

ABSTRAK

Skripsi dengan judul "Analisis Preferensi Konsumen pada Permintaan Pasir Kucing di Tulungagung" ditulis oleh Kharisma Muntadlirotul Maghfiroh, NIM 126405212106, Program Studi Manajemen Bisnis Syariah, Jurusan Bisnis dan Manajemen, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, yang dibimbing oleh Badara Shofi Dana. S.E., M.Si.

Kata Kunci: Preferensi Konsumen, permintaan, Pasir Kucing, Atribut Produk, Analisis Konjoin.

Penelitian mengenai pasir kucing dilakukan karena terjadi peningkatan jumlah pemilik kucing di Indonesia, yang berimbas pada peningkatan kebutuhan akan produk perawatan kucing, termasuk pasir kucing. Banyaknya merek pasir kucing menjadikan perlunya preferensi konsumen untuk meningkatkan daya saing perusahaan.

Tujuan penelitian dalam skripsi ini adalah: (1) Menganalisis preferensi konsumen terhadap atribut produk pasir kucing, seperti harga, kualitas, diferensiasi, ukuran, aroma, kemasan, warna kemasan, dan tempat penjualan di Kabupaten Tulungagung; (2) Menentukan urutan atribut berdasarkan tingkat kepentingannya menurut preferensi konsumen di daerah tersebut.

Penelitian ini menggunakan pendekatan kuantitatif dengan melibatkan 250 responden. Lokasi penelitian dilakukan di Kabupaten Tulungagung. Metode analisis yang digunakan dalam penelitian ini adalah metode konjoin, yang bertujuan untuk mengukur preferensi responden terhadap berbagai atribut produk.

Berdasarkan hasil analisis preferensi konsumen menunjukkan bahwa masyarakat Tulungagung menginginkan beberapa hal dalam memutuskan pembelian produk pasir kucing dengan harga berkisar Rp20.000-Rp35.000, kualitas produk yang premium, jenis pasir menggumpal, ukuran kemasan besar 25 liter, pasir kucing memiliki aroma, menggunakan kemasan plastik dan berwarna cerah, dan tempat penjualan pada toko fisik (*offline*). Memiliki urutan atribut berdasarkan tingkat kepentingan, diantaranya kualitas produk pertama, harga kedua, ukuran ketiga, diferensiasi keempat, aroma kelima, warna kemasan keenam, tempat penjualan ketujuh, dan terakhir kedelapan ialah kemasan.

ABSTRACT

Thesis entitled "Analysis of Consumer Preferences on Cat Litter Demand in Tulungagung" was written by Kharisma Muntadlirotul Maghfiroh, NIM 126405212106, Sharia Business Management Study Program, Department of Business and Management, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University of Tulungagung, supervised by Badara Shofi Dana. S.E., M.Si.

Keywords: Consumer Preferences, Demand, Cat Litter, Product Attributes, Conjoint Analysis.

Research on cat litter was conducted because of the increasing number of cat owners in Indonesia, which has an impact on the increasing need for cat care products, including cat litter. The many brands of cat litter make it necessary for consumer preferences to increase the company's competitiveness.

The objectives of this research are: (1) To analyze consumer preferences for cat litter product attributes, such as price, quality, differentiation, size, aroma, packaging, packaging color, and place of sale in Tulungagung Regency; (2) To determine the order of attributes based on their level of importance according to consumer preferences in the area.

This study uses a quantitative approach involving 250 respondents. The location of the study was in Tulungagung Regency. The analysis method used in this study is the conjoint method, which aims to measure respondents' preferences for various product or service attributes.

Based on the results of consumer preference analysis, it shows that the Tulungagung community wants several things in deciding to purchase cat litter products with prices ranging from <Rp35,000, premium product quality, clumping sand type, large packaging size of 25 liters, cat litter has an aroma, uses plastic packaging and is brightly colored, and the place of sale is in a physical store (offline). Having an attribute sequence based on the level of importance, including product quality in first place, price in second place, size in third place, differentiation in fourth place, aroma in fifth place, packaging color in sixth place, place of sale in seventh place, and finally the eighth is packaging.