

ANALYSIS OF CONSUMER PREFERENCES FOR TEMPE PRODUCT ATTRIBUTES IN FAKFAK REGENCY

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Abstract

Consumer preference refers to the level of importance or degree of liking that consumers assign to a product they intend to purchase or consume. Product attributes, including taste, price, and size, are key factors influencing purchasing decisions. The problem addressed in this study is identifying which product attributes significantly influence consumers' purchase intentions. This study aims to determine the product attributes that influence the purchasing decisions of the people of Fakfak and to analyze their preferences for tempe products. The research was conducted at Tanjung Wagom Market in Fakfak Regency, West Papua, Indonesia. A quantitative research approach was employed. The study population consisted of the residents of Fakfak Regency, and data were collected from 30 respondents through a survey. The sample comprised 30 respondents selected using the accidental sampling technique. The analytical methods used in this study were conjoint analysis and the Likert scale. The results indicate that the product attribute with the highest utility value is taste, specifically the savory level, with a utility value of 1.041. The second highest-ranked attribute is price, at IDR 5,000, with a utility value of 0.274, while the third is size, with the large size level having a utility value of 0.307. The importance value analysis shows that the taste attribute is the most influential factor, accounting for 54.469% of consumer preferences.

Keywords: Conjoint analysis, product attributes, consumer preferences.

INTRODUCTION

One of the sectors with significant marketing potential is Micro, Small, and Medium Enterprises (MSMEs). Tempe, a traditional Indonesian fermented soybean product, is a highly nutritious food that continues to gain popularity among various segments of society. It is widely available and offered at an affordable price. The development of processed tempe products requires continuous innovation, including improvements in product quality, attractive and durable packaging, and effective marketing strategies to expand market reach (Wikansari et al., 2025). Consumer preferences for a product vary from one individual to another, resulting in different purchasing patterns. As product diversity in the market increases, consumers become more interested in purchasing products while also becoming more critical in their purchasing behavior. Several factors influence consumers' purchasing decisions, including price and packaging. In addition, both the physical and non-physical attributes of tempe products play an important role in shaping consumer preferences (Gozali A., 2024).

Product attributes can serve as a unique selling point that attracts consumers to make purchasing decisions. According to Tjiptono (2010), product attributes are the characteristics of a product that consumers consider important and use as the basis for their purchasing decisions. Product attributes provide a distinct identity and differentiate a product from similar products offered by competing companies. Consequently, consumers develop different perceptions of products offered by various companies, which ultimately influence their purchasing decisions (Nabila et al., 2022). It is generally assumed that the appropriate combination of product attributes can enhance consumer attraction and purchase intention. Therefore, producers and marketers need to understand consumers' preferences and determine which product attributes are favored or disliked. Understanding consumer behavior, particularly consumer preferences, is essential for developing products that meet market expectations. Accordingly, this study employs conjoint analysis to measure consumer preferences for tempe products in Fakfak Regency.

LITERATURE REVIEW

1. Tempe

Tempe is a traditional food originating from Indonesia, particularly from the island of Java. It is produced from soybeans fermented using mold cultures. The microorganisms commonly used in tempe fermentation are *Rhizopus oryzae* and *Rhizopus oligosporus* (Ellent et al., 2022). Tempe contains a variety of essential nutrients and bioactive compounds that provide numerous health benefits, including improving digestive, circulatory, and respiratory system functions (Aryanta, 2020). Tempe has a firm texture, a distinctive flavor, and high nutritional value, making it one of the most popular foods in Indonesia and several other countries. As a fermented food, tempe also has considerable potential as a functional food, offering various health benefits ranging from increasing hemoglobin levels in individuals with anemia (Pinasti et al., 2020) to assisting in diabetes management (Nurwati, 2016).

2. Consumer Preferences

Consumer preference refers to an individual's evaluation or judgment regarding whether they like or dislike a particular product (Puspitasari & Nirawati, 2022). Consumer preferences arise from cognitive processes based on various considerations, reflecting consumers' likes, interests, or tendencies toward a product. Preference is defined as a stronger liking for one product over another. Consumers have different preferences for products and brands based on various factors, including product attributes (Cahyanti & Najib, 2016). According to Kotler (2007), preference is defined as the degree of an individual's liking for a particular type of product. Preferences are formed through consumers' thought processes based on previous experiences and inherited beliefs.

3. Product Attributes

Product attributes are characteristics that differentiate one product from another, thereby providing added value, benefits, and important considerations in consumers' purchasing decisions. Product attributes are elements of a product that consumers perceive as important and use as the basis for making purchase decisions. Therefore, it can be concluded that product attributes are specific characteristics of a product that provide value to consumers and serve as a basis for purchasing decisions (Oscar, 2020).

3.1 Size

Consumers often use the physical appearance of packaging as a perception of the quantity or weight of the product contained inside. Some products, particularly dry food products, are packaged in larger containers to create a more favorable perception and enhance competitiveness against similar products. Packaging is an essential component of a product system that significantly influences both the product and consumers. Scientifically, packaging can be defined as a creative design that integrates various elements such as shape, structure, materials, color, imagery, typography, and product information to achieve specific objectives (Selvia, 2022).

The primary objectives of packaging are to differentiate products from competitors, communicate product information, and improve storage, distribution, and sales efficiency. Well-designed packaging not only protects the product physically but also builds brand equity, attracts consumer attention, and encourages sales. Effective packaging creates positive impressions among consumers and motivates purchasing decisions. Therefore, packaging size is not merely a protective covering but also an important marketing tool for attracting consumer interest. Overall, creative, functional, and informative packaging provides significant advantages for both producers and consumers (Soetanto et al., 2020).

3.2 Price

Price is an essential element for a company because it generates revenue necessary for business sustainability. According to Kotler and Armstrong (2018), in the exchange process of products or services, price represents the value that consumers must sacrifice to obtain a product. Consumers' perceptions of the value they receive relative to the price paid are important determinants of repeat purchase decisions. Consumers who perceive that a product provides greater value than its price are more likely to repurchase, whereas those who perceive otherwise are less likely to do so. The price indicators used in this study refer to the appropriateness of the product price in relation to its benefits and consumer satisfaction. According to Kotler and Armstrong (2016), the indicators of price include: (1) price affordability, referring to whether the price is reasonable and neither too expensive nor too cheap; (2) price suitability with product quality, indicating that higher-quality products are reasonably associated with higher prices without discouraging consumers; (3) price suitability with product benefits; and (4) price competitiveness, referring to pricing strategies that consider competitors' prices.

3.3 Taste

Consumer satisfaction can be enhanced by continuously improving product taste, service quality, and maintaining competitive prices. Taste is an essential sensory function that enables individuals to assess the nutritional

value of food, avoid potentially harmful contaminants, and prepare the body for digestion. Taste is one of the most important attributes of food products and is often the primary consideration for consumers when selecting and purchasing food products (Ramadhina, 2022).

4. Purchase Decision

A purchase decision refers to a consumer's choice of which brand to buy. The decision-making process is often complex and involves selecting among two or more alternatives. At this stage, consumers develop intentions to purchase the product they prefer most. However, their decisions to proceed, postpone, or avoid a purchase are strongly influenced by perceived risk. In making purchasing decisions, consumers always consider various factors. Purchase decision can therefore be defined as the cognitive process through which consumers evaluate multiple products before selecting one that best meets their needs (Aghitsni, 2022).

The selection of a desired product from several available alternatives is known as the purchase decision. This process generally begins with problem recognition, followed by information search, evaluation of alternatives, purchase decision, and post-purchase behavior. Consumer purchase decisions result from a combination of internal and external factors. A comprehensive understanding of these factors is essential for companies in designing effective marketing strategies that satisfy consumer needs and preferences (Sani et al., 2022). Based on the above discussion, it can be concluded that a purchase decision reflects consumers' attitudes in selecting products to achieve the desired level of satisfaction. This behavior represents consumers' decisions to continue using a product. If changes occur in the product, consumers may reconsider and make another purchase decision. Therefore, purchase decisions serve as an important indicator of a company's performance in meeting consumer expectations.

5. Previous Studies

The managerial implications of the study by Tiara et al. (2024) indicate that XENTEUR should focus on developing flavor variants such as Signature Milk and the Tea Series, implementing pricing strategies for larger (22 oz) packaging, and innovating packaging and toppings to increase product attractiveness on social media. Furthermore, the company is encouraged to improve employee knowledge regarding flavor variants and to offer less-sugar options to better accommodate consumer preferences. The study is entitled "Consumer Preference Analysis of Xenteur Beverage Product Attributes Using the Conjoint Method (A Study of Xenteur Brand Products)."

Hilarius et al. (2024) found that the most preferred product combination among consumers was broiler chicken characterized by firm meat texture, cleanliness from feathers and excess fat, large meat size, a price range of IDR 60,000–75,000, and bright yellowish-white meat color. The study is entitled "Analysis of Consumer Preferences for Broiler Chicken Purchase Decisions in Kefamenanu City." Ristina et al. (2019) reported that consumer preferences were primarily determined by the satisfaction and importance values of product attributes. The highest utility value for the taste attribute was found in striped catfish floss (0.1769), while the color attribute showed the highest satisfaction value (0.068) for catfish floss. The texture attribute of catfish floss had a utility value of 0.072, and the preferred price attribute for striped catfish floss was IDR 25,000–30,000, with a utility value of 0.766. Overall, consumers' purchasing decisions for fish floss products were driven primarily by the importance of taste, even when the preferred product was sold at a higher price. The study is entitled "Consumer Preferences for Agro-Industrial Fish Floss Products."

METHOD

1. Research Approach

This study employed a quantitative research approach, which involves collecting and analyzing numerical data to examine consumer preferences and measure product-related variables. The objective of this approach is to obtain objective findings that can be generalized to a broader population. Specifically, this study investigates the effects of price, taste, and size of tempe on consumer preferences.

2. Data Analysis Technique

2.1 Conjoint Analysis

Conjoint analysis is a statistical technique widely used in marketing and consumer research. This method involves evaluating combinations of product or service attributes and their respective levels as assessed by respondents. It is commonly applied to measure consumer preferences for products such as fruits, vegetables, and various food products. Conjoint analysis helps identify consumers' preferred combinations of product attributes, whether for newly developed products or existing ones. This technique enables businesses to understand the influence of individual product attributes on consumers' purchase intentions, thereby providing valuable insights for product development and marketing strategies. The data were analyzed using SPSS (Statistical Package for the Social

Sciences) software. SPSS was utilized to construct attribute combination scenarios, estimate utility values, and determine the relative importance (importance scores) of each product attribute (Adelwati, 2021).

$$\mu(X) = \sum_{i=1}^m \sum_{j=1}^{ki} a_{ij} x_{ij}$$

Information

$\mu(X)$ = the total utility of an alternative.

a_{ij} = the part-worth contribution (utility value) associated with the j -th level of the i -th attribute.

ki = the number of levels of the i -th attribute.

m = the total number of attributes.

x_{ij} = the dummy variable representing the j -th level of the i -th attribute.

1. Determination of Stimuli Based on Attribute Levels

Conjoint analysis is a method that focuses on measuring consumers' psychological satisfaction and preferences. In conjoint analysis, respondents are initially presented with a set of stimulus profiles that are systematically designed based on a predetermined factorial structure. The process begins by identifying the product attributes and their respective levels that are considered important and should be included in the product evaluation. This approach aims to determine the most influential product attributes that consumers consider when making their choices (Fanani, 2013).

2. Likert Scale

The Likert scale is a measurement instrument developed based on previously defined research variables. According to Sugiyono (2010), the Likert scale is used to measure the opinions, attitudes, and perceptions of individuals or groups regarding social phenomena. In this study, the Likert scale was employed to assess respondents' levels of agreement or disagreement with specific statements related to the research object. The scale ranges from very positive to very negative responses. The scoring categories used in this study are as follows:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

RESULTS AND DISCUSSION

1. Respondent Characteristics

Respondent characteristics refer to the distinguishing features of each respondent. In addition to cultural, social, personal, and psychological factors, respondent characteristics are among the factors influencing consumer behavior. Therefore, this study examined respondents' characteristics based on gender, age, educational level, and occupation.

a. Gender

Tabel 1. Responndent Characteristics by Gender

No	Gender	Number of Respondents	Percentage (%)
1	Male	4	13%
2	Female	26	87%
	Total	30	100%

Source: Processed Primary Data, 2026

Table 1 shows that 13% of the respondents were male, while 87% were female. The predominance of female respondents can be attributed not only to cultural norms that traditionally assign shopping responsibilities to women but also to their role as homemakers and primary decision-makers regarding various types of household consumption, including the selection and purchase of tempe. Women also tend to be more easily attracted to products and make purchasing decisions more quickly. The high proportion of female consumers in this study indicates that women are more frequently responsible for making household purchasing decisions (Elvi, 2022).

b. Age

Tabel 2. Respondent Characteristics by Age

No	Age (Years)	Number of Respondents	Percentage (%)
1	15-30	8	27%
2	31-50	14	47%
3	51-60	8	27%
	Total	30	100%

Source: Processed Primary Data, 2026

Table 2 shows that respondents in the 31–50 years age group accounted for the highest percentage (47%), while the 15–30 years and 51–60 years age groups each represented 27% of the respondents. As individuals age, their consumption patterns for goods and services tend to change. Consumers' needs and preferences evolve over time, and those in the middle-adult age group are generally more prepared to meet their needs and are more mature in making purchasing decisions. Therefore, marketers should pay close attention to shifts in consumer purchasing preferences associated with different stages of the life cycle and age groups (Al Prasetyo, 2025).

c. Educational Level

Tabel 3. Respondent Characteristics by Educational Level

No	Educational Level	Number of Respondents	Percentage (%)
1	Elementary School	8	27%
2	Junior High School	8	27%
3	Senior High School/Vocational High School	11	37%
4	Bachelor's Degree/Diploma	3	10%
	Total	30	100%

Source: Processed Primary Data, 2026

Table 3 shows that respondents with higher levels of education tend to place greater emphasis on product quality and safety. The distribution of respondents by educational attainment was 27% for elementary school, 27% for junior high school, 37% for senior high school, and 10% for bachelor's degree holders. The highest proportion of respondents had completed senior high school (37%). These findings suggest that consumers who purchase tempe possess adequate knowledge to evaluate product quality, and that educational attainment contributes to a better understanding of the quality and characteristics of tempe products (Zainuddin et al., 2025).

d. Work

Tabel 4. Respondent Characteristics by Occupation

No	Occupation	Number of Respondents	Percentage (%)
1	Student	1	3%
2	Private-Sector Employee	5	17%
3	Homemaker	9	30%
4	Chef	1	3%
5	Cashier	1	3%
6	Unemployed / Not Yet Employed	13	43%
	Total	30	100%

Sumber: Data Primer Diolah, 2026

Table 4 shows that the largest proportion of respondents (43%) were unemployed or not yet employed, followed by homemakers (30%), private-sector employees (17%), students, chefs, and cashiers (7%), and finally private company staff (5%). These findings suggest that an individual's occupation influences the types of products and services they purchase. Therefore, marketers can identify occupational groups that demonstrate above-average interest in the products they offer, enabling them to develop more effective marketing strategies and better target potential consumers (Ummah, 2022).

1. Determination of Product Attributes and Attribute Levels

The attributes of the tempe product were determined using a fundamental attribute selection approach to facilitate respondents in evaluating specific product attributes. The selected attributes were tempe size, tempe price, and tempe taste (Gunawan, 2021). Subsequently, three levels were established for each of these attributes to be used in the conjoint analysis.

Tabel 5. Attributes and Attribute Levels of Tempe Products

No	Attribute	Attribute Level
1	Size	- Small
		- Medium
		- Large
2	Price (IDR)	- Rp.5.000
		- Rp. 7.000
		- Rp. 10.000
3	Taste	- Plain
		- Salty
		- Savory

Sumber: Data Primer Diolah, 2026

Table 5 presents the product attributes and their corresponding attribute levels used in the conjoint analysis to determine respondents' preferences for tempe product attributes. Three main attributes were evaluated, namely tempe size, tempe price, and tempe taste. Each attribute consisted of three levels. The size attribute included small, medium, and large; the price attribute consisted of IDR 5,000, IDR 7,000, and IDR 10,000; and the taste attribute comprised plain, salty, and savory. These attributes and their respective levels were then combined to generate product profiles for the consumer preference simulation in the conjoint analysis (Utama, 2022).

2. Respondent Stimuli

Based on the selected product attributes and their corresponding levels, the next step was to generate combinations of these attributes, commonly referred to as stimuli in conjoint analysis. With three attributes, each consisting of three levels, a total of nine stimulus combinations were generated. The resulting attribute stimuli are presented as follows:

Tabel 6. Stimuli

No	Taste	Price (IDR)	Size
1	Plain	IDR. 10.000	Small
2	Savory	IDR. 7.000	Large
3	Plain	IDR. 5.000	Large
4	Savory	IDR. 10.000	Medium
5	Salty	IDR. 10.000	Large
6	Plain	IDR. 7.000	Medium
7	Salty	IDR. 7.000	Small
8	Salty	IDR. 5.000	Medium
9	Savory	IDR. 5.000	Small

Sumber Data: Data Olahan SPSS, 2026

Table 6 presents the combinations of product stimuli generated from the predetermined product attributes and their respective levels. Each stimulus, numbered 1 to 9, represents a unique combination of the three attributes and their three corresponding levels. These combinations were designed to represent alternative tempe product profiles that respondents evaluated to determine their preferences. In this study, the stimulus profiles were assessed using a rating method based on a Likert scale, enabling the relationship between respondents' numerical ratings and their preferences for each stimulus profile to be analyzed (Yunita, 2024).

3. Utility Values Obtained from the Conjoint Analysis

By calculating the utility values for each product attribute and its corresponding attribute levels, the utility estimates were obtained. These utility values represent respondents' preferences for each attribute level. The utility estimates are presented in Figure 2 below:

Tabel 7. Utility Values Based On The Conjoint Analysis Results

No	Attribute	Attribute Level	Utility Estimate
1	Taste	Savory	1.041
		Salty	-1337
		Plain	296
2	Price (IDR)	Rp. 5.000	274
		Rp. 7.000	241
		Rp. 10.000	-515
3	Size	Small	-459
		Medium	152
		Large	307

Sumber Data: Data Olahan SPSS, 2026

Table 7 presents the results of the conjoint analysis, showing the utility values for each attribute level. A positive utility value indicates that respondents preferred the corresponding attribute level, whereas a negative utility value indicates that the attribute level was less preferred. The higher the positive utility value, the greater the respondents' preference for that particular attribute level. The findings reveal that the savory taste attribute received the highest utility value, indicating that it was the most preferred taste among respondents.

1. Taste Attribute

For the taste attribute, respondents showed the strongest preference for the savory flavor, which obtained the highest positive utility value of 1.041, exceeding the utility values of both the plain and salty flavor levels. The second most preferred level was plain, with a utility value of 0.296, whereas the salty flavor received a negative utility value of -1.337, indicating that it was the least preferred taste. These findings suggest that consumers strongly favor the distinctive savory flavor of tempe, which is considered one of its characteristic sensory qualities (Hidayah, 2019).

2. Price Attribute

For the price attribute, respondents showed the greatest preference for the IDR 5,000 price level, which obtained the highest positive utility value of 0.274. This value was higher than those of the IDR 7,000 and IDR 10,000 price levels. The IDR 7,000 price level ranked second, with a positive utility value of 0.241, while the IDR 10,000 price level received a negative utility value of -0.515, indicating that it was the least preferred price level. These results indicate that respondents preferred tempe priced at IDR 5,000. This finding is consistent with the study by Hikmah and Tamami (2021), which reported that consumers generally prefer lower-priced products because they are more affordable.

3. Size Attribute

For the size attribute, respondents showed the strongest preference for the large size, which obtained the highest positive utility value of 0.307, exceeding the utility values of both the medium and small size levels. The medium size ranked second, with a utility value of 0.152, whereas the small size received a negative utility value of -0.459, indicating that it was the least preferred size. These findings demonstrate that respondents preferred large-sized tempe products. This result is consistent with the findings of Ginting (2020), who reported that larger package sizes provide greater consumer satisfaction and positively influence purchasing decisions.

Importance Values of Tempe Product Attributes

The importance values indicate the relative importance of each tempe product attribute in influencing respondents' preferences. A higher importance value reflects a stronger consumer preference for a particular product attribute, whereas a lower importance value indicates that the attribute plays a less significant role in respondents' purchasing decisions. The importance values of the tempe product attributes are presented in Figure 3 below:

Tabel 8. Importance Values of Tempe Product Attributes

No	Attribute	Importance Values
1	Taste	54.469
2	Price	22.498
3	Size	23.033

Sumber Data: Data Olahan SPSS, 2026

Table 8 shows that the taste attribute is the most important factor influencing respondents' preferences for tempe products. The taste attribute has the highest importance value of 54.469%, indicating that respondents place greater priority on taste than on other product attributes when purchasing tempe. Once consumers find a taste that matches their preferences, they tend to pay less attention to other product attributes, as their purchasing decisions are primarily driven by internal preferences. This finding is consistent with the study conducted by Cahyanti and Najib (2016), which reported that taste is the most influential attribute in shaping consumer preferences.

The size attribute ranked second, with an importance value of 23.033%. This indicates that size is the second most important consideration after the taste attribute. Thus, the size attribute becomes a significant factor for respondents once the taste of the tempe product has been evaluated. In other words, consumers prefer tempe products that are available in a size that matches their preferences and consumption needs (Kalsum et al., 2013).

The price attribute ranked third, with an importance value of 22.498%. This finding indicates that price is the third most important consideration after the taste and size attributes. Thus, the price attribute becomes a significant factor for respondents once they have evaluated the taste and size of the tempe product. In other words, consumers prefer tempe products offered at a particular price level that provides good value for money, with affordable and reasonably priced products generating higher consumer satisfaction (Utami, 2020).

CONCLUSION

1. The product attributes evaluated in this study were taste, price, and size. Each attribute consisted of three levels. The taste attribute included three levels: savory, salty, and original (plain). Similarly, the price attribute comprised three levels: IDR 5,000, IDR 7,000, and IDR 10,000. Finally, the size attribute also consisted of three levels: small, medium, and large.

2. For the taste attribute, consumers showed the strongest preference for the savory flavor, as indicated by the highest utility value of 1.041. In contrast, the salty flavor was the least preferred, with a utility value of -1.337. Regarding the price attribute, consumers preferred the IDR 5,000 price level, which obtained a utility value of 274, while the IDR 10,000 price level was the least preferred, with a utility value of -515. For the size attribute, consumers showed the highest preference for the large size, with a utility value of 307, whereas the small size was the least preferred, with a utility value of -459.

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