

Level of Consumer Perception of Purchasing Broiler Chicken in Tanjung Market Jember Regency

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ABSTRACT

This study aims to determine consumer perceptions of broiler meat and service to traders in Tanjung Market, Jember Regency and to analyze the attributes of broiler meat and merchant services that need improvement.. The research method used was a survey method with 50 respondents who bought chicken meat in Tanjung Market, Jember Regency. The research data were processed using the Customer Satisfaction Index (CSI) and Importance Performance Analysis (IPA). The results of the calculation of the Customer Satisfaction Index (CSI) in Tanjung Market got a score of 80.38% indicating that consumers of broiler chicken in Pasar Tanjung, Jember Regency were satisfied because they were on a vulnerable scale of 66% - 80.99%, it can be said that The performance of broiler traders in Tanjung Market, Jember Regency is already good, but traders must still improve the attributes that are considered unsatisfactory and can improve or maintain very important and very satisfying attributes in order to increase consumer satisfaction with the performance of chicken meat traders. race (broiler). The results of the Importance Performance Analysis (IPA) calculation have a suitability value of 99% and in the Cartesian Diagram of 32 attribute items, there is 1 attribute that needs to make improvements and improvements, namely attributes 8 and 6 attributes that need to be maintained, namely attribute 4,6,7 , 12,13,14.

Keywords: Perception, Consumer, Meat, Broiler, Market