

**Analisis Profitabilitas Usaha Peternakan Ayam “Kampung Super “ Di
Kabupaten Jember (Profitability Analysis of “Kampung Super” Chicks Farm
District Jember)**

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Profitability Analysis of “Kampung Super” Chicks Farm District Jember.
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ABSTRACT

This research aim was to determine the role of management fees, cost of feed, cost of breed, chicken production, and the selling price of chicken on the Profitability. How many profitability, determine R/C Ratios, and Return On Investmen (ROI) “Kampung Super “ chicks farm Distric Jember. The research methods used is survey method with 18 respondent “Kampung Super” chicks farm District Jember. The research data was processed used multiple linier regression analysis and the equation obtained are : $Y = -1.905 - 0,347 X - 1.223 X + 0,227 X + 2.261 X + 0,108 X$. The above equation means that any amount of the profit rate is affected by X1(management Fees), amounted to -0,35 X2(Feed Cost) amounted to -1.22, X3 (day old chick) of 0,23, X4 (Chicken Selling Price) of 16,6 %. While the value of the R/C Ratio of 1,18 and ROI 16 %. From this research it can be concluded the most dominant factor that affects the level of profit that is feed costs, management cost, and chicken production. Result of the calculation coefficient of determination was 98 % profitability us influenced by factors in research, while 2 % are influenced by other factors outside this research.

Keywords : Profitability , “Kampung Super” Chick , Cost