball				331	
Fish					
Shredded Fish					338
Fish					

Based on table 7, it shows that most consumer preferences of processed fish products is mackarel tuna. Based on the calculation of the value of the attitude calculation scale, it is obtained that how many mackarel tuna in the range of 400, while the

fish meatballs are in the range of 331, and shredded fish in the range of 338. Consumers often choose processed fish products in the form of mackarel tuna because this product is easily be found. Chi Square Analysis Results Attributes that Are Considered by

Consumers Toward Mackarel tuna is on Table 8.

Table 8. Chi Square Analysis Results Attributes that Are Considered by Consumers Toward Mackarel tuna

No	Mackarel tuna Product	fo	fh	fo-fh	(fo-fh) ²	X ²
1	The package colour	31	20	11	121	6.05
2	The product colour	21	20	1	1	0.05
3	The kind of package	14	20	-6	36	1.8
4	Flavour	27	20	7	47	2.45
5	Price	7	20	-13	169	8.45
	Total	100	100	0	-	18.8

Based on the calculation results, it show that the chi-square value is 18.8. Based on dk = 4 with an error of 5%, we can get the square value of the table which is 9.49. Each of the attributes of mackarel tuna processed products was significantly different with a significant level of 95% which means the null hypothesis (Ho) was rejected and the alternative hypothesis (Ha) was accepted because the calculated X² was greater than the X² table so that there were differences in consumer preferences

for the attributes found in mackarel tuna products by consumers in the Atas Traditional Market. Attributes that consumers consider in making a decision to buy mackarel tuna products at Cimahi City's Atas Traditional Market are the color of the green packaging, the type of packaging is the leaves, the color of the natural product, the spicy taste, and the price of the tuna fish at Rp.15.000 - Rp.20.000. Calculation Results for Attitude Scale Measurement of Mackarel Tuna Attributes is on Table 9.

Table 9. Calculation Results for Attitude Scale Measurement of Mackarel Tuna Attributes

No	Attributes of Mackarel tuna	Strongly Disagree (1-100)	Not Agree (101-200)	Doubtful (201-300)	Agree (301-400)	Strongly Agree (401-500)
1	The package colour				398	
2	The product colour				408	
3	The kind of package				393	
4	Flavour				435	
5	Price				443	

Based on the calculation results of the measurement scale of attitudes towards the attributes of mackarel tuna products, the highest value are obtained by the price of processed fish product attributes is a score of 443, while the taste attribute gets a total score of 435, the product color attribute gets a total score of 408, the color attribute of the pack gets a total score of 398, and the lowest total score obtained by the type of packaging is 393.

The results of the calculation of the measurement of attitudes to the attributes of mackarel tuna products indicate that the price attribute is the attribute most considered by consumers to buy processed products of mackarel tuna roducts

Test Validity and Reliability

The results of the validity and reliability tests of consumer preferences for mackarel tuna products

(Table 10).

Table 10. Validity Test Results of Mackarel tuna

Preference	The Value of Validity
The package colour	0.730
The product colour	0.651
The kind of package	0.733
Flavour	0.481
Price	0.364

Based on table 10, the validity value of each of the mackarel tuna product attributes is declared valid because the validity value of each attribute is greater than 0.3. The results of this validity test are in accordance with Sugiyono's statement (2010) if

the correlation coefficient is greater or equal to 0.30 then the statement is declared valid. Results of Mackarel tuna Reliability Test is on Table 11.

Table 11. Results of Mackarel tuna Reliability Test

Cronbach's Alpha	Items Total
0.804	5

According to Sugiyono (2010) a study is stated to be reliable if the Cronbach's Alphabet value is greater than 0.6 then the data can be said to be reliable. The results of the Cronbach's Alphabet value calculation are 0804. Thus, data on consumer preferences for mackarel tuna products can be stated to be reliable. Chi Square Analysis Results Attributes Consumers Considered Consumers Toward Fish Meatballs is on table 12.

Table 12. Chi Square Analysis Results Attributes Consumers Considered Consumers Toward Fish Meatballs

No	Meatball Fish Product	fo	fh	fo-fh	(fo-fh) ²	X ²
1	The package colour	26	20	6	36	1.8
2	The product colour	34	20	14	196	9.8
3	The kind of package	22	20	2	4	0.2
4	Flavour	16	20	-4	16	0.8
5	Price	2	20	-18	324	16.2
	Total	100	100	0	-	28.8

Based on the results of the chi-square calculation shown in table 12, it shows that the chi-square value is 28.8. Based on dk = 4 with an error of 5%, we can get the square value of table 9.49. Each of the processed fish meatball product attributes observed were significantly different with a significant level of 95% which means the null hypothesis (Ho) was rejected and the alternative hypothesis (Ha) was accepted because the calculated X² was greater than the X² table so that there were differences in consumer preferences for the attributes contained on fish meatball products by consumers in the Atas Traditional Market of Cimahi City. The attributes that

most influence the product color, packaging color, type of packaging, taste, and price. The most considered attribute of processed fish meatballs is the color of the product, it can be seen that 34 consumers consider the color of the product compared to other attributes. The attributes of fish meatball products referenced by consumers are clear packaging colors, the type of packaging is plastic, natural product colors, original flavors, and prices of processed fish meatball products <Rp.10,000. The following table shows the results of the calculation of the measurement scale of attitudes towards the attributes of fish meatball products.

Table 13. Calculation Result of Attitude Scale Measurement of Fish Meatball Attribute Attribute

No	Fish Meatball Attribute	Strongly Disagree (1-100)	Disagree (101-200)	Doubtful (201-300)	Agree (301-400)	Strongly Agree (401-500)
1	The package colour				385	
2	The product colour				399	
3	The kind of package				406	
4	Flavour					429
5	Price					438

Based on the calculation of the measurement scale attitudes to the attributes of fish meatball products, the highest value is obtained by the price of processed fish product attributes is with a score of 438, while the taste attributes get a total score of 429, the type of packaging attributes get a total score of 406, the color attributes of the product

Test Validity and Reliability

The results of the validity and reliability tests of consumer preferences for fish meatball products are shown as follows on table 14.

Table 14. Fish Meatball Validity Test Results

Preference	Validity Value
The package colour	0.731
The product colour	0.677
The kind of package	0.844
Flavour	0.612
Price	0.319

Based on table 14, the validity value of each fish meatball product attribute is declared valid because the validity value of each attribute is greater than

get a total score of 399, and the lowest total score obtained by package warna is 385. The results of the calculation of the measurement scale attitudes towards the processed fish meatball product attributes indicate that the price attribute is the attribute most considered by consumers to buy processed fish meatball products.

0.3. The results of this validity test are in accordance with Sugiyono's statement (2010) if the correlation coefficient is greater or equal to 0.30 then the statement is declared valid. The results of Mackarel Tuna Reliability test is on table 15.

Table 15. Results of Fish Meatball Reliability Test

Cronbach's Alpha	Total Item
0.726	5

According to Sugiyono (2010), a study is said to be reliable if the Cronbach's Alpha value is greater than 0.6 so that the consumer preference data for fish meatball products can be said to be reliable because the Cronbach's Alpha value is 0.726. Chi Square Analysis Results Attributes Considered Consumers Toward Shredded Fish is on table 16.

Table 16. Chi Square Analysis Results Attributes Considered Consumers Toward Shredded Fish

No	Shredded Fish Products	fo	fh	fo-fh	(fo-fh) ²	X ²
1	The package colour	2	20	-18	324	16.2
2	The product colour	31	20	11	121	6.05
3	The kind of package	19	20	-1	1	0.05
4	Flavour	28	20	8	64	3.2
5	Price	20	20	0	0	0
	Total	100	100	-	-	25.5

Based on the results of the chi-square calculation shown in table 16, shows that the chi-square value of 25.5. Based on dk = 4 with an error of 5%, we can get the square value of table 9.49. Each of the processed shredded fish product attributes observed was significantly different with a significant level of 95% which means the null hypothesis (Ho) was rejected and the alternative hypothesis (Ha) was accepted because the calculated X² was greater than the X² table so that there were differences in

consumer preferences for the attributes contained on shredded fish products by consumers in the atas traditional market of Cimahi City. The attributes of shredded fish products referenced by consumers are clear packaging colors, the type of packaging is plastic, natural product colors, spicy flavor, and the price of shredded fish products Rp. 15,000 - Rp. 20,000. . Calculation Result of Attitude Scale Measurement for Shredded Fish Attribute in on table 17.

Table 17. Calculation Result of Attitude Scale Measurement for Shredded Fish Attribute

No	Shredded Fish Products	Strongly Disagree (1-100)	Disagree (101-200)	Doubtful (201-300)	Agree (301-400)	Strongly Agree (401-500)
1	The package colour				386	
2	The product colour				409	
3	The kind of package				394	
4	Flavour				445	
5	Price				437	

Based on the calculation results of the measurement scale attitudes to the attributes of shredded fish products, the highest value are obtained by the taste of fish processed product attributes is with a score of 445, while the price attribute gets a total score of 437, the product color attributes get a total score of 409, the type of packaging attributes get a total score of 394, and the lowest total score obtained by packaging warna is

386. The results of the calculation of the measurement scale attitudes to the processed fish meatball product attributes indicate that the taste attribute is the attribute most considered by consumers to buy processed fish meatball products.

Test Validity and Reliability

The results of the validity and reliability tests of

consumer preferences for tuna fish products are as follows on table 17.

Table 17. Shredded Fish Validity Test Results

Preference	Validity Value
The package colour	0.718
The product colour	0.510
The kind of package	0.732
Flavour	0.525
Price	0.576

Based on table 17, the validity value of each attribute of shredded fish is declared valid because the validity value of each attribute is greater than 0.3. The results of this validity test are in accordance with Sugiyono's statement (2010) if the correlation coefficient is greater or equal to 0.30 then the statement is declared valid. Shredded Fish Reliability Test Results is on table 18.

Table 18. Shredded Fish Reliability Test Results

Cronbach's Alpha	Total Item
0.818	5

According to Sugiyono (2010) a study is said to be reliable if the Cronbach's Alpha value is greater than 0.6 so that the consumer preference data for shredded fish products can be said to be reliable because the Cronbach's Alpha value is 0.818.

CONCLUSION AND RECOMMENDATION

Based on the results of research that has been found out are obtained several conclusions as follows:

1. Processed fish products in Cimahi City's Atas Traditional Market which are consumers' preferences are mackarel tuna with the most considered attribute is the color of the packaging, the most considered attribute of fish meatballs and shredded fish is the color of the product.
2. The attributes of processed products considered by consumers in making a decision to buy tuna fish products at Atas Traditional Market Cimahi City are green packaging color, the type of packaging is leaves, the color of the product is natural, the taste is spicy, and the price of tuna fish is Rp. 15,000 - Rp. 20,000. The attributes of fish meatball products referenced by consumers are clear packaging colors, the type of packaging

is plastic, natural product colors, original flavors, and prices for processed fish meatball products <Rp. 10,000 The attributes of shredded fish products referenced by consumers are clear packaging colors, the type of packaging is plastic, natural product colors, spicy flavor, and the price of shredded fish products Rp. 15,000 - Rp. 20,000.

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