

Analysis of Consumer Preferences of Processed Quail Meat Products (Case Study of the Emak and Mbeling Restaurant, Jember Regency)

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ABSTRACT

This study aims to determine consumer considerations for quail meat products and to determine the influence of the most dominant variable on processed quail meat products. The research was conducted at the mother's restaurant at Jl. Pajajaran No. 1 Jember Regency and mbeling restaurant with the address Jl. Hayam Wuruk no. 38 Jember Regency, namely the processed product of quail meat. The respondents used are consumers who buy quail meat products and become customers. Respondents were taken using purposive sampling technique, amounting to 48 people. The variables in this study are price (X1), taste (X2), place (X3) and consumer interest (Y). The research data were processed using multiple linear regression analysis. The results of the research at the Emak restaurant show that the factors that influence consumer interest in processed quail meat products are price (0.153), taste (0.347), place (0.384). Meanwhile, the mbeling restaurant shows that the factors that influence consumer interest in processed quail meat products are price (0.356), taste (0.137), place (0.361). This factor has a variation in the value of the R square test for the emak restaurant of 71.1% while the mbeling restaurant is 73.7%, this affects the purchase interest. For the rest of the yield, 28.9% and 22.3% are influenced by other factors, so that from these factors it can be seen that the factor that most influences the preferences of consumers of processed quail meat products is place.

Key words: price, taste, place, consumer preferences, quail meat