

Analysis of Price and Broiler Carcass Quality To the Purchasing Power of Consumers in Traditional Market Jember District

Feri Dianda

Study Program Of Poultry Business Management
Majoring Of Animal Husbandry

ABSTRACT

Aim of the research was to measure the effect of price and broiler carcass quality partially and simultaneously To the purchasing power of consumers in traditional markets of Jember. This research was based on descriptive quantitative. The location performance incidentally in traditional markets considering that the market was the largest market in Jember. The sampling method of this research was purposive sampling and determination of total of samples using slovin's formula. The data was processed using multiple linear regression analysis and t values obtained as follows: the price effected very significant ($P < 0,01$) : 3,135 and the broiler carcass quality effected very significant ($P < 0,01$) : 3,162, t table value as many as 2,351. F calculation value as many as 12,504 and table F value 4,75 ($P < 0,01$). The results of this research showed tht all of variables effected partially and simultaneously on purchasing power of consumers in traditional markets of Jember. Based on statistical analysis, it could be deduced that the price and broiler carcass quality effected to the purchasing power of consumers in traditional markets Jember.

Keywords: Price, Broiler carcass quality and Purchasing power.