

## **ABSTRACT**

### **CONSUMPTION PATTERNS AND ATTRIBUTES OF SIGER RICE PREFERRED BY HOUSEHOLD CONSUMERS IN NATAR DISTRICT, SOUTH LAMPUNG REGENCY**

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*The objectives of this research are to find out: (1) consumption patterns of household consumers in consuming "siger" rice, (2) attributes which become their considerations in consuming "siger" rice, (3) attribute combinations of "siger" rice they preferred. This research was conducted in Natar District, South Lampung Regency as the center of "siger" rice producers and consumers. Research used a survey method, with the total respondents of 52 "siger" rice consumers chosen randomly. Quantitative (Conjoint) and qualitative descriptive analyses were employed. Results showed that (1) consumption patterns are the following: it was consumed 1-5 times/week, obtained from their fields and processed by themselves, consumed less than 1 kg/week together with regular rice, and consumed because of their own habit. (2) attributes which become their considerations, from the most to the least important, were color, texture, smell, price, and packaging. (3) attribute combinations of "siger" rice they preferred were cheap price (less than or equal to Rp.7.000/kg), dark brown color, chewy, not strong aroma, and unpacked.*

*Keywords : consumption patterns, consumers, attributes, "siger" rice, conjoint analysis*