

ABSTRAK

Persaingan industri Air Minum Dalam Kemasan (AMDK) yang semakin ketat menuntut perusahaan untuk memahami preferensi konsumen dalam memilih produk. PT Mars Lestari sebagai produsen AMDK MegaVin perlu mengetahui faktor-faktor yang menjadi pertimbangan konsumen dalam menentukan pilihan produk. Penelitian ini bertujuan untuk menganalisis preferensi konsumen terhadap produk AMDK MegaVin di Kelurahan Sukarami Kota Palembang berdasarkan faktor pendapatan, harga, kualitas produk, dan citra merek. Penelitian menggunakan pendekatan kuantitatif deskriptif dengan teknik pengambilan sampel purposive sampling. Data diperoleh melalui penyebaran kuesioner kepada 45 responden yang pernah mengonsumsi produk AMDK MegaVin. Hasil penelitian menunjukkan bahwa faktor pendapatan menjadi salah satu pertimbangan konsumen dalam melakukan pembelian produk. Faktor harga dinilai terjangkau dan sesuai dengan kualitas yang diberikan. Faktor kualitas produk memperoleh tanggapan positif, terutama pada aspek kemasan yang dinilai higienis dan aman dengan persentase tertinggi sebesar 48,89%. Selain itu, citra merek juga menjadi pertimbangan konsumen dalam memilih produk AMDK. Berdasarkan hasil penelitian, dapat disimpulkan bahwa pendapatan, harga, kualitas produk, dan citra merek berperan dalam membentuk preferensi konsumen terhadap produk AMDK MegaVin di Kelurahan Sukarami Kota Palembang.

Kata Kunci: *Preferensi Konsumen, Pendapatan, Harga, Kualitas Produk, Citra Merek*

ABSTRACT

The increasing competition in the bottled drinking water industry requires companies to understand consumer preferences in selecting products. PT Mars Lestari, as the producer of MegaVin bottled drinking water, needs to identify the factors that influence consumer purchasing decisions. This study aims to analyze consumer preferences toward MegaVin bottled drinking water products in Sukarami Village, Palembang City, based on income, price, product quality, and brand image factors. The research employed a descriptive quantitative approach with a purposive sampling technique. Data were collected through questionnaires distributed to 45 respondents who had consumed MegaVin bottled drinking water. The results showed that income is one of the factors considered by consumers when purchasing the product. The price factor was perceived as affordable and appropriate for the quality offered. Product quality received positive responses, particularly regarding the packaging, which was considered hygienic and safe, obtaining the highest percentage of 48.89%. In addition, brand image was also found to influence consumer preferences in choosing bottled drinking water products. Based on the findings, it can be concluded that income, price, product quality, and brand image play important roles in shaping consumer preferences toward MegaVin bottled drinking water products in Sukarami Village, Palembang City.

Keyword: Consumer Preferences, Income, Price, Product Quality, Brand Image