

CORTUMER KNOWLEDGE OF FACTORS AFFECTING EGG QUALITY IN SUKOWONO VILLAGE, JEMBER REGENCY

Alfia Rafika Ramadhanti

Poultry Business and Management Study Program
Animal Husbandry Departement

ABSTRACT

Sukowono Village is an area that has a fairly high production of chicken eggs. Most of the egg production in Sukowono Village is consumed by household consumers, and egg traders. Factors that are thought to affect egg quality are storage method, distribution method, storage capacity and handling method. The purpose of this study was to determine the level of knowledge of the people of Sukowono Village, Jember Regency on the factors that affect egg quality. The method used is a survey research method with a total of 80 respondents. Data collection techniques using questionnaires and analytical techniques used are descriptive analysis, multiple linear regression analysis, normality test, F test, and t test. The results showed that the level of knowledge of respondents about the factors that affect egg quality is high. The storage power factor has the most dominant influence on the factors that affect egg quality.

Keywords: eggs, public knowledge, egg quality