

**FACTORS AFFECTING THE LEVEL CONSUMPTION OF FISH
(Pindang Fish) IN VILLAGE TEGALSARI AMBULU SUB DISTRICT
JEMBER**

Gladys Arif Tarita¹⁾, Dewi Kurniawati²⁾, Ida Adha Anrosana P.³⁾

ABSTRACT

Research location final project is in the Village Tegalsari Ambulu District of Jember. The purpose of this study were (1) Effect of Advertising Substituted, Tastes and Quality Product significantly affect the level of consumption of fish (Pindang Fish) In the Village Community Tegalsari District of Ambulu Jember, (2) Variable Tastes of the most dominant influence the level of consumption of fish (Pindang Fish) In the Village Community Tegalsari Ambulu District of Jember. The independent variable in this research is the substitution of Goods Price (X1), tastes (X2), and kulaitas Products (X3). Technique of sampling in research used Simple Random Sampling. The analysis technique in this research used multiple linear regression. The result of multiple linear regression with SPSS 16.0 showed that: (1) Advertising Substituted, Tastes and Quality Product significantly affect the Level Consumption of Fish (Fish Pindang) In the Village Community Tegalsari District of Ambulu Jember (2) Variable Tastes effect The dominant against Fish Consumption Rate (Fish Pindang) In the Village Community Tegalsari Ambulu District of Jember.

Keywords: Factors Affecting Level Consumption Fish

- 1) Students Polytechnic of Jember, Department of Agribusiness Management, Program Management Studies D-IV Agro-industry.
- 2) Lecturer Polytechnic of Jember, Department of Agribusiness Management, D-IV Program Management of Agro-industry.
- 3) Lecturer Polytechnic of Jember, Department of Agribusiness Management, D-III Program Management of Agri-business.