

Consumer Attitudes Toward Fresh Broiler Carcass in Modern Markets and Traditional Markets, Kaliwates District, Jember Regency

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ABSTRACT

This study aims to determine the role of price, texture, aroma, color, availability and packaging on consumer decisions in buying carcass broiler in modern market and traditional market. The research method used is a survey method with 60 respondents of consumers who buy broiler carcass in modern markets and traditional markets of Kaliwates District, Jember Regency. Research data in traditional markets were processed using multiple linear regression analysis and partially tested (T test) to determine significant and non-significant factors. In traditional markets, consumer decisions in buying broiler carcass are influenced by price (2.447), texture (0.336), aroma (0.190), color (1.185), availability (1.172), and maturity (0.617) and in modern markets consumer decisions in buying broiler carcass are influenced by price (0.500), texture (- 2.150), aroma (0.507), color (3.060), availability (1.958), and maturity (1.817) From this study it can be concluded that the factors that influence consumer decisions in buying fresh broiler carcass in the traditional market is the price (2,787) and the consumer's decision to buy broiler carcass in the modern market is the color (3,060).

Keywords: *consumer preferences, fresh broiler carcass, traditional market, modern market*