

## ABSTRACT

*This study aimed to examine the attributes of processed soy sauce of CV NIRA JAYA SEJAHTERA are becoming preference or consumer preference, especially meatballs traders, satay, and soup in Semarang. Assessing attribute most consumers consider the decision to buy the sweet soy sauce. The basic method in this research using descriptive methods, and implementation with survey techniques. The sampling technique used in this study is a randomized technique (random sampling). The data used is primary data and data sekunder. Analisis used chi square analysis.*

*The results of chi-square analysis showed that consumer preferences for attributes of soy sauce (price, taste, packaging, color, and thickness) of the CV NIRA JAYA SEJAHTERA have a relationship or association. These five attributes in a soy sauce Udang Terbang and Monggo Mas has particularly Pearsons chi-square value and the probability of significance as follows: Udang Terbang 48.629, Monggo Mas 60.830 for price, significance both 0,000. Flavor of Udang Terbang 75.623, 44.483 for flavor of Monggo Mas significance both 0,000. Packaging of Udang Terbang 77.157, 37.067 for packaging of Monggo Mas significance both 0,000. Color of Udang Terbang 76.288, color Monggo Mas 49.602 with significance both 0,000. Thickness of Udang Terbang 86.525 viscosity, Thickness of Monggo Mas 42.361 0.000 significance both..*

*Keywords: Consumer preferences, chi-square analysis, Soy sauce attributes (Price, Taste, Packaging, Color, Thickness.*