

ABSTRAK

Penelitian ini bertujuan untuk menganalisis karakteristik sosiodemografi, motivasi konsumsi, preferensi, serta *trade-off* konsumen dalam memilih suplemen vitamin C berbentuk jelly. Penelitian dilaksanakan di Kabupaten Bangkalan dengan melibatkan 110 responden usia produktif yang pernah mengonsumsi suplemen vitamin C. Pengambilan sampel dilakukan menggunakan teknik *accidental sampling*. Data dikumpulkan melalui penyebaran kuesioner yang memuat 16 choice set berdasarkan kombinasi lima atribut produk, yaitu harga, komposisi (*ingredients*), dosis, tekstur, dan klaim produk. Analisis data dilakukan secara deskriptif, *Cross Tabulation Analysis*. Hasil penelitian menunjukkan bahwa responden didominasi oleh perempuan, berusia produktif, berstatus belum menikah, dan memiliki motivasi utama mengonsumsi vitamin C untuk menjaga daya tahan tubuh serta meningkatkan kebugaran. Preferensi konsumen cenderung mengarah pada suplemen vitamin C dengan harga Rp6.000, mengandung bahan alami, dosis 1000 mg, bertekstur jelly, serta memiliki klaim aman untuk lambung. Hasil analisis *trade-off* menunjukkan bahwa atribut klaim aman untuk lambung menjadi atribut yang paling diprioritaskan dibandingkan atribut lainnya. Temuan ini menunjukkan bahwa aspek keamanan produk menjadi pertimbangan utama konsumen dalam pengambilan keputusan pembelian suplemen vitamin C berbentuk jelly.

Kata kunci: preferensi konsumen, suplemen vitamin C, *trade-off*, *Cross Tabulation Analysis*, jelly.

ABSTRACT

This study aims to analyze consumers' socio-demographic characteristics, consumption motivations, preferences, and trade-offs in choosing jelly-based vitamin C supplements. The research was conducted in Bangkalan Regency involving 110 productive-age respondents who had previously consumed vitamin C supplements. Respondents were selected using a accidental sampling technique. Data were collected through a questionnaire consisting of 16 choice sets developed from five product attributes, namely price, ingredients, dosage, texture, and product claims. The data were analyzed using descriptive analysis, Cross Tabulation Analysis. The results indicate that the respondents were predominantly unmarried females of productive age whose primary motivation for consuming vitamin C supplements was to maintain immunity and improve physical fitness. Consumers tended to prefer vitamin C supplements priced at IDR 6,000, containing natural ingredients, providing a dosage of 1,000 mg, having a jelly texture, and carrying a stomach-safe claim. The trade-off analysis revealed that the stomach-safe claim was the most prioritized attribute compared with the other product attributes. These findings indicate that product safety is the primary consideration influencing consumers' purchasing decisions for jelly-based vitamin C supplements.

Keywords: consumer preferences, vitamin C supplements, trade-off, Cross Tabulation Analysis, jelly.