

**Preferensi Konsumen terhadap Pembelian Telur Ayam Ras di Pasar Jember Kota**  
(Consumer Preference in Buying Hen's Egg in Jember's Market)

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***ABSTRACT***

*This research was done in October 2015 in three markets, there are Kepatihan, Kreyongan and Wirolegi. It is aimed to know variables that influence the consumer preference in buying hen's egg and other variables that have the most influence in buying it. The research method is survey with analyze the data used to double linear regression analysis. The result of this research shows that dependent variable has positive influence to independent variable, it is consumer preference in buying hen's egg in Jember market. The value of r square is 0,230 that has value as 23%. Meanwhile the remaining is 77% that explained by unobserved variable in this research. The conclusion of this research is consumer preference in buying hen's egg was influenced by price, the easiness in getting it, and the benefits of egg for health and the most dominant variable is the easiness variable in getting the hen's egg. The suggestion of this research is need to be improved for available all of egg's variety in Jember's market, so that consumer can get eggs same as consumer preference.*

***Keywords:*** *Consumer Preference, Purchase, Hen's egg.*