

Consumer Considerations in Buying Premium Chicken Eggs in a Modern Market in Jember Regency

Ahmad Agus Setiawan
Study Program of Poultry Business Management
Livestock Husbandry

ABSTRACT

Race chicken eggs are one source of animal protein that is enjoyed by many people. This study aims to determine consumers 'considerations in buying premium chicken eggs in the modern market and to know the factors simultaneously and find out the dominant factors that influence consumers' consideration in buying premium chicken eggs in the modern market in Jember Regency. The research was conducted in two places, Hypermart Supermarket located on Gajah Mada street and Giant Supermarket on the K.H Shiddiq Talangsari Jember. The respondents used were consumers who bought premium chicken eggs in the modern market in Jember Regency. Respondents were taken using purposive sampling technique and amounted to 50 people. The analysis results show 1) Price, quality, promotion, and packaging have a significant influence on the consideration in purchasing premium chicken eggs in the modern market in Jember District. 2) Price, quality, promotion and packaging have a significant and simultaneous effect on the decision to purchase premium chicken eggs in the modern market in Jember District. 3) Promotion has the most dominant influence on consideration in purchasing, so promotion is consumer behavior in determining consideration in purchasing premium chicken eggs in the modern market in Jember District.

Keywords : *Consumer considerations, purchasing decisions, price, quality, promotion, packaging.*