



Consumer Preferences and Attitudes in Purchasing Cavendish Bananas of the “Sunpride” Brand at Lotte Mart Pakuwon Mall Surabaya (Fishbein Multiattribute Model Approach)

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ABSTRACT

The growth of fresh fruit consumption in Indonesia, especially bananas, is influenced by public awareness of health and product quality. However, there is a problem in the form of a decline in banana consumption in the city of Surabaya during the period 2021–2024. This study aims to identify consumer characteristics and preferences for purchasing “Sunpride” Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya. The research method used is quantitative with primary data collection through questionnaires and interviews with 100 respondents, then analyzed using descriptive analysis and the Fishbein multi-attribute technique covering seven attributes (color, taste, price, size, freshness, number of bananas per bunch and type of banana). The results show that the majority of consumers are women, productive age 20-43 years, have a bachelor's degree, are self-employed, and have a high income. The most considered banana attribute is freshness ($A_o = 3.42$), followed by sweetness ($A_o = 2.80$) and yellowish-green color ($A_o = 2.70$), while price, type, and size are secondary considerations. This indicates that consumers prioritize fruit quality over attributes such as price. This research provides input for the company and Lotte Mart to maintain product quality, especially freshness, taste, and color, and adjust offerings according to consumer needs to maintain loyalty.

Keywords: Product Attributes, Cavendish Bananas, Fishbein Multiattribute Model

INTRODUCTION

Agriculture is a sector that contributes significantly to the Indonesian economy (Wiyani and Prihantono, 2023). Indonesia's tropical climate allows it to produce a variety of fruits, both seasonal and year-round. Fruit not only plays a role in meeting the community's nutritional needs but also has economic and socio-cultural significance. Regular fruit consumption has been shown to be effective in preventing micronutrient deficiencies and reducing the risk of non-communicable diseases (Setyawati and Hartini, 2018). Increasing awareness of the importance of healthy living has also driven growth in fruit consumption, including bananas, which are among the most popular fruits in Indonesia (Arundana et al., 2019).

Bananas are a horticultural commodity with important social and economic value due to their ease of cultivation, affordability, and wide appeal (Shintia, 2019). Data from the Central Statistics Agency (BPS) shows that banana production in Indonesia has continued to increase over the past three years, from 8.7 million tons in 2021 to 9.3 million tons in 2023 (BPS, 2025). This high production is in line with the high consumption of people who prioritize nutritious fruit as a source of fiber and vitamins (Nisa et al., 2024).

However, per capita consumption data in Surabaya City actually indicates a decline in banana consumption between 2021 and 2022. This is evident in banana consumption, which remained at 0.141 kg per capita per week in 2021, dropping to 0.127 kg in 2022, slightly decreasing again in 2023 to 0.126 kg, and dropping sharply in

2024 to just 0.091 kg (BPS, 2025). This situation indicates the need for a deeper understanding of the factors influencing consumer preferences in choosing bananas.

Consumer preferences are influenced by individual characteristics, product characteristics, and the environment (Priyambodo et al., 2019). In the context of fresh fruit, brands are known to be important in influencing purchasing decisions (Ramadayanti, 2019). PT Sewu Segar Nusantara, through its "Sunpride" brand, is a pioneer of branded fresh fruit in Indonesia. Sunpride offers Cavendish bananas in various varieties, marketed in modern retail outlets such as Lotte Mart Surabaya. Lotte Mart is known as a popular modern retail outlet for shopping (Rasmikayati et al., 2021). This situation encourages consumers to consider various product attributes, from taste, price, size, freshness, and the number of fruits per bunch before making a purchase decision.

Wahyuni et al.'s (2022) research examined consumer attitudes toward purchasing Cavendish bananas in modern markets in Bandar Lampung City. The techniques used included descriptive analysis, validity testing, reliability testing, and Fishbein multi-attribute analysis. The results showed that consumers were predominantly female aged 28–40, mostly housewives with monthly incomes of IDR 2,000,000–IDR 4,000,000. The purchasing decision process followed the stages of need recognition through post-purchase evaluation, resulting in consumer satisfaction with Cavendish bananas. The most important attribute for consumers was the product's functional benefits, with an attitude score of 21.89, which is considered very good.

Kotler (2013) explains that consumer purchasing decisions always begin with considerations and perceptions of the product. Therefore, research on Consumer Preferences and Attitudes in Purchasing Cavendish Bananas Brand "Sunpride" at Lotte Mart Pakuwon Mall Surabaya (Fishbein Multi-Attribute Model Approach) is important to conduct. This study aims to identify consumer characteristics and consumer preferences in purchasing fresh Cavendish bananas "Sunpride". This research is expected to be useful for producers and retailers in developing marketing strategies that are more appropriate and in line with consumer preferences.

RESEARCH METHODS

Research Site

This research included a survey conducted at Lotte Mart Pakuwon Mall Surabaya, Jalan Mayjend. Jonosewojo No. 2, level b1, Babatan, Wiyung, Surabaya, East Java. This research was conducted from February to March 2025.

Location Determination Method

The research location was purposively determined at Lotte Mart Pakuwon Mall Surabaya. The selection of Lotte Mart as the research location was based on the consideration that this modern retail outlet has been present in Indonesia for quite some time and is in demand by many consumers (Rasmikayati et al., 2021).

Sampling Method and Sample Size

The sampling technique is accidental sampling, which is the selection of samples by chance that the researcher encounters and is assumed to be suitable for obtaining data and can be selected as samples (Sugiyono, 2013). Respondents were selected based on criteria established by the researcher: consumers aged at least 17 years old who were involved in purchasing decisions and had shopped at Lotte Mart Pakuwon Mall Surabaya. Sampling was conducted using the Lemeshow formula because the population size is unknown and dynamic (Riduwan dan Akdon, 2010). The number of samples according to the calculation results is 100 respondents.

Method of Collecting Data

This research was conducted using a quantitative approach. As explained by Sugiyono (2018), Quantitative methods are based on the philosophy of positivism and are used to examine specific populations or samples through data collection. This research data consists of primary and secondary data. Primary data was obtained directly at the research location using closed-ended questionnaires and interviews, which aimed to make it easier for respondents to answer and save time. Meanwhile, secondary data was obtained indirectly through literature reviews and various other sources similar to the research.

Data Analysis Methods

According to Sugiyono (2018), Data analysis is conducted after all information from respondents and other sources has been collected. This stage includes grouping data according to variables and respondent characteristics, tabulating all respondent responses, presenting data for each variable studied, and calculating the data to answer the research problem.

1. Descriptive Analysis

Data was analyzed by grouping similar answers and calculating the percentage based on the number of respondents, where the factor with the highest percentage was considered the dominant factor in each variable (Sugiyono, 2018). The descriptive analysis method is used to explain several important things, namely consumer characteristics in purchasing fresh bananas of the "Sunpride" brand from PT Sewu Segar at Lotte Mart Pakuwon Mall Surabaya using Google Forms accompanied by respondents' reasons.

2. Fishbein Multiattribute Analysis

Fishbein's multi-attribute model shows that consumer perception of a product or brand is formed through two main factors, namely consumer trust in product attributes (bi) and consumer evaluation of the importance of these attributes (ei) (Rahmawati et al., 2024). Mathematically, the formula for this model is as follows:

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

Information :

- A_o = The overall attitude of consumers towards an object
- b_i = Strength of consumer trust in product attributes
- e_i = Evaluation of consumer confidence in product attributes
- n = The number of product attributes an object has

Purchasing decisions are influenced by significant variables in Fishbein's research, which can be seen in the consumer attitude scale. The b_i component indicates the level of consumer confidence in a product's attributes.

Tabel 1. Trust Value (bi) Banana Attribute

No	Trust Value (bi) Banana Attribute	Scale
1.	Very good	2
2.	Good	1
3.	Neutral	0
4.	Not good	-1
5.	Very Bad	-2

Source : Sumarwan, 2004

The e_i component describes the consumer's overall assessment of the product attributes.

Tabel 2. Evaluation Value (ei) Banana Attributes

No	Evaluation Value (ei) Banana Attributes	Scale
1.	Very Important	2
2.	Important	1
3.	Neutral	0
4.	Not Important	-1
5.	Very Unimportant	-2

Source : Sumarwan, 2004

The attribute variables of fresh fruit of "Sunpride" Cavendish banana are as follows:

Tabel 3. Fresh Banana Fruit Product Attributes

Basic Dimensions	Attribute
Product attributes of fresh Cavendish bananas "Sunpride" PT Sewu Segar Nusantara at Lotte Mart Pakuwon Mall Surabaya	Color
	Flavor
	Price
	Size
	Freshness
	Number of each comb
	Type

Fishbein analysis processing was carried out using Microsoft Excel 2016 software. The calculation process begins with determining the b_i value based on the confidence level table, then continues with the calculation of the e_i value from the attribute evaluation table. Next, the total attitude value (A_o) is obtained by multiplying e_i and b_i for each attribute, then the results are added together.

RESULTS AND DISCUSSION

Consumer Characteristics

The study on consumer preferences for "Sunpride" Cavendish bananas at Lotte Mart Pakuwon Mall in Surabaya began with an explanation of the respondents' characteristics. These characteristics included age, gender, number of family members, highest level of education, occupation, and income.

Tabel 4. Consumer Characteristics

No	Characteristics	Amount (People)	Presentation (%)
1.	Gender		
	Male	36	36
	Female	64	64
2.	Age (year)		
	20 – 27	31	31
	28 – 35	22	22
	36 – 43	20	20
	44 – 51	11	11
	52 – 59	6	6
	60 – 67	6	6
	68 – 75	3	3
3.	Number of family members		
	0 (person or alone)	22	22
	1 (person)	4	4
	2 (people)	13	13
	3 (people)	29	29
	4 (people or more people)	32	32
4.	Last Education		
	Senior High School	29	29
	Associate Degree	23	23
	Bachelor's Degree	48	48
5.	Work		
	Civil Servant	9	9
	Self-Employed	28	28
	Private Employee	26	26
	Housewife	21	21
	Student	11	11
	Other	5	5
6.	Income		
	< 1.000.000	8	8
	1.000.000 – 2.500.000	6	6
	2.500.000 – 5.000.000	30	30
	> 5.000.000	56	56

Source : Primary Data Processed (2025)

The majority of respondents were female (64%), while 36% were male, indicating that female consumers were more dominant in purchasing "Sunpride" Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya. This finding aligns with research conducted by Salsabila et al., (2025) that women are generally more active in shopping for household needs, including fresh fruit products.

The age characteristics of respondents who bought "Sunpride" Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya were in the young to early adult productive age group (20–43 years), with high mobility, relatively stable purchasing power, and awareness of product quality. This finding is consistent with research conducted by Salsabila et al., (2025) which states that the young to adult age group is dominant in purchasing fruit and is active in making household consumption decisions.

The characteristics of the number of family members of respondents who purchased "Sunpride" Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya came from households with more than four members, so the need for fruit consumption tends to be higher. This finding is consistent with research Khusna et al., (2016) which states that the number of product purchases is usually adjusted to the number of family members, where larger families

tend to buy in larger quantities.

The highest educational attainment of respondents who purchased "Sunpride" Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya was bachelor's degree, indicating a predominance of highly educated consumers. This finding is consistent with research Rosana et al., (2023) which states that a higher level of education influences consumer awareness in choosing quality products and more diverse consumption patterns.

The occupational characteristics of respondents who purchased "Sunpride" Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya were self-employed, followed by private sector employees and housewives. This is in line with research Suhadak (2025) that consumer purchasing interest is influenced by work and income factors.

Consumer Preferences for the Attributes of “Sunpride” Cavendish Bananas

1. Respondents Who Selected Each Category of Attributes of “Sunpride” Banana Fruit

The following section explains consumer preferences for “Sunpride” Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya.

Table 5. Consumer Preference Categories

No	Attribute	Preference Category	Respondents	Preference
1	Color	Yellowish Green	56	Yellowish
		Bright Yellow	44	Green
2	Flavor	A bit sweet	1	Sweet
		Sweet	99	
3	Price	28.900/kg	34	
		17.500/kg	57	17.500/kg
		15.900/pcs	9	
4	Size	Large	29	
		Medium	63	Medium
		Small	8	
5	Freshness	Smooth and soft skin (still fresh)	100	Smooth and soft skin (still fresh)
		Skin begins to wrinkle or bruise (starts to lose freshness)	0	
6	Number of each comb	4-6 fruit	48	
		> 12 fruit	53	> 12 fruit
7	Type	Pisang cavendish <i>cluster</i> (C3)	37	Pisang
		Pisang cavendish <i>small hand</i>	50	cavendish
		Pisang cavendish <i>mini banana</i>	13	<i>small hand</i>

Source : Primary Data Processed (2025)

The skin color of the Cavendish banana brand "Sunpride" preferred by respondents at Lotte Mart Pakuwon Mall Surabaya is yellowish green. Fifty-six respondents chose yellowish green and 44 respondents chose bright yellow. Based on the results of field research, most respondents prefer to buy Cavendish bananas with a yellowish green color. The main reason is that bananas with this color are considered more durable and can be stored longer before consumption. Meanwhile, bananas with a bright yellow color tend to need to be eaten immediately because their level of ripeness is higher and their shelf life is shorter. This indicates that color is an important factor for consumers in purchasing decisions, especially related to the durability of the fruit. This finding is similar to research conducted by Alvero et al., (2024) that consumers tend to prefer bananas with yellowish green skin compared to bananas with yellow or green skin.

The preferred flavor of the “Sunpride” brand Cavendish banana among respondents at Lotte Mart Pakuwon Mall Surabaya was the sweet one, with 99 respondents. Based on field research, there was one respondent who chose the slightly sweet flavor because he did not really like bananas with an overly sweet taste. This shows that the majority of consumers tend to prefer bananas with a sweet flavor, as they are considered tastier and in accordance with general tastes. Meanwhile, consumers who choose the slightly sweet flavor tend to be influenced by personal preference, namely the taste of individuals who do not like foods with a sweet taste. Thus, the sweet taste remains the main attraction for most consumers in purchasing the “Sunpride” brand Cavendish banana. This finding is consistent with research conducted by Wahyuni et al., (2022) that consumers' positive assessment of taste attributes shows that Cavendish bananas have a sweet and delicious taste, which ultimately increases consumer satisfaction.

The price of Cavendish bananas brand "Sunpride" preferred by respondents at Lotte Mart Pakuwon Mall Surabaya was Rp 17,500/kg, with 57 respondents. Based on field research, 34 respondents chose the price of Rp

28,900/kg and 9 respondents chose the price of Rp 15,900/piece. The price attribute chosen by respondents was considered affordable. This finding is similar to research conducted by Alvero et al., (2024) that respondents consider the price of Cavendish bananas to be quite economical and affordable.

The size of Cavendish bananas from the Sunpride brand that consumers prefer most is medium, with 63 respondents. Most respondents, namely 63 respondents, prefer medium-sized bananas, 29 respondents prefer large-sized bananas, and only 8 respondents prefer small-sized bananas. The results of the field study indicate that medium-sized bananas are considered the most practical for consumption, both for individuals and families, because they are suitable for single-meal portions. Consumers reasoned that the medium size feels just right for consumption without leaving any fruit. Meanwhile, large-sized bananas tend to be preferred by male consumers, because their portion sizes are relatively larger than those of women, thus providing a more satisfying feeling after consumption. This finding is consistent with research conducted by Edrichadajah et al., (2022) Banana consumers in Banjar City prefer a combination of attributes with medium fruit size.

The freshness of the "Sunpride" brand Cavendish bananas preferred by respondents is their smooth and flawless skin (still fresh). Freshness is a very dominant attribute, where all 100 respondents chose bananas with smooth and flawless skin. No respondents chose bananas with wrinkled or bruised skin. This fact shows that freshness is an absolute requirement that must be present in fresh fruit, making it a primary consideration for consumers. This finding is in line with research conducted by Yansih et al., (2023) that fruit freshness influences consumer consumption decisions. The fresher the fruit offered, the more attractive it is to consumers.

The number of bananas per bunch of "Sunpride" brand Cavendish bananas preferred by respondents was more than 12. Regarding the number of bananas per bunch, 53 respondents chose bananas with more than 12 bananas per bunch, while 48 respondents chose 4–6 bananas per bunch. Based on the results of the field research, it can be seen that consumers tend to want a larger number of bananas to meet family needs, although some still choose a smaller number because they are only consumed alone. This finding is consistent with research conducted by Marpaung et al., (2024) Consumers' preference for a larger number of bananas per bunch is influenced by the number of family members in the household. The larger the family, the higher the need for fruit consumption, so consumers tend to choose bananas with a larger number of bunches to meet their needs.

The type of Cavendish banana brand "Sunpride" preferred by respondents is the Cavendish small hand (SH) type. The results of the field study showed that 50 respondents chose the Cavendish small hand banana, followed by the Cavendish cluster (C3) banana with 37 respondents, and the remaining 13 respondents chose the Cavendish mini banana. This shows that the size of the banana is not too large with a large number of bananas per bunch is more suitable for daily consumption needs.

2. Analysis of Attitudes Towards the Attributes of Cavendish Bananas of the "Sunpride" Brand

Fishbein's multi-attribute approach is used as a tool to measure consumer perceptions of a product's attributes and compare them with similar products, in order to determine which attributes are most prioritized in consumer decisions (Napitupulu et al., 2023). In this study, the attributes analyzed for "Sunpride" Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya include color, taste, price, size, freshness, number of each bunch, and type of banana.

a. Belief (bi) in the Attributes of the Cavendish Banana Fruit "Sunpride"

Respondents' trust levels in the attributes of the "Sunpride" Cavendish banana product were analyzed using the Fishbein multi-attribute technique. The attributes assessed were color, taste, price, size, freshness, number of bananas per bunch, and type of banana. Attitudes were measured using a Likert scale, with a value of 2 indicating very good, 1 indicating good, 0 indicating neutral, -1 indicating bad, and -2 indicating very bad. The following are the results of consumer research on the attributes of the "Sunpride" brand Cavendish banana :

Tabel 6. Belief (bi) in the Attributes of the Cavendish Banana Fruit “Sunpride”

Attributes	Score					Number Of Respondents	Overall Sales Score	Average (bi)
	2	1	0	-1	-2			
Color	72	18	9	0	1	100	160	1,6
Flavor	62	36	1	1	0	100	159	1,59
Price	16	26	33	24	1	100	32	0,32
Size	29	35	27	9	0	100	84	0,84
Freshness	84	15	1	0	0	100	183	1,83
Number of each comb	38	26	29	5	2	100	93	0,93
Type	26	20	51	3	0	100	69	0,69

Source : Primary Data Processed (2025)

The freshness attribute achieved the highest score, 1.83, indicating that consumers strongly believe that Sunpride Cavendish bananas have good freshness. This is in line with research conducted by Wahyuni et al., (2022) stated that consumers tend to pay attention to the physical condition of fruit before making a purchase. The attribute with the lowest trust value was price, with a value of 0.32. This aligns with research conducted by Gulthom et al., (2023) namely Cavendish bananas have a relatively high price, but are commensurate with good quality.

b. Evaluation (ei) of the attributes of the Cavendish banana fruit "Sunpride"

The level of evaluation or importance of respondents towards the attributes of the “Sunpride” Cavendish banana product was analyzed using the Fishbein multi-attribute technique. The attributes assessed were color, taste, price, size, freshness, number per bunch, and type of banana. Attitudes were measured using a Likert scale, with a value of 2 indicating very important, 1 important, 0 neutral, -1 unimportant, and -2 very unimportant. The following are the results of consumer research on the attributes of the “Sunpride” brand Cavendish banana:

Tabel 7. Evaluation (ei) of the Attributes of Cavendish Banana Fruit “Sunpride”

Attributes	Score					Number Of Respondents	Overall Sales Score	Average (bi)
	2	1	0	-1	-2			
Color	76	17	7	0	0	100	169	1,69
Flavor	78	20	2	0	0	100	176	1,76
Price	19	19	40	22	0	100	35	0,35
Size	27	32	37	4	0	100	82	0,82
Freshness	88	11	1	0	0	100	187	1,87
Number of each comb	37	22	34	7	0	100	89	0,89
Type	31	18	49	2	0	100	78	0,78

Source : Primary Data Processed (2025)

The results of consumer evaluation (ei) of the attributes of the “Sunpride” brand Cavendish bananas indicate that the freshness attribute obtained the highest score with an average of 1.87. This indicates that consumers consider freshness as the most important factor in purchasing decisions. According to Wahyuni et al., (2022) The level of freshness of Cavendish bananas affects their durability or shelf life. According to (Rumapea et al., 2021) The fresher the fruit, the greater the consumer's tendency to buy it.

c. Attitude (Ao) Towards the Attributes of the Cavendish Banana Fruit “Sunpride”

Attitudes influence purchasing behavior because they include judgments, feelings, and tendencies to act toward a product (Wahyuni et al., 2022). This attitude includes rational thinking, feelings of like or dislike, and the intention to buy or not buy a product.

Table 8. Attitude (Ao) Towards the Attributes of Cavendish Banana Fruit “Sunpride”

No	Fruit Attributes	Trust (bi)	Evaluation (ei)	Consumer Attitude (Ao)	Ranking
1	Color	1,6	1,69	2,70	III
2	Flavor	1,59	1,76	2,80	II
3	Price	0,32	0,35	0,11	VII
4	Size	0,84	0,82	0,69	V
5	Freshness	1,83	1,87	3,42	I
6	Number of each comb	0,93	0,89	0,83	IV
7	Type	0,69	0,78	0,54	VI

Source : Primary Data Processed (2025)

The results of the analysis of consumer attitudes (Ao) towards the attributes of “Sunpride” Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya show that the freshness attribute ranks first with the highest score of 3.42. It is known that freshness is the main factor that cannot be negotiated in consumer purchasing decisions. According to Rumapea et al., (2021) The higher the level of freshness of the fruit, the greater the likelihood that consumers will be interested in making a purchase. The taste attribute is in second place with a score of 2.80. Research by Safitri et al., (2023) It is known that for consumers, taste is an important factor that can drive interest in consuming fruit. Evaluation of a product's taste determines whether consumers like or dislike the product. The color attribute is ranked third with a score of 2.70. According to Wahyuni et al., (2022) Color is one of the factors that can influence consumers, both consciously and subconsciously. In food products, color can evoke an emotional response, enhance appetite, and create enthusiasm for consumption. These three attributes reflect the quality of the fruit that consumers pay close attention to.

The attributes of number per bunch, size, type of banana, and price scored lower. Overall, the study results show that consumers of Sunpride Cavendish bananas prioritize quality attributes such as freshness, taste, and color over external attributes such as price. These findings can provide a basis for companies to maintain product freshness and high quality, thereby maintaining consumer loyalty despite relatively higher prices compared to competitors.

CONCLUSION

Based on the description and explanation in the data analysis, it can be concluded that the characteristics of consumers who purchase "Sunpride" Cavendish bananas at Lotte Mart Pakuwon Mall Surabaya are predominantly in the productive age group (20-43 years old), have a bachelor's degree, are self-employed or private sector employees, have relatively large families, and have high incomes, indicating a preference for high-quality branded fruit products. Consumer preference for bananas prioritizes freshness, sweetness, and yellowish-green color, while attributes such as price, type, and size are considered after freshness, taste, and color in purchasing decisions.

This study was limited in scope with 100 respondents. Therefore, future research is recommended to expand the sample size, add additional research locations, and use other analytical methods such as Conjoint Analysis to obtain more comprehensive results. For the company, banana quality must be maintained, particularly in terms of freshness, sweetness, and yellowish-green color. Meanwhile, for Lotte Mart Pakuwon Mall Surabaya, it is recommended to adjust the number of bananas per bunch to meet family needs. In addition, the company also needs to strengthen consumer trust in the “Sunpride” brand through consistent product quality.

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