

A Comparative Analysis of Multiattribute Fishbein Consumers of Pandan Wangi, Mentik Susu and Mentik Wangi Rice in Ngawi District

Elis Rahmawati MS¹, Fairuz Nadhifah², Titin Andriyani Atmojo³

¹ Agribusiness Management, State Polytechnic of Jember, Jember, Indonesia and elis_rahmawatims@polije.ac.id

² Agribusiness Management, State Polytechnic of Jember, Jember, Indonesia and fairuz_nadhifah@polije.ac.id

³ Agribusiness Management, State Polytechnic of Jember, Jember, Indonesia and titinadriyani@polije.ac.id

ABSTRACT

Rice serves as the staple food in Indonesia, with premium varieties such as Pandan Wangi, Mentik Wangi, and Mentik Susu gaining increasing popularity due to their distinctive aroma, texture, and flavor profiles. Understanding consumer preferences for these varieties is crucial for producers, distributors, and policymakers to develop effective marketing strategies and support food security initiatives. This study analyzes consumer preferences for aromatic rice in Ngawi Regency, East Java, focusing on key attributes including taste, price, packaging size, and brand perception. The research employs a descriptive analysis method utilizing the Fishbein Multi-Attribute Model to evaluate consumer attitudes. Data were collected from 90 respondents in Ngawi Regency, evenly distributed across the three rice varieties, using purposive sampling techniques. The questionnaire measured consumer belief (bi) and importance (ei) scores for each attribute, with data analysis conducted using Microsoft Excel. Findings indicate that Mentik Wangi rice emerged as the most preferred variety, achieving the highest total attitude score (Ao) of 67.4, supported by superior ratings in taste (4.07), price (4.13), packaging size (4.18), and brand perception (4.10). Pandan Wangi rice scored highest in brand trust (4.08), while Mentik Susu rice excelled in taste attributes (3.92). These results align with previous research, confirming that sensory quality and economic factors significantly influence consumer choices. This study contributes to the understanding of consumer preferences for aromatic rice in Indonesia and provides practical recommendations for stakeholders regarding product development and marketing strategies. The research novelty lies in its comparative evaluation of consumer perceptions across three premium rice varieties, offering a comprehensive perspective on local market dynamics.

Keywords: Aromatic Rice, Consumer Preferences, Multiattribut Fishbein Model, Marketing Strategy, Ngawi Regency

1. INTRODUCTION

Rice is the main staple food for most Indonesians and has strategic value in national food security. In addition to common rice varieties, premium varieties such as Pandan Wangi, Mentik Wangi, and Mentik Susu are increasingly in demand due to their distinctive aroma, texture, and taste quality. Consumer preferences for different rice varieties are shaped by various factors, including perceived quality, price, taste preferences, and social and cultural influences. Understanding consumer behavior when it comes to selecting and consuming premium rice is essential for businesses like producers, distributors, and policymakers in the food sector.

East Java also recorded a significant contribution from the food crop sub-sector of 2.98% to 4.52%, with five central districts having the highest number of Agricultural Business Households (RTUP), namely Bojonegoro, Sumenep, Lamongan, Tuban, and Jember [1]. The flagship product of this food crop sub-sector is rice, which supports the industrial and trade sectors, strengthening regional economic ties. The most significant rice production in East Java in 2024 was recorded in

Lamongan (776,290.66 tons), Ngawi (765,703.53 tons), Bojonegoro (710,527.18 tons), Jember (623,264.88 tons), and Tuban (523,067.49 tons) [2].

2. LITERATURE REVIEW

Various studies have examined the factors shaping consumer behavior toward these rice types from the perspectives of perception (psychological), product quality, marketing strategies, and sensory value. [3], through mixed research (qualitative and quantitative), revealed that 84% of consumers were delighted with the 4P marketing mix (product, price, place, promotion). Thus, it can be concluded that the marketing mix (4P) influences consumer purchasing decisions regarding Mentik Susu rice in Bali. This study confirms that a comprehensive marketing strategy can enhance satisfaction and the potential for repeat purchases. This is supported by [4], and [5] indicate that Ghanaian consumers value sustainability and are willing to pay more for rice with an eco-friendly label.

[6] Conducted an experimental study to evaluate the effect of different formulations and rice varieties, including Mentik Wangi and Ciherang, on the physical characteristics of rice-based spring roll wrappers. The research demonstrated that the combination of rice flour with tapioca starch and egg white albumin produced wrappers with desirable elasticity, cohesiveness, and moisture retention. Interestingly, the results showed no significant difference in performance between the two rice varieties, indicating that Mentik Wangi rice flour is technically suitable for producing high-quality rice wrappers. This finding supports the potential of local aromatic rice varieties as functional ingredients in value-added food products.

[7] Adds that from an organoleptic perspective, milled Mentik Susu rice is preferred by consumers over IR64 because it has a more appealing color, taste, and texture. Sensory research was also conducted by [8], revealing that physical attributes such as grain integrity and amylose content are important in rice purchasing decisions in Uganda and Kenya. These results reinforce that sensory perception is one of the key factors in shaping consumer preferences for rice.

In the case of Pandan Wangi rice, [9] concluded that aroma, soft texture, and the Geographical Indication (GI) label are the primary considerations in consumer purchases. Research by [10] supports this by showing that the quality of Pandan Wangi rice is highly determined by geographical location and post-harvest treatment, with two districts in Cianjur producing the best quality.

[11] Found that urban consumers in China highly value rice attributes such as taste quality, nutritional content, and food safety labels, with taste emerging as the most influential factor in shaping preferences and willingness to pay. Consumers were willing to pay significant premiums for superior taste and green-certified rice, while brand influence was relatively low. The study also highlighted heterogeneity in consumer preferences, underscoring the need for tailored marketing strategies and product development aligned with diverse market demands. Regarding culture and product origin in consumer behavior, a meta-analysis by [12] reinforces the role of product origin as a quality signal for ethnocentric consumers. [13] show that product origin influences aroma preferences (in China) and texture preferences (in Thailand).

Based on this review, consumer behavior toward aromatic rice is influenced by a combination of product attributes (aroma, texture, nutrition), psychological factors (knowledge, experience), marketing factors (price, promotion, packaging), and emotional and social values.

Rice is a staple food for most Indonesians and has strategic value in national food security. In addition to common rice varieties, premium varieties such as Pandan Wangi, Mentik Wangi, and Mentik Susu are increasingly popular due to their distinctive aroma, texture, and taste quality. Consumer preferences for these premium varieties highlight the evolving consumption behavior influenced by factors such as perceived quality, price, taste preferences, and social and cultural influences. A deep understanding of consumer behavior in selecting and consuming premium rice is crucial for businesses such as producers and distributors and policymakers in the food sector. Various studies have examined the factors shaping consumer behavior toward these rice types from the perspectives of perception (psychological), product quality, marketing strategies, and sensory value.

Consumers' willingness to pay a premium for high-quality rice is strongly influenced by their nutritional perceptions, prior purchasing experiences, and the clarity of labeling information. This study provides a robust foundation for designing more targeted and consumer-centered premium pricing strategies, particularly in emerging market contexts. [3], through mixed research (qualitative and quantitative), revealed that 84% of consumers were very satisfied with the 4P marketing mix (product, price, place, promotion). Thus, it can be concluded that the marketing mix (4P) influences consumer purchasing decisions regarding Mentik Susu rice in Bali. This study confirms that a comprehensive marketing strategy can enhance satisfaction and the potential for repeat purchases. This is supported by [3] who found that among the seven marketing mix variables (7P), price is the most dominant factor influencing purchasing decisions. Meanwhile, [4] and [5] indicate that Ghanaian consumers value sustainability and are willing to pay more for rice with an eco-friendly label.

Physically and chemically, Mentik Susu rice has proven nutritional advantages. [7] adds that from an organoleptic perspective, milled Mentik Susu rice is preferred by consumers over IR64 because it has more appealing color, taste, and texture. Based on this review, it can be concluded that consumer behavior towards aromatic rice is influenced by a combination of product attributes (aroma, texture, nutrition), psychological factors (knowledge, experience), marketing factors (price, promotion, packaging), as well as emotional and social values.

Rice is a staple food for most Indonesians and has strategic value in national food security. In addition to common rice varieties, premium varieties such as Pandan Wangi, Mentik Wangi, and Mentik Susu are increasingly popular due to their distinctive aroma, texture, and taste quality. Consumer preferences for these varieties reflect the dynamics of consumption behavior influenced by various factors, such as perceived quality, price, taste preferences, and social and cultural aspects. A deep understanding of consumer behavior in selecting and consuming premium rice is crucial, not only for businesses such as producers and distributors but also for policymakers in the food sector. Various studies have examined the factors shaping consumer behavior toward these rice types from the perspectives of perception (psychological), product quality, marketing strategies, and sensory value.

[3] through mixed research (qualitative and quantitative) revealed that 84% of consumers were very satisfied with the 4P marketing mix (product, price, place, promotion). Thus, it can be concluded that the marketing mix (4P) influences consumer purchasing decisions regarding Mentik Susu rice in Bali. This study emphasizes that a comprehensive marketing strategy can enhance satisfaction and the potential for repeat purchases. This is supported by [3] research, which found that sensory research was also conducted by [8], revealing that physical attributes such as grain

integrity and amylose content are important in purchasing decisions for rice in Uganda and Kenya. These results reinforce the importance of sensory perception.

Consumer behavior toward aromatic rice is influenced by a combination of product attributes (aroma, texture, nutrition), psychological factors (knowledge, experience), marketing factors (price, promotion, packaging), as well as emotional and social values. The novelty of this research lies in comparing consumer preferences, including beliefs and evaluations of the three types of aromatic rice: pandan wangi rice, mentik susu rice, and mentik wangi rice.

3. METHODS

This type of research is descriptive analysis to determine a condition's frequency or distribution [15]. The respondents in this study consisted of 90 community members who had consumed aromatic rice products in Ngawi District, comprising 30 respondents for Pandan Wangi rice products, 30 for Mentik Wangi rice products, and 30 for Mentik Susu rice products. The sampling was carried out using a purposive sampling technique. The selection of samples was based on specific considerations [16]. The sampling technique was selected through a questionnaire distributed to respondents with objective and quick written statements [17].

The model used in this data analysis is the Fishbein Multi-Attribute Model, which states that consumer attitude formation includes consumer trust and evaluation attributes, with data processing conducted using Microsoft Excel 2007. The following is the Fishbein Attribute Model formula:

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

Explanation:

A_o = consumer attitude toward the object
 b_i = importance evaluation in the object
 e_i = confidence evaluation of the object
 n = number of attributes possessed

4. RESULTS AND DISCUSSION

The characteristics of respondents obtained based on the results of the questionnaire distribution from consumers of Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice products are shown in the table below:

Table 1. Characteristics of Respondents

Responden Characteristics	Percentage		
	Pandan Wangi Rice	Mentik Susu Rice	Mentik Wangi Rice
Gender			
Female	37%	53%	43%
Male	63%	47%	57%
Age			
18-25 Years	80%	87%	80%
26-40 Years	7%	10%	10%
>40 Years	13%	3%	10%
Highest Level of Education			
Senior High School	67%	70%	87%
Bachelor Degree	27%	27%	13%

Master's Deegree	6%	3%	0%
Income			
<500.000	59%	57%	30%
500.000 - 3.000.000	25%	37%	37%
>3.000.000	16%	6%	33%
Job			
Self-Employed	47%	63%	57%
Government Employees	20%	13%	23%
Farmer	33%	24%	20%

Source: Processed Primary Data (2025)

Based on Table 1 above, it is known that the gender of consumers is dominated by males for the Pandan Wangi and Mentik Wangi rice products, and for the Mentik Susu rice product, it is dominated by females. Overall, the average age of consumer respondents is dominated by those in the 18-25 age range. This age range is also supported by the average highest level of education among respondents for the Pandan Wangi Rice, Mentik Susu, and Mentik Wangi Rice products, which are predominantly high school graduates. The characteristics of employment and income align with the condition where the average income is below Rp. 500,000, with self-employed respondents for the Mentik Susu Rice product reaching 63%.

4.1 Attribute Confidence Evaluation Score

An analysis of confidence levels indicating that consumer confidence can be assessed based on confidence scores (bi) covering attributes such as taste, price, package size, and brand is part of assessing consumer preferences through multi-attribute Fishbein analysis relevant to the situation under study. The level of confidence in assessing consumer preferences for products such as Pandan Wangi Rice, Mentik Susu, and Mentik Wangi plays a role in determining strategic marketing and product development decisions, as well as motivating consumers to understand better what they consider important in a product. Research by [18] indicates that attributes such as price and taste have a dominant influence on consumer attitudes. In the context of local rice products like Pandan Wangi Rice, Mentik Susu, and Mentik Wangi Rice, understanding these important attributes forms the foundation for formulating marketing strategies and product development that align with consumer preferences.

Table 2. Pandan Wangi Rice Attribute Confidence Evaluation Score

Attribute	"Pandan Wangi" Rice Attribute Confidence Evaluation					Average (<i>bi</i>)	Interpretation
	Score						
	1	2	3	4	5		
Taste	0	0	15	57	18	4,00	Important
Price	0	0	24	57	9	3,83	Important
Package Size	0	0	14	66	10	3,96	Important
Merk	0	0	9	65	16	4,08	Very Important

Source: Processed Primary Data (2025)

Consumer trust values are obtained based on assessment results in the form of attributes that evaluate consumer trust. The average questionnaire results obtained from the trust scores for Beras Pandan Wangi products include several attributes, starting with the attribute rated as very good, which is the brand attribute with a score of (4.08), followed by the taste attribute with a score of (4.00), the package size attribute with a score of (3.96), and the price attribute with a score of (3.83), which are associated with trust in the Pandan Wangi Rice product. The results from Table.1 suggest that product image and reputation in brand attributes are the most important factors in determining

consumer choice for Beras Pandan Wangi, where consumers in Ngawi Regency prefer and trust the quality assurance of Beras Pandan Wangi, as evidenced by the brand attribute.

Table 3. Mentik Susu Rice Attribute Confidence Evaluation Score

Attribute	"Mentik Susu" Rice Attribute Confidence Evaluation					Average (<i>bi</i>)	Interpretation
	Score						
	1	2	3	4	5		
Taste	0	0	19	59	12	3,92	Very Important
Price	0	0	32	50	8	3,73	Important
Package Size	0	0	30	48	12	3,80	Important
Merk	0	0	21	60	9	3,87	Important

Source: Processed Primary Data (2025)

The attributes of Mentik Susu rice products were assessed based on consumer confidence, with the results showing that the attribute most trusted by consumers was taste, with a score of 3.92, followed by brand, with a score of 3.87, package size, with a score of 3.80, and price, with a score of 3.73. The study by [14] confirms that taste is the primary determinant in consumer preferences for food products, while Table 2 above shows that the taste attribute is the most important factor motivating consumers in making their choice when selecting Mentik Susu Rice, as taste is a fundamental attribute for rice products, which are a staple food in the community of Ngawi District.

Table 4. Mentik Wangi Rice Attribute Confidence Evaluation Score

Attribute	"Mentik Wangi" Rice Attribute Confidence Evaluation					Average (<i>bi</i>)	Interpretation
	Score						
	1	2	3	4	5		
Taste	0	0	26	37	27	4,01	Important
Price	0	0	22	34	34	4,13	Very Important
Very	0	0	20	40	30	4,11	Important
Merk	0	0	23	33	34	4,12	Important

Source: Processed Primary Data (2025)

The attributes of Mentik Wangi rice, followed by an assessment of importance based on the results of the table above, show that the attribute rated most highly is price, with a score of 4.13, followed by brand, with a score of 4.12, package size, with a score of 4.11, and taste, with a score of 4.01. [18] found that consumers of organic rice tend to pay more attention to the price attribute, indicating that these attributes significantly influence the formation of positive attitudes toward the product. The results from Table 3 show that the price attribute is the most trusted consideration for consumers, as price is an economic factor that influences purchasing power in Ngawi Regency.

4.2 Attribute Importance Evaluation Score

An analysis of the level of importance, stating that consumer interests can be seen based on the importance score (*ei*) covering the attributes of taste, price, package size, and brand, is an integral part of assessing consumer preferences for a product. The Fishbein multi-attribute approach, where the importance score (*ei*) represents the extent to which a consumer considers an attribute important in influencing their purchasing decision. Ramdhani et al.'s study shows that consumers tend to place higher weight on attributes they consider relevant to their personal needs, such as price and taste. In the context of aromatic rice products such as Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice, the level of consumer importance toward these attributes becomes a crucial factor in purchase decision-making, particularly in regions like Ngawi District, which has distinct local preference characteristics. Understanding this level of importance is strategically vital in developing marketing approaches and product positioning to align with the needs and expectations of local consumers.

Table 5. Pandan Wangi Rice Attribute Importance Evaluation Score

Attribute	"Pandan Wangi" Rice Attribute Importance Evaluation					Average (<i>ei</i>)	Interpretation
	Score						
	1	2	3	4	5		
Taste	0	0	15	32	13	3,97	Important
Price	0	0	18	35	7	3,82	Important
Package Size	0	0	9	39	12	4,05	Very Important
Merk	0	0	7	44	9	4,03	Important

Source: Processed Primary Data (2025)

Consumer importance values are obtained based on the results of attribute assessments that evaluate consumer importance. The average questionnaire results obtained from the importance scores of the Pandan Wangi Rice product indicate that the attribute with the highest importance score is package size with a score of (4.05), followed by brand with a score of (4.03), taste with a score of (3.97), and price with a score of (3.82). Research by [19]. also shows that the variable of importance regarding packaging has a significant value in influencing consumer decisions regarding local food products. The results from Table 4 indicate that package size is the most important consideration for consumers in their preferences when choosing Pandan Wangi Rice. Trust in package size as a determinant of consumer preferences is assessed as depending on the varying needs and sufficiency of each consumer.

Table 6. Mentik Susu Rice Attribute Importance Evaluation Score

Attribute	"Mentik Susu" Rice Attribute Importance Evaluation					Average (<i>ei</i>)	Interpretation
	Score						
	1	2	3	4	5		
Taste	0	0	11	40	9	3,94	Very Important
Price	0	0	16	34	10	3,79	Important
Package Size	0	0	19	33	8	3,81	Important
Merk	0	0	15	33	12	3,90	Important

Source: Processed Primary Data (2025)

The Mentik Susu Rice product shows an average questionnaire score obtained from the assessment of attribute importance, with the attribute of taste receiving a perfect score of 3.94, followed by the attribute of brand with a score of 3.90, the attribute of package size with a score of 3.81, and the attribute of price with a score of 3.79. The results from Table 5 indicate that package size is a consideration for consumers when choosing the Mentik Susu Rice product.

Table 7. Mentik Wangi Rice Attribute Importance Evaluation Score

Attribute	"Mentik Wangi" Rice Attribute Importance Evaluation					Average (<i>ei</i>)	Interpretation
	Score						
	1	2	3	4	5		
Taste	0	0	16	24	20	4,07	Important
Price	0	0	17	18	25	4,13	Important
Package Size	0	0	13	23	24	4,18	Very Important
Merk	0	0	15	24	21	4,10	Important

Source: Processed Primary Data (2025)

The average questionnaire results obtained from the importance scores for Beras Mentik Wangi rice include several attributes, starting with the attribute rated as very good, which is package size with a score of (4.18), followed by the attribute price with a score of (4.13), brand (4.10), and taste (4.07), which are closely tied to the importance of the Mentik Wangi rice product. [19] state that packaging also plays an important role. The results in Table 6 indicate that package size should be

considered by producers from multiple angles, as consumers generally base their decision to purchase Mentik Susu rice on package size.

4.3 Average Score of Confidence Evaluation Attribute

Consumer preferences for Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice are determined by, among other things, the level of trust, which is evaluated based on whether the attributes assessed match consumer perceptions. Consumers give high trust scores to specific attributes, indicating that the product has successfully formed a positive perception that is relevant to their needs and desires. Table 7 below explains the trust scores for Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice, from the highest to the lowest trust levels obtained from consumers in Ngawi Regency. These findings align with research by [18] and [14], which confirm that consumer perceptions and trust play a crucial role in influencing preferences and purchasing decisions for food products, especially those with strong cultural and local identity values such as premium rice varieties. Therefore, mapping these trust levels is important as a foundation for designing more targeted communication and product positioning strategies.

Table 8. Average Score of Confidence Evaluation Attribute

Attribute	Average Score of Confidence Evaluation Attribute			Highest Consumer Preferences	Interpretation
	Pandan Wangi	Mentik Susu	Mentik Wangi		
Taste	4,00	3,92	4,01	4,01	Taste of Mentik Wangi Rice
Price	3,83	3,73	4,13	4,13	Price of Mentik Wangi Rice
Package Size	3,96	3,80	4,11	4,11	Package Size of Mentik Wangi Rice
Merk	4,08	3,87	4,12	4,12	Merk of of Mentik Wangi Rice

Source: Processed Primary Data (2025)

The average measurement results for the confidence level (bi) of the three products, Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice, show that the highest score for the taste attribute is for Mentik Wangi Rice with a score of 4.01. The following attribute indicates that the Mentik Wangi rice product still has the highest score of 4.13 for the price attribute. This is followed by the package size attribute, which shows that the highest score of 4.11 is for the Mentik Wangi rice product. The last attribute assessed is the brand attribute, with the highest score of 4.12 obtained by the Mentik Wangi rice product. The average confidence level assessment results reflect the confidence of consumers in the Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice products in Ngawi Regency. The highest overall average score among the three products was achieved by the Mentik Wangi Rice product, indicating that consumers of Mentik Wangi Rice place significant importance on all attributes, including taste, price, package size, and brand.

4.4 Average Score of Importance Evaluation Attribute

The average measurement results for the confidence level (bi) of the three products, Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice, show that the highest score for the taste attribute is for Mentik Wangi Rice with a score of 4.01. The following attribute shows that Mentik Wangi Rice still has the highest score of 4.13 for the price attribute. This is followed by the package size attribute, which shows that the highest score (4.11) is for the Mentik Wangi rice product. The last attribute evaluated is the brand attribute, with the highest score (4.12) obtained by the Mentik Wangi rice product. The average confidence level assessment results reflect the confidence of consumers in the Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice products in Ngawi Regency. The highest overall average score among the three products was achieved by the Mentik

Wangi Rice product, indicating that consumers of Mentik Wangi Rice place significant importance on all attributes, including taste, price, package size, and brand.

Table 9. Average Score of Importance Evaluation Attribute

Attribute	Average Score of Importance Evaluation Attribute			Highest Consumer Preferences	Interpretation
	Pandan Wangi	Mentik Susu	Mentik Wangi		
Taste	3,97	3,94	4,07	4,07	Taste of Mentik Wangi Rice
Price	3,82	3,79	4,13	4,13	Price of Mentik Wangi Rice
Package Size	4,05	3,81	4,18	4,18	Package Size of Mentik Wangi Rice
Merk	4,03	3,90	4,10	4,10	Merk of of Mentik Wangi Rice

Source: Processed Primary Data (2025)

The average measurement results for the importance level (ei) of the three products, Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice, show that the highest value is for the taste attribute, with a score of 4.07 obtained by Mentik Wangi Rice. The next highest value is for the price attribute, with a score of 4.13, also obtained by Mentik Wangi Rice. The attribute package size, which shows the highest score of 4.18, was again received by the Mentik Wangi rice product. The last attribute, brand, which assesses the level of importance of the three products, has the highest score of 4.10 for the Mentik Wangi rice product. The overall highest average score among the three products is obtained by the Wangi aromatic rice product, reflecting that, in addition to the highest level of trust (bi), the Wangi aromatic rice product also achieves the highest score. Consumers of Wangi aromatic rice place significant importance on the relevance of the attributes of taste, price, package size, and brand, which influence consumer preferences for aromatic rice in Ngawi Regency.

4.5 Average Score of Interest (Ao)

The indicators assessed in the process to determine overall consumer preferences in deciding their attitude toward aromatic rice products, including Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice. These preferences are not determined by a single factor but are the result of evaluations of various product attributes such as taste, price, package size, and brand, each of which has its own level of trust (bi) and level of importance (ei). [14], also indicate that aggregate attitude measurements can be used to develop more effective communication and product development strategies, particularly for food products with high emotional and cultural value, such as local aromatic rice. The average attitude score (Ao) can provide an overview of the attributes that receive high overall scores from the combination of confidence level (bi) and importance level (ei) values.

Table 10. Average Score of Interest (Ao)

Attribute	Evaluation Score of Interest (Ao)									Highest Consumer Preferences	Interpretation
	Pandan Wangi			Mentik Susu			Mentik Wangi				
	bi	ei	Ao	bi	ei	Ao	bi	ei	Ao		
Taste	4,00	3,97	15,8	3,92	3,94	15,4	4,01	4,07	16,3		Taste of Mentik Wangi Rice
Price	3,83	3,82	14,6	3,73	3,79	14,1	4,13	4,13	17	17	Price of Mentik Wangi Rice
Package Size	3,96	4,05	16	3,80	3,81	14,4	4,11	4,18	17,2		Package Size of Mentik Wangi Rice
Merk	4,08	4,03	16,4	3,87	3,90	15	4,12	4,10	16,9		Merk of of Mentik Wangi Rice

Total Score	62,8	58,9	67,4	Mentik Wangi Rice Product
-------------	------	------	------	---------------------------

Source: Processed Primary Data (2025)

The results of the attitude score (Ao) in Fishbein's multi-attribute analysis show that Mentik Wangi rice has the highest total attitude score (67.4) compared to Pandan Wangi rice, which obtained an attitude score (62.8), and finally, the lowest attitude score (Ao) was obtained by Mentik Susu rice. This indicates that consumers prefer to purchase the Mentik Wangi rice product from the range of aromatic rice products available. Table 8 shows that the influence on consumer attitudes is also reflected in the overall average attributes of taste, price, package size, and brand, as assessed by the attitude score (Ao), with the highest score being achieved by the Mentik Wangi rice product.

CONCLUSION

Consumer attitudes toward aromatic rice varieties assessed in Ngawi Regency, including Pandan Wangi Rice, Mentik Susu Rice, and Mentik Wangi Rice, reveal attributes that influence consumer attitudes and preferences. Among these, Pandan Wangi Rice exhibits the most influential attribute with a high score (67.4), which is the brand attribute. Mentik Susu rice achieved the highest score for the taste attribute, while Mentik Wangi rice showed the highest score for the package size attribute. Among all the aromatic rice products evaluated, Mentik Wangi rice emerged as the consumers' preferred choice in Ngawi Regency compared to Pandan Wangi rice and Mentik Susu rice.

ACKNOWLEDGEMENTS

The author would like to express sincere gratitude to all individuals who provided moral support and encouragement during the completion of this research.

REFERENCES

[1] "BADAN PUSAT STATISTIK KABUPATEN NGAWI BPS-STATISTICS NGAWI REGENCY KABUPATEN NGAWI DALAM ANGKA 2 0 2 4 BADAN PUSAT STATISTIK KABUPATEN NGAWI BPS-STATISTICS NGAWI REGENCY".

[2] U. Pertanian Perorangan Tanaman Pangan, "HASIL PENCACAHAN LENGKAP SENSUS PERTANIAN 2023 TAHAP II Edition 2 Kabupaten Ngawi Ngawi Regency BADAN PUSAT STATISTIK KABUPATEN NGAWI BPS-STATISTICS NGAWI REGENCY."

[3] I. A. Made, D. Susanti, N. P. Sukanteri, I. Made Budiasa, and K. Jaiman, "Persepsi Konsumen terhadap Beras Organik Mentik Susu," vol. 25, no. 1, 2012, doi: 10.31849/agr.v25i1.13119.

[4] J. D. Baffoe, T. Mizunoya, and H. Yabar, "Determinants of rice farmers' willingness to pay for conservation and sustainable use of swampy wetlands in ghana's northern and ashanti regions," *Agriculture (Switzerland)*, vol. 11, no. 6, Jun. 2021, doi: 10.3390/agriculture11060507.

[5] V. Adabrah-Danquah, A. Durand-Morat, L. L. Nalley, M. Diagne, B. N. Frimpong, and W. Yang, "Consumer preferences and valuation for sustainably produced rice in Ghana," *Environ Dev Sustain*, 2025, doi: 10.1007/s10668-024-05893-8.

[6] A. I. Widjajaseputra, "Role of formula and rice varieties on the characteristics of rice-based spring roll wrappers," *Food Res*, vol. 4, no. 6, pp. 2132–2138, Dec. 2020, doi: 10.26656/fr.2017.4(6).456.

[7] S. Pengajar Jurusan Teknologi Hasil Pertanian, "KAJIAN KARAKTERISTIK FISIKOKIMIA DAN SENSORI BERAS ORGANIK MENTIK SUSU DAN IR64; PECAH KULIT DAN GILING SELAMA PENYIMPANAN STUDY OF PHYSICOCHEMISTRY AND SENSORY CHARACTERISTICS OF ORGANIC RICE MILK MENTIK AND IR64; BROWN RICE AND MILLED RICE DURING STORAGE," 2010.

[8] E. E. Twine, S. A. Ndindeng, G. Mujawamariya, S. E. Adur-Okello, and C. Kilongosi, "Consumer preferences for rice in East Africa," *British Food Journal*, vol. 125, no. 13, pp. 316–329, 2023, doi: 10.1108/BFJ-08-2022-0698.

[9] "Perilaku Konsumen Beras Pandanwangi".

[10] "IDENTIFIKASI_MUTU_FISIK_BERAS_PANDANWANGI_DARI_TUJ (1)".

[11] P. Fang, Z. Zhou, H. Wang, and L. Zhang, "Consumer Preference and Willingness to Pay for Rice Attributes in China: Results of a Choice Experiment," *Foods*, vol. 13, no. 17, Sep. 2024, doi: 10.3390/foods13172774.

[12] S. Oduro, A. De Nisco, and L. Petruzzellis, "Country-of-origin image and consumer brand evaluation: a meta-analytic review," Jan. 15, 2024, *Emerald Publishing*. doi: 10.1108/JPBm-01-2023-4328.

- [13] A. Boonkong, B. Jiang, F. S. Kassoh, and T. Srisukwatanachai, "Chinese and Thai consumers' willingness to pay for quality rice attributes: a discrete choice experiment method," *Front Sustain Food Syst*, vol. 7, 2023, doi: 10.3389/fsufs.2023.1270331.
- [14] S. R. Jaeger, A. V. Cardello, D. Jin, G. S. Ryan, and D. Giacalone, "Consumer perception of plant-based yoghurt: Sensory drivers of liking and emotional, holistic and conceptual associations," *Food Research International*, vol. 167, May 2023, doi: 10.1016/j.foodres.2023.112666.
- [15] "METODOLOGI PENELITIAN."
- [16] S. Hafni Sahir, *Metodologi Penelitian*. [Online]. Available: www.penerbitbukumurah.com
- [17] B. Nisa, "METODOLOGI PENELITIAN," 2024. [Online]. Available: <https://www.researchgate.net/publication/380362452>
- [18] T. Sebayang and A. A. Program Studi Agribisnis Fakultas Pertanian Universitas Sumatera Utara Jl Sofyan Nomor, "ANALISIS PERILAKU KONSUMEN PADA KEPUTUSAN PEMBELIAN BERAS ORGANIK."
- [19] N. Khairun Nisa, S. Catur Nugroho, A. Hafizhah Batubara, P. Nadira Gustina, A. Siti Afifah, and A. Sayekti, "Analisis Pengukuran Sikap Kepercayaan dan Kepentingan Konsumen Dengan Metode Fishbein Multiatribut Terhadap Produk Gamiku (Edible Bowl) Ekstrak Cangkang Telur," *Jurnal Cendekia Ilmiah*, vol. 4, no. 2, 2025.

BIOGRAPHIES OF AUTHORS

	Elis Rahmawati Mar'atus Sholihah Bachelor of Applied Science in State Polytechnic of Jember, then continued with a Master's degree at University of Jember. My expertise in Agricultural Technology. Email : elis_rahmawatims@polije.ac.id
	Fairuz Nadhifah Bachelor of Agribusiness in IPB University, then continued with a Master's degree at IPB University. My expertise in Agribusiness. Email : fairuz_nadhifah@polije.ac.id
	Titin Andriyani Atmojo Bachelor of Food Science and Technology Sebelas Maret University, then continued with a Master's degree at Islamic University of Kadiri. My expertise in Agribusiness. Email : titinadriyani@polije.ac.id