



Consumer Preferences in Traditional Markets Regarding Purchase Interest in Local Oranges and Imported Oranges in Surakarta

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Abstract

Oranges are one of the horticultural commodities that play an important role in fulfilling community nutritional needs and have high economic value. The increase of orange consumption in Indonesia has not always been accompanied by stable local orange production, causing imported oranges to emerge as a complementary alternative supply in traditional markets. This condition has led to substitution between local and imported oranges, which affects consumer preferences. This study aims to analyze traditional market consumer preferences for the attributes of local and imported oranges in Surakarta City and to identify the attributes most considered in determining purchase intention. This research used a quantitative descriptive method with survey techniques, used primary and secondary data, with purposive sampling through observation and interviews using questionnaires. This Study used 100 respondents divided among three traditional markets in Surakarta. The traditional markets used as research sites were Pasar Gede Hardjonagoro, Pasar Legi, and Pasar Nusukan. Data were analyzed using the chi-square test and the Fishbein multi-attribute model. Consumer preferences for local oranges include thin fruit peel, sweet-slightly sour taste, medium fruit size, and juicy water content. Consumer preferences for imported oranges include thick fruit peel, sweet taste, medium fruit size, and very juicy water content. Fruit taste is the most considered attribute by consumers in determining purchase intention for both local and imported oranges.

Keywords: local oranges; imported oranges; consumer preferenc; purchase interest; traditional market

Preferensi Konsumen Pasar Tradisional terhadap Minat Pembelian Produk Buah Jeruk Lokal dan Buah Jeruk Impor di Surakarta

Abstract

Buah jeruk merupakan salah satu komoditas hortikultura yang memiliki peran penting dalam pemenuhan gizi masyarakat serta bernilai ekonomi tinggi. Peningkatan konsumsi buah jeruk di Indonesia tidak selalu diimbangi dengan kestabilan produksi jeruk lokal, sehingga jeruk impor hadir sebagai alternatif pelengkap pasokan di pasar tradisional. Kondisi tersebut memunculkan adanya substitusi antara jeruk lokal dan jeruk impor yang berdampak pada preferensi konsumen. Penelitian ini bertujuan untuk menganalisis preferensi konsumen pasar tradisional terhadap atribut buah jeruk lokal dan buah jeruk impor di Kota Surakarta serta mengidentifikasi atribut yang paling dipertimbangkan dalam menentukan minat pembelian. Penelitian ini menggunakan metode deskriptif kuantitatif dengan teknik survei. Data penelitian menggunakan data primer dan sekunder. Metode pengumpulan sampel purposive dengan observasi dan wawancara menggunakan kuesioner. Penelitian

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menggunakan 100 responden yang terbagi ke tiga pasar tradisional di Surakarta. Pasar tradisional yang digunakan sebagai tempat penelitian adalah Pasar Gede Hardjonagoro, Pasar Legi, and Pasar Nusukan. Data dianalisis menggunakan uji chi square dan model multiatribut Fishbein. Preferensi konsumen terhadap buah jeruk lokal adalah tebal kulit buah tipis, rasa buah manis sedikit asam, ukuran buah sedang, dan kandungan air buah berair. Preferensi konsumen terhadap buah jeruk impor adalah tebal kulit buah tebal, rasa buah manis, ukuran buah sedang, dan kandungan air buah sangat berair. Atribut rasa buah merupakan atribut yang paling dipertimbangkan konsumen dalam menentukan minat pembelian baik pada jeruk lokal maupun jeruk impor.

Kata kunci: jeruk lokal, jeruk impor, preferensi konsumen, minat pembelian, pasar tradisional

INTRODUCTION

Indonesia is known as an agrarian country with a rich diversity of horticultural commodities, particularly fruits, which play an important role in fulfilling community nutritional needs and have economic value. Fruit consumption not only provides nutritional value but also reflects growing public awareness of healthy lifestyles. According to Afliqoh (2024), fruits and vegetables are the most prominent subsectors within horticultural crops. Both subsectors have strong prospects for development as market demand continues to increase. This condition makes fruits a strategic commodity in the development of the agricultural and food sectors. This can be seen in the increasing percentage of average monthly per capita expenditure on fruit, as presented in Table 1.

Table 1. Percentage of Average Monthly Per Capita Expenditure on Fruits in Indonesia, 2020–2024

Year	Fruit Expenditure Percentage (%)
2020	2.46
2021	2.07
2022	2.31
2023	2.24
2024	2.71

Source: BPS, 2025

Based on Table 1 data BPS (2025), show that Indonesian household expenditure on fruit consumption increased from 2.24% in 2023 to 2.71% in 2024. This indicates a growing appreciation of fruits among Indonesian consumers. One of the fruits widely consumed by Indonesian society is the orange. Oranges are favored for their fresh taste, high vitamin C content, and relative availability across regions. This growing appreciation for oranges needs to be supported by increased fruit production to meet market demand. National orange production over the last five years is presented in Table 2.

Table 2. National Orange Production, 2020–2024

Year	Production of Siam and Tangerine Oranges (quintals)
2020	25,933,842.85
2021	24,010,632.00
2022	25,519,988.00
2023	28,310,994.12
2024	24,478,974.62

Source: BPS, 2025

Based on Table 2, national orange production declined from 28.31 million quintals in 2023 to 24.48 million quintals in 2024. These data indicate a mismatch between supply and demand, as public appreciation of fruits increased in the same year. This mismatch has encouraged the entry of imported oranges as a complementary alternative supply in the domestic market, including traditional markets.

Local oranges are generally chosen for their relatively affordable price, familiar taste, and close connection to local consumption culture. On the other hand, imported oranges are often associated with a more attractive appearance and a higher-quality image. According to Hanafi *et al.* (2024), some consumers buy a product because they like it or are simply attracted to it. This condition indicates substitution between local and imported oranges, influenced by consumer preferences for product attributes. Imported oranges are often chosen for their premium image, attractive appearance, and distinctive aroma, while local oranges maintain their position because they are cheaper, available year-round, and have a taste more familiar to local consumers. This shows that consumer perception plays an important role in determining preferences for the fruit they choose.

Consumer purchase interest in oranges in traditional markets is influenced by various quality factors, including taste, size, color, and aroma. According to Marinda (2021), quality is an important aspect that every producer must strive to maintain so that their products can compete in the market and satisfy consumer needs and wants. Therefore, this study aims to analyze the preferences of traditional market consumers for the attributes of local and imported oranges in Surakarta City and to identify the attributes most considered in determining purchase intention.

RESEARCH METHOD

The basic method used in this study was a quantitative descriptive method with a survey technique. Jailani & Saksitha (2024) stated that data analysis activities in quantitative research include processing and presenting data, performing calculations to describe the data, and conducting analyses to test hypotheses. The survey was conducted to collect data related to opinions, attitudes, beliefs, and behavior. The research location was purposively selected in accordance with the study's objectives. Based on these considerations, the research was conducted in Surakarta City, as the city has several traditional markets serving as marketing centers for both local and imported oranges. The traditional markets selected as research sites were Pasar Gede Hardjonagoro, Pasar Legi, and Pasar Nusukan.

The sampling method used in this study was accidental sampling, involving respondents who had purchased and consumed both local and imported oranges in traditional markets. The population of this study was the community of Surakarta City. The sample consisted of 100 respondents, determined using the Slovin formula and considered representative of orange consumers in Surakarta City. The data used in this study consisted of primary and secondary data. According to Rajaguguk *et al.* (2024), primary data are data collected by researchers specifically to answer their research problems. Primary data were obtained through interviews with respondents, while secondary data were obtained from scientific journals, books, undergraduate theses, BPS (Statistics Indonesia), the Surakarta Trade Office, and

various literature related to the research problem. Data were collected through interviews, observation, recording, and documentation.

The data were analyzed using chi-square analysis and the Fishbein multi-attribute model. Gurning *et al.* (2024) stated that the chi-square test is a statistical method used to compare observed and expected frequencies across two or more categorical variables to determine whether there is a relationship, difference, or correlation. The chi-square method was selected because it can test the fit between the expected and observed frequency distributions obtained directly in the field. This study also used the Fishbein multi-attribute analysis to measure and analyze consumer attitudes toward both local and imported oranges across various product attributes.

Chi-Square Analysis

Chi-square analysis was used to determine whether there were differences in consumer preferences related to purchase intention for local and imported oranges. According to Palupi & Winarsih (2021), the chi-square method is a non-parametric comparative test applied to two variables, in which the data scales of both variables are nominal or ordinal. The mathematical formulation is as follows.

$$x^2 = \sum_{i=1}^k \left[\frac{(fo - fe)^2}{fe} \right]$$

Where:

x^2 = Chi-square

fo = The number of respondents who selected a category in the attributes of local and imported oranges

fe = The expected number of respondents in the attribute categories of local and imported oranges

$i \dots k$ = Summation across all categories i

$$fe = \frac{Ri \times Ci}{\sum Ri}$$

Where:

Ri = Total of row i

Ci = Total of column j

$\sum Ri$ = Total observations

The hypotheses used in this study were as follows:

H_0 : There is no difference in consumer preferences for the attributes of local and imported oranges.

H_a : There is a difference in consumer preferences for the attributes of local and imported oranges.

The test was conducted at a 95% confidence level with the following criteria:

If x^2 calculated $>$ x^2 table, then H_0 is rejected. This means that there is a difference in consumer preferences for the attributes of local and imported oranges.

If χ^2 calculated $\leq \chi^2$ table, then H_0 is accepted. This means that there is no difference in consumer preferences for the attributes of local and imported oranges.

Fishbein Multi-Attribute Analysis

The Fishbein multi-attribute analysis was used to identify the attributes of local and imported oranges that consumers consider most. The Fishbein multi-attribute analysis can be calculated using the following formula:

$$A_o = \sum_{i=1}^n b_i \times e_i$$

Where:

- A_o = Consumer attitude toward local and imported oranges
- b_i = The level of consumer belief that local and imported oranges have a certain attribute, namely attribute i
- e_i = The consumer's evaluative dimension of variable i attached to local and imported oranges
- n = The number of attributes attached to local and imported oranges

$$b_i = \frac{5a + 4b + 3c + 2d + e}{a + b + c + d + e}$$

Where:

- b_i = Belief value toward local and imported oranges
- a = The number of consumers who selected very good
- b = The number of consumers who selected the good
- c = The number of consumers who selected neutral
- d = The number of consumers who selected poor
- e = The number of consumers who selected very poor

RESULTS AND DISCUSSION

Respondent Characteristic

The respondents in this study comprised 100 orange consumers from traditional markets in Surakarta City. Gender is one of the characteristics that influences consumer purchases of local and imported oranges. According to Schiffman dan Wisenblit (2019), gender is an important demographic characteristic in consumer behavior research because differences in social roles, household responsibilities, and purchasing decision-making patterns may influence consumer preferences for a product.

Based on Table 3, female respondents were the majority, at 61 (61%), while male respondents accounted for 39 (39%). According to Pambayun (2024), in the decision-making process, women tend

to have stronger verbal skills and are more likely to consider various aspects of a problem rather than focusing only on the core issue. This condition makes the assessment of orange attributes, such as taste, freshness, and visual appearance, relevant in shaping purchase intention.

Table 3. Respondent Characteristics Based on Gender

Gender	Number of Respondents	Percentage (%)
Male	39	39
Female	61	61
Total	100	100

Source: Primary data (analyzed), 2025

Consumer age is another factor that influences purchase intention. According to Kania & Tarsidi (2022), a fully mature adult is someone aged over 21 years. The characteristics of respondents by age group are presented in Table 4.

Table 4. Respondent Characteristics by Age Group

Age Group	Number of Respondents	Percentage (%)
17-19	3	3
20-24	24	24
25-29	6	6
30-34	4	4
35-39	5	5
40-44	7	7
45-49	16	16
50-54	16	16
55-59	9	9
60-64	5	5
65-69	4	4
70-75	1	1
>75	0	0
Total	100	100

Source: Primary data (analyzed), 2025

Based on Table 4, the largest group of respondents was aged 20–24 years, comprising 24 people (24%). Respondents in this age group can be classified as fully mature adults, so they are considered to have a rational mindset when determining their purchase intentions for local and imported oranges. Respondents who are already fully mature are expected to make better purchasing decisions.

Education level is a respondent characteristic related to the level of knowledge. According to Damayanti & Sofyan (2022), the higher a person's level of education, the better the knowledge they tend to have, and vice versa. Table 5 shows that most respondents had completed senior high school or vocational school, totaling 65 people or 65% of all respondents. Respondents' education level has important implications for analyzing purchase intention for local and imported oranges. Respondents with medium to higher levels of education generally have a better ability to assess product attributes.

Table 5. Respondent Characteristics by Education Level

Last Education Level	Number of Respondents	Percentage (%)
Elementary school	6	6

Junior high school	13	13
Senior high school/Vocational school	65	65
Higher education	16	16
Total	100	100

Source: Primary data (analyzed), 2025

A consumer's occupation determines the level of income they receive. According to Rehman & Jamil (2016), occupation is one of the factors that influences consumer purchasing decisions. The distribution of respondents by occupation is presented in Table 6.

Table 6. Distribution of Respondents by Occupation

Occupation	Number of Respondents	Percentage (%)
Student	13	13
House wife	3	3
Private employee	38	38
Entrepreneur	39	39
Civil servant	7	7
Total	100	100

Source: Primary data (analyzed), 2025

Table 7. Respondent Characteristics by Income Group

Family Income (IDR)	Number of Respondents	Percentage (%)
0-499,999	1	1
500,000-999,999	5	5
1,000,000-1,499,999	10	10
1,500,000-1,999,999	21	21
2,000,000-2,499,999	22	22
2,500,000-2,999,999	26	26
3,000,000-3,499,999	4	4
3,500,000-3,999,999	8	8
4,000,000-4,499,999	0	0
4,500,000-4,999,999	2	2
≥5,000,000	1	1
Total	100	100

Source: Primary data (analyzed), 2025

Table 6 shows that the most dominant occupation among orange consumers was entrepreneurship, with 39 respondents (39%). Higher income may increase food diversification by increasing consumers' purchasing power, while real purchasing power is influenced by food prices. Household income level refers to the economic income received by all family members within a certain period, which in this study is one month. According to Schiffman & Wisenblit (2019), income is one of the socioeconomic factors that influences consumer preferences because it is related to purchasing power and decision-making patterns in choosing products. Respondent characteristics based on income group are presented in Table 7. Based on the table, most respondents had family incomes ranging from IDR 2,500,000 to IDR 2,999,999. Meanwhile, the minimum wage of Surakarta City in 2025 was IDR 2,416,560. Income

level influences respondents' attention to product attributes. A higher income level is associated with orange purchase intention that is more strongly driven by preference than by price considerations.

Consumer Preferences for Attributes of Local and Imported Oranges

Consumer preferences for the attributes of local and imported oranges refer to consumers' preferred choices regarding the attribute categories of both types of oranges. These differences in preference arise because each consumer has different tastes for local and imported oranges. Consumer preferences for the attribute categories of local and imported oranges were analyzed using chi-square analysis. The results of the analysis of consumer preferences for orange attributes are presented in Table 8.

Table 8. Results of Chi-Square Analysis

Attribute	Local Oranges		Imported Oranges		df*	Description
	χ^2	χ^2	χ^2	χ^2		
	Calculated	Table	Calculated	Table		
Thickness of citrus fruit peel	6.76	3.84	4.84	3.84	1	Significant
Orange fruit flavor	33.86	5.99	34.88	5.99	2	Significant
Fruit size	17.54	5.99	17.84	5.99	2	Significant
Moisture content of oranges	4.84	3.84	9.00	3.84	1	Significant

Source: Primary data (analyzed), 2025

Note. *) *Degree of freedom*

Table 8 shows that all attributes of local and imported oranges examined in this study had calculated χ^2 values greater than the χ^2 table values. This is in accordance with the chi-square test criterion, where if the calculated χ^2 value is greater than the χ^2 table value, H_0 is rejected, and H_a is accepted. This means that there are differences in consumer preferences for each attribute of local and imported oranges. This finding is consistent with Sholihah & Hartawaty (2023) who stated that the chi-square test is used to determine whether there is a significant relationship between two categorical variables.

Table 9. Traditional Market Consumer Preferences for Local and Imported Oranges in Surakarta City

Attribute	Consumer Preference	
	Local Oranges	Imported Oranges
Fruit peel thickness	Thin	Thick
Fruit taste	Sweet and slightly sour	Sweet
Fruit size	Medium	Medium
Fruit water content	Juicy	Very juicy

Source: Primary data (analyzed), 2025

The results of the chi-square analysis were then used to identify differences in traditional market consumer preferences, as presented in Table 9. The table shows differences in the preferences of traditional market consumers for local and imported oranges in Surakarta City. According to Putri *et al.* (2023), consumer preference levels vary depending on consumer perceptions. Traditional market

consumer preferences for local and imported oranges in Surakarta City were based on peel thickness, fruit taste, fruit size, and fruit water content.

The peel thickness attribute was divided into thin and thick peels. Most consumers prefer local oranges with thin peels because they are easier to peel, and the thin peels are considered a sign that the flesh is sweet. According to Adlini & Umaroh (2021), the fruit peel may be thick or thin, with thin peel being easier to remove. Most consumers preferred imported oranges with thick peels because they feel firmer when held and have a longer shelf life. Consumers did not consider peel thickness in imported oranges an indicator of whether the taste would be sweet or sour, because they generally assumed that imported oranges sold in the market already had a sweet taste.

Preferences for orange taste were divided into slightly sour and slightly sweet, sweet and slightly sour, and sweet. Most consumers preferred local oranges with a sweet-and-slightly-sour taste because they liked oranges that were sweet yet still fresh. According to Dwiastri *et al.* (2019), fruit taste is the first indicator that reflects the flavor quality of fruit. Most consumers preferred imported oranges with a sweet taste because they expected imported oranges to have a strong sweetness rather than the fresh taste commonly associated with the sourness of local oranges.

Fruit size preferences were divided into small, medium, and large. "Small size" refers to ≥ 9 fruits per kg, "medium size" refers to 7–8 fruits per kg, and "large size" refers to ≤ 6 fruits per kg. Most consumers of both local and imported oranges preferred medium-sized oranges because the number obtained was considered suitable for their family's consumption. According to Vipriyanti *et al.* (2023), fruit size is an attribute that influences consumer demand for both local and imported oranges. Medium-sized oranges are considered the ideal size for single consumption.

Preferences for water content were divided into "juicy" and "very juicy". Most consumers preferred local oranges with juicy water content because they believed that local oranges with very high-water content usually have a bland or weaker taste and overly soft flesh. Consumers also assumed that most local oranges sold by traders in traditional markets do not contain too much water. According to Marsigit *et al.* (2022), during the fruit ripening process, the total pectin content generally decreases, while water-soluble components increase, causing the fruit to become softer. Most consumers preferred imported oranges with very juicy water content. Consumers believed that imported oranges still had a strong, sweet taste even when they contained a large amount of water or were very juicy.

Consumer Attitudes toward Local and Imported Oranges

Consumer attitude toward oranges (Ao) refers to the feelings of liking or disliking, as well as satisfaction or dissatisfaction, expressed by consumers. Consumer attitude is the result of multiplying consumer belief (bi) and consumer evaluation (ei) to determine purchase intention for a product. Consumer belief refers to consumers' knowledge of oranges, the attributes of each type, and the benefits of each type. Consumer evaluation refers to consumers' assessment of the importance of each orange

attribute in determining purchase intention. The results of the analysis of consumer attitudes toward oranges (Ao) using the Fishbein multi-attribute model are presented in Table 10.

Table 10. Results of Fishbein Multi-Attribute Analysis

Attribute	Local Oranges				Imported Oranges			
	bi	ei	Ao	Rank	bi	ei	Ao	Rank
Fruit peel thickness	3.86	4.02	15.52	II	3.98	3.83	15.24	IV
Fruit taste	3.93	4.67	18.35	I	4.01	4.68	18.77	I
Fruit size	3.83	3.91	14.98	III	3.85	3.98	15.32	III
Fruit water content	3.85	3.87	14.90	IV	3.98	3.93	15.64	II

Source: Primary data (analyzed), 2025

This indicates that consumers consider taste the most when choosing local oranges. Taste became the main factor because it directly influences consumer satisfaction when consuming the fruit. This finding is consistent with Hajar & Arfah (2025), who found that taste is the most considered attribute in purchasing oranges. Consumers tended to prefer local oranges with a sweet-and-slightly-sour taste because it was considered refreshing. The next attribute was fruit peel thickness, with an attitude score of 15.52, ranking second. Consumers considered peel thickness in local oranges because it can be used to assess the fruit's sweetness. Local oranges with thin peels are usually perceived as sweeter and less sour.

Fruit size ranked third, with an attitude score of 14.98. Consumers preferred medium-sized local oranges because this size was considered ideal and appropriate for oranges. The last attribute considered by consumers was fruit water content, with an attitude score of 14.90, ranking fourth. Consumers preferred local oranges with high water content because they liked their relatively firm flesh. Water content in local oranges was not strongly considered by consumers because most local oranges sold in traditional markets were perceived to have similar water content, namely, juicy.

For imported oranges, the attribute with the highest attitude score was fruit taste, at 18.77, ranking first. Consumers preferred imported oranges with a sweet taste because the sweetness of imported oranges was perceived as stronger than that of local oranges. The second most considered attribute of imported oranges was fruit water content, with a score of 15.64. Consumers preferred imported oranges with very juicy water content. They considered water content important when purchasing imported oranges because they expected imported oranges to contain a large amount of juice. Consumers regarded juiciness as an important added value of imported oranges.

The next attribute considered in imported oranges was fruit size, with a score of 15.32, ranking third. Consumers preferred medium-sized imported oranges because this size was considered ideal for individual consumption. Fruit peel thickness had the lowest attitude score, at 15.24, ranking fourth. This indicates that consumers paid more attention to internal quality attributes, such as taste and water content, than to physical characteristics such as peel thickness when choosing imported oranges. The preferred peel thickness for imported oranges was thick peel. A thick peel was considered to give imported oranges a firmer, sturdier impression.

CONCLUSION

The results of the study showed that consumer preferences for local oranges in traditional markets in Surakarta included thin fruit peels, a sweet-and-slightly-sour taste, medium fruit size, and juiciness. Meanwhile, consumer preferences for imported oranges in traditional markets in Surakarta included thick peels, a sweet taste, medium size, and juiciness. The attribute most considered by traditional market consumers in determining purchase intention for both local and imported oranges in Surakarta was fruit taste.

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