

THE ANALYSIS OF CONSUMER PREFERENCE OF VARIOUS TYPES OF EGGS IN JEMBER

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ABSTRACT

The purpose of this study is to determine consumer preference of various types of layer egg, native chicken egg, and arabic chicken egg base on the color of egg yolk, egg aroma, egg flavor, and egg texture. The research method conducted directly to 30 panelists who tasted the egg samples. Panelists were involved in this research consist of lecturers, technicians, students, and the public. The research results showed that panelists preferred the color of arabic chicken egg yolk rather than the color of layer egg and native chicken egg yolk which difference very significantly ($P<0.01$). The average color of layer egg 9,67^a. In the case of flavor parameter, panelist preferred the taste of arabic chicken egg than the taste of native chicken egg and layer egg which significantly difference ($P<0.01$). The average of the layer egg taste 10,33^a, native chicken egg, 10,43^{ab}, arabic chicken egg 12,57^b, however the score given by panelist to the egg aroma, and texture and also of the three types of egg was ($P>0.05$) which meant that they did not significantly difference. The average score of egg aroma and egg texture of three types of native chicken egg was 10^{ns}, layer egg was 10,1^{ns}, and arabic chicken egg was 10,4^{ns}. The concerning to the egg texture 9,9^{ns} for layer egg, to native chicken egg 10,1^{ns}, and 10,5^{ns} to arabic chicken egg. In conclusion, consumer preference of the three of egg, laid on arabic chicken egg 3,76^b, native chicken egg 3,39^{ab}, and layer egg 3,34^a which significantly difference ($P<0.05$)

Keywords : *Customer preference, Chicken Egg*