

Characteristics and Preferences of Consumers in Purchasing Chicken Meat in Jember Regency

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ABSTRACT

The purpose of this research was to identified the characteristics of konsumen and analyzed the factors that influenced characteristics and preference the konsumen's decision of buying broiler chicken meat in Jember Regency. The method of this research was descriptive, quantitative and correlational. The data collecting method of this researc used questionnaires and the data analyze used descriptive analyze, validity and reliability test, classical assumption test, multiple linear regression analyze, coefficient of determination, F test, and t test. The results showed the characteristics konsumen of broiler chicken meat in Jember Regency were women, aged 30-39 years, the last education was high school, housewife occupation, income Rp. 1,100,000 - Rp. 2,000,000, there were 3 people in house, the purchases were 3 times a month, the location in traditional market, and the distance from the purchase location is >1 kilometer. The decision of buying broiler chicken meat in Jember Regency were be effected by income, pricing, quality, and location of purchase.

Keywords: Characteristics of konsumen, Preferences of konsumen, Broiler Chicken, Purchase Decision, Jember District