

ABSTRACT

This study aims to examine the attributes of processed breads UKM of KOPINKRA KARYA BOGA are becoming preferences or consumer preferences in Jepara. Assessing attribute most consumers consider the decision to buy the bread. The basic method in this study uses descriptive methods, and their implementation by surveying techniques. The samples with the pre-survey conducted prior to making assumptions about what percentage of the population that likes the bread and consume according to their age groups - each. The sampling technique used in this research is the technique of random proportional (proportional random sampling). The type of data used is primary data and data sekunder. The analysis used chi-square analysis.

The results of chi-square analysis showed that consumer preferences based on respondent characteristics (education, age, occupation) of the processed bread from UKM of KOPINKRA KARYA BOGA significantly different at the 95% confidence level. Means that consumer preferences towards the bread in Kabupaten Jepara not the same or there are differences in consumer preferences . The bread that became a favorite with consumers in Kabupaten Jepara is with price Rp 1000.00 bread, bread with a sweet flavor, with a medium size bread, and bread with plastic packaging adhesives. From the analysis of the most preferred type of bread that sandwiches (oven) and expenditure on bread for less than Rp 10.000,00 in one month.

Keywords: Consumer preferences, chi-square analysis, Attributebread(Expenditure, Price, Taste, size, packaging).