

Consumer Perceptions on the Decision to Buy Frozen Chicken Meat in Jember District

Sulthan Daffa'

Poultry Business Management Study Program
Animal Science Departement

ABSTRACT

The purpose of this research was to analyze the factors that influence consumer perceptions and purchasing decisions for frozen chicken meat in Jember Regency. This research was conducted at chicken meat sales outlets using 90 respondents. The method used in this research was quantitative descriptive method. Data collection techniques in this research using a questionnaire. The data that has been obtained is then analyzed using validity and reliability tests, multiple linear regression analysis, coefficient of determination, F test and T test. The independent variables in this research are quality, price, convenience and promotion, while the dependent variable is the purchase decision. The results of the analysis of the coefficient of determination is 72.8% consumer purchasing decisions of frozen chicken meat are influenced by aspects of quality, price, convenience and promotion. The results of the F test analysis obtained a significance value of <0.05, so it can be concluded simultaneously that the aspects of quality, price, convenience and promotion of frozen chicken meat have a significant effect on consumer purchasing decisions.

Keywords: *Consumer Perception, Frozen Chicken Meat, Purchase Decision*