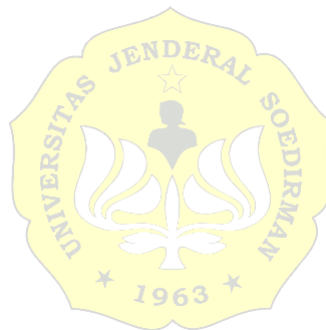


ABSTRAK

Bouquet menjadi simbol perayaan di kalangan mahasiswa, khususnya saat wisuda atau sidang skripsi. Fenomena ini mendorong tumbuhnya bisnis bouquet, termasuk di kalangan mahasiswa sebagai produsen. Penelitian ini bertujuan menganalisis preferensi konsumen dalam keputusan pembelian bouquet di Purwokerto menggunakan analisis konjoin. Survei dilakukan terhadap 100 mahasiswa Universitas Jenderal Soedirman yang pernah membeli bouquet, Atribut yang digunakan berjumlah 7 yaitu atribut produk, harga, tempat, promosi, pelayanan, proses pemesanan, dan sarana fisik. Hasil menunjukkan bahwa konsumen paling menyukai *custom bouquet*, toko yang dekat, harga Rp15.000 – Rp50.000, promosi potongan harga, pelayanan ramah, pemesanan offline, dan etalase menarik. Atribut harga menjadi faktor paling berpengaruh. Penelitian ini diharapkan dapat memberikan wawasan yang berguna bagi pelaku usaha di industri bouquet dalam merancang strategi pemasaran yang lebih efektif.

Kata Kunci: analisis konjoin, preferensi konsumen, keputusan pembelian, bouquet



ABSTRACT

Bouquets have become a symbol of celebration among students, especially during graduation or thesis defense. This phenomenon has encouraged the growth of bouquet businesses, including among students as producers. This study aims to analyze consumer preferences in bouquet purchasing decisions in Purwokerto using conjoint analysis. A survey was conducted on 100 students of Jenderal Soedirman University who had purchased bouquets. The attributes used were 7, namely product attributes, price, place, promotion, service, ordering process, and physical facilities. The results show that consumers like custom bouquets the most, nearby stores, prices of Rp15,000 – Rp50,000, discount promotions, friendly service, offline ordering, and attractive display cases. The price attribute is the most influential factor. This study is expected to provide useful insights for business actors in the bouquet industry in designing more effective marketing strategies.

Keywords: *conjoint analysis, consumer preferences, purchasing decisions, bouquet*

