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ANALYSIS OF CONSUMER PREFERENCE TOWARDS BUYING INTEREST LACTASARI MILK IN GROBOGAN REGENCY

Raya Kandela Atmojiwa; Joko Mariyono*; Migie Handayani

Department of Agribusiness, Faculty of Animal and Agricultural Sciences, University of Diponegoro, Semarang, Indonesia

* Corresponding author: jokomariyono@live.undip.ac.id

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ABSTRACT

Lactasari milk took advantage of opportunities by producing a variety of quality milk products to meet the growing demand and preferences of consumers in Grobogan Regency. This study aimed to examine consumer characteristics, how the number of family members affects the amount of Lactasari milk purchased, and consumer preferences for Lactasari milk in Grobogan Regency. The research took place from November to December 2024 at Purwodadi Market, Nglejok Market, Panti Rahayu Yakkum Hospital, and Purwodadi Hospital. The method involved a survey with questionnaires and non-probability sampling through accidental sampling. A total of 100 respondents who bought Lactasari milk participated. The analysis included descriptive analysis, crosstab analysis, and chi-square analysis to examine the link between the number of family members and the amount of Lactasari milk purchased. Conjoint analysis identified which features of Lactasari milk affected consumer preferences. The results showed that the average age of consumers was 41 years or older. Most buyers were female, many had a Diploma III/IV or Bachelor's degree, the most common number of family members was four, and most consumers had a monthly income of IDR 2,500,000.00 or more. Crosstab and chi-square analyses revealed a significant link between the number of family members and the amount of Lactasari milk purchased. The conjoint analysis showed that consumers preferred Lactasari milk that was affordably priced, had a chocolate flavor, came in a large size (1,000 ml), and was packaged in plastic pillow packaging. According to importance values, price was the most important attribute, followed by size, taste, and packaging.

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INTRODUCTION

The manufacturing sector plays a crucial role in the Indonesian economy. As an agricultural country with abundant natural resources, both on land and at sea, this sector not only provides food but also creates significant employment compared to other sectors (Kembauw et al., 2015). The most important subsector in production is livestock, which produces various commodities, including cow's milk.

Numerous health advantages of fresh cow's milk include immune system strengthening, bone health maintenance, and increased vitality and endurance (Zakiyyah, 2021). It is also an important source of protein, calcium, and vitamin D, all of which are necessary for growth. Fresh cow's milk is still not widely consumed in Indonesia, nevertheless. The International Dairy Federation (2018) reports that whereas the average amount of fresh cow's milk consumed worldwide is around 113 liters per person year, Indonesians only consume roughly 16 liters per person annually. The high cost of milk and the general lack of knowledge about its health advantages are the reasons for this low number.

As more folks know health is key, the want for fresh cow milk in Indonesia has gone up. Data shows that fresh cow milk make in Indonesia is on the rise. It went from 824,273.20 tons in 2022 to 837,223.20 tons in 2023 (BPS Indonesia, 2023). One key area for this rise is Grobogan Regency. In line with the Badan Pusat Statistik Jawa Tengah (2022), fresh cow milk make in Grobogan Regency went up from 269,433 kg in 2021 to 289,000 kg in 2022. Folks in this area drank more milk too. It went from 8 liters each person each year in 2021 to 10 liters each person each year in 2022 (Dinas Peternakan Kabupaten Grobogan, 2022).

More folks in Grobogan Regency now love fresh cow's milk. This love has made the local milk shops grow, which helps the Lactasari brand too. Set up in 1940, Lactasari first made sweet milk & plain milk. By 1980, Lactasari was making milk with heat that had tastes like choc, fruit, & plain. To keep up with what buyers want, Lactasari has lots of pack types, from glass to plastic, in sizes of 180 ml, 240 ml, & 1,000 ml.

Lactasari has kept its place in the market for over 80 years by keeping milk good, adding new tastes, & meeting what the market needs. Knowing what folks like is key to the firm's win in making folks buy. Also, Lactasari has upped its web ads & built strong ties with buyers to stay key & win in the local milk market.

But, Lactasari has hard times with moving & selling goods. Some tastes, like the red fruit & plain, stay on shelves, close to going bad. This shows a drop in want for some tastes. Not even sales in Grobogan area add to this issue. Some spots have less want. These woes hurt the way we sell & raise costs due to left over stock.

What folks like is seeing how two or more goods stack up on set marks (Steiner et al., 2016). Likes show what folks tend to pick from all that they can get. These likes can set fast, more so in young folks, & may stay as they grow old. Past tries play a big part in what folks like. Happy buyers with taste, cost, & how goods look may buy more (Pebriana et al., 2024). Consumer preferences for Lactasari milk can be measured by several key attributes considered during purchase, such as price, flavor variety, packaging, and size. These attributes are important factors for consumers in Grobogan Regency. Besides product attributes, demographic factors like the number of family members also influence consumer preferences. Families with more members tend to have a higher demand for milk products as a source of family

nutrition (Shi et al., 2019). Consumption decisions within families are often adjusted to collective needs, making the number of family members a factor that affects purchase volume.

This study checks why folks buy Lactasari milk in Grobogan area. It looks at what the milk has & who buys it. It notes the size of the buyer's home. By knowing the link between home size and how much milk they buy, this study can help the firm plan better ads and make more milk just the way buyers like.

Plus, the study aims to spot which milk traits sway buyers most. This lets the firm tune how they make their milk. The study sees big need due to lows in sales & spread of Lactasari milk. By learning more about what buyers like, the firm can make plans to sell more, waste less, & reach more spots.

The new thing in this study is its look at what folks want in Grobogan Regency, an area with great hope for more milk biz. This work checks not just product traits, but also looks at details like family size, which few have talked about before. With this plan, the work is thought to offer real help to the making & selling plans for milk goods, for both the local & big scene. Plus, this study digs into how what folks want links to how well goods move, a key part of getting stuff to places.

RESEARCH METHOD

Time and Location

The study took place from November to December 2024, four spots. They were Panti Rahayu Yakkum Hospital, Purwodadi Local Public Hospital (RSUD), Nglejok Big Market, & Purwodadi Market. We chose these spots for their high crowd size & the fact they sold Lactasari Milk. This gave a full view of Grobogan area. The selection method was purposive, targeting areas with high crowd density and Lactasari Milk distribution to reflect general conditions in Grobogan Regency.

Research Methods

The research method employed in this study was a survey, which is based on quantitative analysis. A survey is a research approach used to collect data or information from a group of respondents representing a specific population. Characteristics of survey research include the involvement of a sample capable of representing the population. The sampling technique used was probabilistic sampling (random sampling). The information collected was obtained directly from the respondents. Respondents provided their views directly, either through written questions provided in a questionnaire or oral questions during interviews.

Sample Size

The sampling method used in this study was non-probability sampling, which does not provide equal opportunities for each sample to be selected. Respondents were chosen using the accidental sampling technique. According to Sugiyono (2016), this technique is based on individuals who happen to meet the researcher and can be used as respondents if they meet the research criteria. The criteria for sample selection included consumers who purchased Lactasari Milk products, resided in Grobogan, and were aged ≥ 20 years. This study applied the formula for unknown population sampling (Anhar & Haryati, 2020). This formula is used when the

population size is unknown, with a margin of error of 5% and a confidence level of 95%.

$$n = \left(\frac{Z\alpha.\sigma}{e} \right)^2$$

in which n is Number of samples; Zn is Coefficient degree 1,96; σ is Standard deviation 0,25; and e is Standard error 5% = 0,05.

Based on the explanation above, by using the unknown population formula, the sample size can be calculated as follows:

$$n = \left(\frac{(1,96) \times (0,25)}{0,05} \right)^2$$

Note: n = 96,04 = 100 (rounded up), The sample size for this study was 100 respondents.

Once the total sample size for the study was determined, the number of respondents for each location was allocated. The respondents were consumers or buyers of Lactasari Milk. According to Permana et al. (2020), the determination of respondents at each location was calculated proportionally using the following formula:

$$Ni = \frac{Nk}{N} \times 100$$

Note: Ni = Number of respondents per location (people); Nk = Number of milk sellers per location (people); N = Total number of milk sellers (people); Sample 100 = Number of respondents observed

After calculating using the respondent allocation formula for each location, the number of respondents at each location can be determined, as shown in Table 1.

Table 1. Number of Lactasari Milk Sellers and Respondents in Grobogan Regency

Place Name	Number of Milk Sellers (person)	Number of Respondents(person)
Purwodadi Market	5	31
Nglejok General Market	4	25
RS Panti Rahayu Yakkum	3	19
RSUD Purwodadi	4	25
`Total	16	100

Interviews and questionnaire administration were included in the data collection, directly with each of the respondents. The data collection was carried out in a sequential manner from one vendor to another at the selected research sites. Such a strategy was aimed at generating results that reflect the field conditions as much as possible while minimizing any resultant bias. Before being used, the questionnaire was tested for the validity and reliability of the instrument by carrying out a pilot test on the premises of Lactasari, using a sample of 30 respondents for the trial. An

important part of the research methodology is validity testing, which is used to assess whether the data obtained during the research were valid. The validity states that the questionnaire truly measures the intended variables in keeping with the research objectives. The statement is valid if the calculated r value exceeds the r table value. On the contrary, reliability testing refers to the degree of consistency a scale has in measuring; the concept of validity refers to the degree of accuracy. Amalia and Arthur (2023) state that if the Cronbach's Alpha for a variable is greater than 0.6, the variable is viewed as reasonable.

Data Collection Sources and Techniques

The study data include both the primary and secondary data. Primary data were gathered through interviews and observations. Interviews were undertaken directly with consumers of Lactasari Milk at the various research locations using a questionnaire. Secondary data were obtained through literature studies, where information was gathered from books, journals, and other publications that have relevance to the topic in question: Also, related institutions/agencies may include the Central Statistics Agency (BPS). The use of the two types of data is expected to give a more comprehensive understanding of consumer preference factors toward Lactasari Milk products.

Processing and Analyzing Data

The methodology of data analysis applied in this research encompasses both descriptive and quantitative analysis. Descriptive data analysis is conducted to provide explanations to the data legitimately collected by the research processes. In this vein, Hikmawati (2020) posits that descriptive analysis is used to generate descriptions of actual situations observed in the study. The quantitative analysis in this research makes use of Crosstab analysis along with Chi-Square analysis and Conjoint analysis.

Descriptive Analysis

Sugiyono (2017) defined that descriptive statistical analysis determines the existence of independent variable or independent variables-one or more (a variable that stands alone or independent variables)without comparison or even correlation among variables themselves. It is this manner that investigates consumer characteristic as well as decision-making behavior for purchase of certain products, which involves age, gender, last level of education, occupation, total member of family, and monthly family income as respondent characteristics.

Crosstab Analysis

Crosstab analysis is the cross-tabulation and is useful in analyzing the relationship between the rows and columns which, in the most general sense is a technique of raw data to understand how these variables correlate with respect to each other. In this crosstab analysis, the influence effect of the number of family members on how much Lactasari Milk is bought within Grobogan Regency is being scrutinized to find whether or not the two variables are related. Analysis is actually being done by the use of SPSS 25 in order to find the variables significant correlation.

Chi-Square Analysis

When data are compared for an interval, the statistical method employed is the Chi-Square-test, which compares observed frequencies with the anticipated or expected frequency distribution for some particular category. The Chi-Square test determines the statistical significance of the difference which may either be due to sampling error or be genuinely significant. The Chi-Square test finds its place in the research domain, especially in categorical data analysis (Sarwono, 2013). The following is the Chi-square formula, according to Adil et al. (2023):

$$X^2 = \sum_{i=1}^{n} \frac{(Oi - Ei)^2}{Ei}$$

Where is X^2 = Chi Square; Oi = Observed frequencies; Ei = Expected frequency.

Hypothesis used:

H0 = There is no influence between the number of family members and the number purchase of Lactasari milk.

H1 = There is an influence between the number of family members and the number purchase of Lactasari milk.

Testing at a 95% confidence level with the following test criteria:

- H0 is accepted if: x2 count < x2 table or α > 0.05
- H0 is rejected if: x2 count > x2 table or α < 0.05

SPSS 25 is used to conduct Chi-Square analysis to analyze the effect of the number of family members on the amount of Lactasari milk purchases in Grobogan Regency.

Conjoint Analysis

As defined by Mahendra et al. (2018), Conjoint Analysis is a multivariate technique for understanding consumer preferences for several types of products, services, or ideas. This study therefore employed Conjoint Analysis to analyze the attributes of Lactasari Milk as a basis for determining the preferences of Lactasari Milk consumers in Grobogan Regency and to identify the most important attributes of Lactasari Milk for consumers in the region. This method is classified as an indirect method because the conclusions drawn are based on the subject's responses to changes in several attributes presented in each choice. In Conjoint Analysis, the selected attributes are usually related to product or service characteristics, such as price, size, brand, and others.

Conjoint analysis model (Sarwono, 2013):

$$\mu(\chi) = \beta 0 + \beta_1 L_1(\chi) + \beta_2 L_2(\chi) + \ldots\ldots + \beta_n L_n(\chi)$$

Note: $\mu(x)$ = All the utilities of an alternative; β_0 = Constants in the model, which represent basic utilities (utility values without considering attribute levels); β_1 ,β_2,…,β_n = The coefficients βi each indicate the contribution of the attribute level Li(x) to the utility value; $L_1(x), L_2(x),…,L_n(x)$ = The level of each attribute in stimuli x.

There are four attributes selected for this study: price, taste, packaging, and size, as shown in Table 2. The selected attributes result in a combination of 3 x 3 x 3 x 2 = 54 stimuli. The large number of stimuli would make it difficult for consumers to evaluate them. Therefore, it is necessary to reduce the number of stimuli. A suitable method to reduce the number of stimuli is through the use of an orthogonal

array design, assisted by the Statistical Package for the Social Sciences (SPSS version 25). By using this method, the number of stimuli that consumers need to evaluate can be reduced without losing the attributes selected for the study. The combination of these four attributes results in 9 stimuli, as listed in Table 2, making it easier for respondents to determine their preferences.

Table 2.   Attributes and Grades of Lactasari Milk

Attribute	Level
Milk price	Affordable
	Bit Expensive
	Expensive
Flavor	Original
	Chocolate
	Strawberry
Size	Small (180 ml)
	Medium (240 ml)
	Large (1,000 ml)
Packaging	Plastic pillow
	Glass bottle

Based on the attributes and levels described in Table 2, a combination of these variables was used to create nine milk product stimuli. Table 3 presents these product variations, which were used as stimuli in the experiment to assess consumer preferences regarding price, flavor, size, and packaging.

Table 3. Lactasari Milk Stimulus

No	Price	Flavor	Size	Packaging	Rating
1.	Expensive	Chocolate	Large (1000 ml)	Plastic Pillow	(1,2,3,4)
2.	Expensive	Strawberry	Small (180 ml)	Glass bottle	(1,2,3,4)
3.	Bit Expensive	Original	Large (1000 ml)	Glass bottle	(1,2,3,4)
4.	Bit Expensive	Strawberry	Medium (240 ml)	Plastic Pillow	(1,2,3,4)
5.	Bit Expensive	Chocolate	Small (180 ml)	Plastic Pillow	(1,2,3,4)
6.	Affordable	Strawberry	Large (1000 ml)	Plastic Pillow	(1,2,3,4)
7.	Affordable	Original	Small (180 ml)	Plastic Pillow	(1,2,3,4)
8.	Expensive	Original	Medium (240 ml)	Plastic Pillow	(1,2,3,4)
9.	Affordable	Chocolate	Medium (240 ml)	Glass bottle	(1,2,3,4)

RESULT AND DISCUSSION

Respondents Characteristics Based on Gender

Based on the results of the study that has been conducted, data regarding the respondent characteristics by gender were obtained and presented in Table 4.

Table 4. Distribution of Respondents according Gender

No	Gender	Number of Respondents (person)	Percentage (%)
1	Male	36	36.00
2	Female	64	64.00
	Total	100	100.00

Based on data presented in Table 4, it can be stated that the number of female respondents was dominant compared to male respondents. This can be explained by the fact that women are typically responsible for purchasing decisions regarding family consumption and are therefore more likely to purchase products. This finding aligns with Amam et al. (2016), who stated that women tend to purchase milk more frequently because they feel responsible for ensuring the nutritional needs of the family, particularly for their children. Additionally, women are more discerning when selecting milk that is suitable and appropriate for their family. On the other hand, men are more price-sensitive and value convenience when purchasing milk. This suggests that marketing strategies would be more effective if they target women as the primary decision-makers in households to increase sales of local dairy products. As awareness of the importance of supporting and purchasing local products increases, it is expected that men will also begin to pay more attention to this, opting for fresh, high-quality local milk to meet their family's consumption needs.

Respondents Characteristics Based on Age

The age of the respondents is presented in Table 5. Based on data presented in Table 5, the age group of respondents aged 41 years and above represents the largest group, with 69 out of 100 respondents, or 69%. This finding aligns with Cantika et al. (2021), who stated that as a person ages, their purchasing decisions tend to become more selective and align with established consumption patterns. The age of respondents can influence the product preferences when making purchases. Consumer research should consider this factor to understand the preferences and buying behavior patterns of local consumers. According to Nadja & Halimah (2023), the interest, preferences, and purchasing decisions of younger consumers towards certain products are influenced by changes in age. As individuals age, they tend to be more concerned with maintaining a healthy lifestyle and improving their health and immunity, which naturally declines with age. Consequently, they are more likely to pay attention to the nutritional value of drinks. Lactasari Milk, being rich in minerals and nutrients beneficial to the body, is likely to be preferred by consumers in this age group.

Table 5. Distribution of Respondents according Age

No	Age (year)	Number of Respondents (person)	Percentage (%)
1	20 – 25	0	0.00
2	26 – 30	3	3.00
3	31 – 35	16	16.00
4	36 – 40	12	12.00
5	≥41	69	69.00
	Total	100	100.00

Respondents Characteristics Based On Last Education

The respondents' education highest level of education from survey is presented in Table 6.

Table 6. Distribution of Respondents according Last Education

No	Last Education	Number of Respondents (person)	Percentage (%)
1	Not Going to School	0	0.00
2	Elementary School/Islamic Elementary School	1	1.00
3	Junior High School	8	8.00
4	High School/Equivalent	40	40.00
5	Diploma III/IV/Bachelor	51	51.00
	Total	100	100.00

Based on data presented in Table 6, 51 respondents, or 51% of the total respondents, have a higher education level of Diploma III, IV, or Bachelor's degree, making it the largest group. In contrast, the group with the lowest level of formal education is Elementary School/Islamic Elementary School, with only one respondent, or 1%. The decision to purchase a product is also influenced by the educational level, which shapes current consumer preferences. This is consistent with the statement by Lestiani (2020), who noted that a higher level of education significantly impacts purchasing behavior. Lestari also found that as people's education level increases, they tend to focus more on product attributes such as brand and quality when making a purchase decision. This finding is further supported by Fitriani et al. (2021), who stated that a person's perceptions and attitudes toward a product can be shaped by their highest level of education. People with higher education levels are generally more analytical and logical in selecting products.

Respondents Characteristics Based on Number of Family Members

The number of family members of the respondents is presented in Table 7. Based on data presented in Table 7, respondents with four family members represent the highest category in this sample. Of the total respondents who participated in this study, 33 people fall into this group, representing 33% of the total respondents. According to Ansyarif et al. (2021), family composition is one of the characteristics that influences consumer preferences and interest in purchasing goods or services. Families with a larger number of members tend to be interested in purchasing larger quantities or bigger products compared to families with fewer members. This is supported by the statement from Cantika et al. (2021), who noted that consumers with

four or more family members tend to purchase more products than those with fewer than four family members.

Table 7. Distribution Number of Respondents according Family Members

No	Number of Family Members (person)	Number of Respondents (person)	Percentage (%)
1	2	17	17.00
2	3	29	29.00
3	4	33	33.00
4	5	21	21.00
	Total	100	100.00

Respondents Characteristics Based on Income

Based on the research that has been conducted, the income of the respondents is presented in Table 8.

Table 8. Distribution of Respondents according Income

No	Family Income (IDR/Month)	Number of Respondents (person)	Percentage (%)
1	0 – IDR 500,000	0	0.00
2	> IDR 500,000 – IDR 1,500,000	6	6.00
3	> IDR 1,500,000 – IDR 2,500,000	23	23.00
4	≥ IDR 2,500,000	71	71.00
	Total	100	100.00

Consumer preferences for a product can be influenced by income levels. The majority of respondents earn more than IDR 2,500,000 per month, indicating that respondents from middle to upper-class families or those with higher incomes are usually able to purchase Lactasari milk for daily consumption. Table 8 shows that the largest group of respondents, 71%, have an income of at least IDR 2,500,000 per month. On the other hand, no respondents fall into the category of earning less than IDR 500,000 per month. This indicates a positive correlation between the capacity to purchase Lactasari milk and income levels. The higher the income, the greater the ability to purchase the product. According to Indrasari (2019), consumers are more capable of purchasing more expensive goods and higher-quality services when their income is higher. Setiadi & Se (2019) also stated that consumers with higher incomes tend to have a different perspective and place more importance on evaluating product preferences and claims.

Analysis of the Number of Family Members with the Number of Lactasari Milk Purchases

The Chi Square and Crosstab analysis tools were used to analyze the influence of the number of family members on the amount of Lactasari milk purchased. The results of the Chi Square and Crosstab analysis are presented in Table 9.

Table 9. Crosstab and Chi-Square Number of Family Members with Number of Purchases of Lactasari Milk

No	Number of Family Members (person)	Lactasari Milk Purchase Amount (person)			Total (person)
		1 l – 2 l	2,5 l – 4 l	≥ 4 l	
1.	2	8	8	1	17
2.	3	14	8	7	29
3.	4	9	12	12	33
4.	5	4	3	14	21
	Total	35	31	34	100
	Pearson Chi-Square	χ^2=19.406	df = 6	p = 0.004	

Based on Table 9, the majority of respondents (approximately 35%) tend to purchase 1 to 2 liters of Lactasari milk, while a comparable proportion (around 34%) purchase more than 4 liters. Through the analyses, it has been revealed that the two most prevailing purchasing patterns among consumers are characterized by low-volume purchases and high-volume purchases. Investigating further, it can be observed that respondents with four family members show the widest variation in terms of purchases, with some 33% of this group purchasing more than 4 liters of milk. The most recent findings by Pertiwi et al. (2020) indicate that the number of family members living in the household creates demand for a certain product. The distribution data state that the amount of stock purchases of Lactasari milk increases with the number of family members. Interest or taste preference would also be responsible for the increase in demand. Considering these factors while devising marketing strategies for Lactasari milk producers and retailers would be wise. Marketing efforts tend to be more effective when they are aligned with consumer preferences and taste patterns. The effect of family size on the quantity of Lactasari milk purchased was tested using Chi-square significance testing. The analysis showed that α < 0.05, meaning H1 was accepted. Statistically, there is a relationship between the amount of Lactasari milk purchased and the number of family members. This supports Kapaj (2018), who stated that as family size increases, so does the consumption of products like milk.

Consumer Preferences for Lactasari Milk

Consumer preference refers to the interest or desire of consumers towards a specific brand of product after considering various alternative brands. According to Syah & Yanuar (2013), evaluation is carried out to determine which product best matches the desires and preferences of buyers and the market. Conjoint analysis is used to study the preference and purchasing interest in Lactasari milk. The attributes analyzed include price (Affordable, Bit Expensive, Expensive), flavor (original, chocolate, strawberry), size (small 180 ml, medium 240 ml, large 1,000 ml), and packaging (glass bottle and plastic pouch). Table 10 presents the results of the conjoint analysis applied to the characteristics of Lactasari milk.

Table 10. Results of Conjoint Analysis of Lactasari Milk Attributes

	Attribute	Utility Estimate	Std. Error
Price	Affordable	0.396	0.243
	Bit Expensive	0.268	0.243
	Expensive	-0.664	0.243
Flavor	Original	-0.169	0.243
	Chocolate	0.137	0.243
	Strawberry	0.033	0.243
Size	Small (180 ml)	-0.223	0.243
	Medium (240ml)	-0.126	0.243
	Large (1,000 ml)	0.349	0.243
Packaging	Pillow Plastic	0.001	0.182
	Glass Bottle	-0.001	0.182
	(*Constant*)	2.876	0.182

Based on Table 10, it can be seen that the price attributes of Affordable and Bit Expensive have positive utility values of 0.396 and 0.268, respectively. This indicates that consumers prefer prices of Affordable and Bit Expensive for Lactasari milk. However, the utility value for Affordable is the highest compared to the other prices, suggesting that consumers favor the price of Affordable over Bit Expensive. Similarly, for the flavor attribute, chocolate and strawberry have positive utility values of 0.137 and 0.033, respectively, with chocolate having a higher utility value than strawberry. This indicates that consumers prefer the chocolate over the strawberry flavor. Regarding the size attribute, the large size (1,000 ml) has a positive utility value of 0.349, indicating that consumers prefer the larger size over the others. For the packaging attribute, the plastic pouch has a positive utility value of 0.001, indicating that consumers prefer the plastic pouch packaging over other options. Based on these findings, it can be concluded that consumers prefer Lactasari milk with a price of Affordable, chocolate flavor, a large size (1,000 ml), and plastic pouch packaging. This aligns with Simamora (2002) statement that product attributes such as price, flavor, and others are important because they influence consumer desires, with flavor affecting consumer trust in the product and price influencing purchasing power. The Importance Values of the Lactasari milk attributes are presented in Table 11.

Table 11. Importance Values of Lactasari Milk Attributes in Grobogan Regency

No.	Attribute	Importance Score (%)
1	Price	38.178
2	Flavor	22.726
3	Size	26.282
4	Packaging	12.815

According to Cacciolatti et al. (2015), the relative importance value can reveal which characteristics are most important to consumers and have the greatest influence on their purchasing decisions. Based on the analysis results in Table 11, the price attribute of Lactasari milk has the highest importance value (38.178%), followed by the size attribute (26.282%), flavor attribute (22.726%), and packaging attribute

(12.815%). This indicates that when purchasing Lactasari milk, consumers place the highest importance on price. This finding is consistent with Amam et al. (2016), who stated that consumers pay close attention to price, size, flavor, brand, and even product labels when buying milk.

The study results indicate that price is the most influential attribute (38.178%) in shaping consumer preferences for Lactasari milk in Grobogan Regency. Interestingly, although most respondents have a monthly income of at least IDR 2,500,000.00/month, price remains the primary factor in their purchasing decisions. This finding aligns with Isoraite (2016), who state that price is one of the most flexible marketing mix elements and can be easily adjusted to attract consumer attention. High-income consumers tend to optimize their spending by comparing products based on price and the benefits offered. This purchasing behasvior also reflects rational decision-making, where consumers seek a balance between product quality and price (Marwanto et al., 2022).

Consumer characteristics, particularly among households with four family members, indicate that purchasing patterns for Lactasari milk are often related to the needs of larger families. Even among high-income consumers, competitive pricing remains beneficial in the long term, especially since milk is a staple necessity. This finding supports utility theory, which suggests that consumers aim to maximize satisfaction by allocating their budget efficiently (Thalib & Hubbansyah, 2022). Consequently, marketing strategies such as discounts for bulk purchases or family packages can enhance product appeal and encourage consumer loyalty (Malik et al., 2024).

Price is the dominant factor in Lactasari milk purchasing decisions, as it directly affects purchasing power and consumer preferences for product value. Dianawati & Azzahra (2025) state that consumers tend to compare price with perceived benefits, making products with prices considered equivalent to their quality more likely to be chosen. In a competitive dairy market with numerous similar options, price plays a crucial role in ensuring that products remain affordable while retaining high value. This is particularly significant for routinely consumed products like milk, where consumers aim to maximize the benefits of their expenditures. Furthermore, package size also supports this consideration, as variations such as 180 ml, 240 ml, and 1,000 ml low consumers to adjust their purchases according to their family needs. This aligns with Yunita et al. (2024), who assert that larger package sizes are often chosen for long-term cost efficiency.

Analyzing consumer preferences toward Lactasari milk, it is important to consider the influence of various product attributes beyond just price and size. Packaging, although contributing to visual appeal and practical functions such as storage convenience or eco-friendly features, has been found to have minimal impact on purchasing decisions. According to Elkhattat & Medhat (2022), packaging often serves as a complementary factor that enhances the consumer experience but rarely becomes a determining element in purchase choices. Flavor also plays a secondary role. While flavor ranks third after size in terms of consumer importance, since many consumers perceive common milk flavors to be similar, it remains a key factor for brand loyalty, especially among those with specific flavor preferences like chocolate or strawberry (Sugiyanto, 2021). Nevertheless, in the case of Lactasari milk, flavor has less influence on purchase decisions compared to attributes such as price and size.

This indicates that while elements like flavor and packaging contribute to product differentiation, price and volume remain the primary considerations for consumers when purchasing Lactasari milk, particularly in relation to household size and consumption needs.

CONCLUSION

The characteristics of consumers who purchase and consume Lactasari milk in Grobogan Regency are predominantly female (64%), aged 41 years or older, with the highest education level being Diploma III/IV or Bachelor's degree, a household size of 4 members, and an income of at least IDR 2,500,000.00 per month. There is a significant relationship between the number of family members and the quantity of Lactasari milk purchased within a one-month period. The consumer preference for Lactasari milk in Grobogan Regency is influenced by the price of Affordable, chocolate flavor, in a large size (1,000 ml), and plastic pouch packaging. The most important attribute for Lactasari milk consumers, based on Importance Values, is the price attribute (38.178%), followed by size (26.282%), flavor (22.726%), and packaging (12.815%).

AUTHOR CONTRIBUTION STATEMENT

[Author 1] designed the research, developed the methodology, collected the data, performed the data analysis, wrote the original draft of the manuscript, reviewed and the edited manuscript. [Author 2] supervised the research, provided methodological and analytical guidance, and reviewed and edited the manuscript. [Author 3] conceptualized the study, validated the analysis, addressed the reviewers' comments, edited manuscript. All authors reviewed and approved the final version of the article.

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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ETHIC STATEMENT

Ethical review and approval were not required for this study, as it involved a survey-based approach without any form of intervention or sensitive topics and posed minimal risk to participants. The study collected data through structured interviews and questionnaire-based surveys conducted with consumers of Lactasari milk in Grobogan Regency. No vulnerable populations such as children, disaster survivors, or survivors of sexual violence were involved in this research. All participants were fully informed about the purpose and procedures of the study and provided their voluntary informed consent prior to participation. The researchers obtained formal research permission from the Faculty of Animal and Agricultural Sciences, Universitas Diponegoro, and ensured that all data were anonymized and kept confidential.

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