

***Consumer Considerations in Choosing Brands of Processed Chicken Nugget and Sausage Products in Jember***

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***ABSTRACT***

*Processed chicken meat products are the largest frozen food in Indonesia where the distribution of sales has been widespread, and can be easily found anywhere. This study aims to determine consumer considerations in choosing a brand of processed chicken meat products and determine which considerations are most dominant in influencing purchase decisions. This research was conducted in four different places namely Golden Market on Jalan Trunojoyo No. 42 Kepatihan, Giant Express on Jalan KH. Shidiq No. 21 (Exs Talangsari Ice Factory), Jember Transmart on Jalan Haym Wuruk No. 61 A (Jl. Majapahit) and Hypermart Lippo Plaza Jember. The respondents used are consumers who buy processed chicken meat products. Respondents were recruited using a purposive sampling technique and numbered 45 people. The results of the data show that 1) Price is the most considered by consumers in making a decision to purchase processed chicken products in Jember. 2) Taste becomes a consideration of consumers making a purchase decision. 3) Product trust is not a consideration of consumers making a purchase decision on processed chicken meat products in Jember. 4) Promotion is not the main consideration by consumers in making purchasing decisions for processed chicken products in Jember.*

***Key words: Price, Taste, Trust in Products, Promotions.***