Analysys of Factor Influenced Broiler Meat Consumption in Sub-District Sumbersari of Jember

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The aim of the research was to determined influence of income factor, level education, interest and price to the broiler meat consumptions in sub-district Sumbersari. The location was selected using purposive sampling method. The sample used were 30 respondents. This reasearch was based on survey method, and the data was gathered using questioner. The data was processed by multiple linier regretion analysis and using SPSS application. According to the result showed that majority of respondents were men as many as 53%, the age which most dominant between 31-40 years old as many as 26,67%, level education of respondents which most most dominant was Senior High School as many as 46,67%, the job of respondents most dominant was enterpreneur as many as 33,33%, the income of respondents which highest was Rp 1.100.000 – 2.000.000 as many as 33,33%. The result of multiple linier regretion analysis showed that income variable, level education, interest, and price simultaneously effected significant to the broiler meat consumptions in sub district Sumbersari Jember, the F value calculation was 17,685 more than F table was 4,18. The price factor was most influenced factor to the broiler meat consumptions with T value calculation as many as 3,026, conversely t table calculation as many as 2,787, so that t-calculation (3,026) > t table (2,787) with significantion 1%.

Keywords : *Broiler meat consumptions, income factor, level education, interest, and price*