

***Analysis of Factors Influencing The Decision To Purchasing Frozen Broiler
Meat In Jember Regency***

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ABSTRACT

This study aims to determine the factors influencing purchasing decisions for frozen broiler chicken in Jember Regency. The study used a quantitative approach with a purposive sampling technique involving 40 respondents. Data collection was carried out through questionnaires, then analyzed using multiple linear regression, t-test, F-test, and coefficient of determination. The results showed that partially only the brand image variable had a significant influence on purchasing decisions, while the other variables did not show a significant influence. However, simultaneously all research variables had a significant influence on purchasing decisions. The coefficient of determination obtained was 57.64%, which indicates that the independent variables were able to explain purchasing decisions by 57.64%. Thus, brand image was the most dominant factor in influencing purchasing decisions, while the other variables exerted a joint influence.

Keywords: *Purchase decision, frozen broiler chicken, Consumer preference.*