**Consumer Preferences For Fresh And Frozen Broiler In Traditional Markets
And Modern Markets, Kediri Regency
(Case Study Of Dermo Praggang And Super Top Pare Supermarket)**

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ABSTRACT

The purpose of this study is to determine consumer preferences in choosing fresh broiler chicken and frozen broiler meat and to find out which attributes consumers consider the most in making decisions to buy fresh broiler chicken and frozen chicken meat. The research method used is a descriptive research design. The implementation technique uses a survey method, namely data collection using a questionnaire, the sample size taken in the study is 60 respondents. The types of data used in this research are primary data and secondary data. There are two data analysis techniques used, namely Chi Square Analysis and Fishbein Multiattribute Analysis. The results of Chi Square analysis showed that all attributes observed in this study were significantly different at the 95% confidence level, which means that consumer preferences for fresh and frozen broiler chicken in Kediri Regency are not the same or there are differences in consumer preferences for fresh and frozen broiler chicken. Consumer preferences for fresh and frozen broiler chicken in Kediri Regency are fresh and frozen broiler chicken which has a shiny pale red flesh color, yellowish-white skin color, elastic elasticity, clean chicken meat cleanliness, fresh smelling baud aging, low meat weight. medium, standard meat prices. Based on Fishbein's Multi-attribute analysis, it is known that consumer attitudes towards fresh and frozen broiler meat are the most considered by consumers in making fresh and frozen broiler meat decisions, namely the cleanliness of broiler chicken meat. Fresh broiler chicken meat in a row from the most considered to the least considered is cleanliness, meat color, odor, skin color, weight, price, and elasticity. As for frozen broiler chicken meat is cleanliness, skin color, meat color, price, weight, smell, elasticity.

Key words : *Fresh Broiler Chicken, Frozen Broiler Chicken, Consumer Preference, Chicken Meat Attributes, Chi Square Analysis, Fishbein Multiattribute Analysis, Purchase Decision, Kediri Regency*