

An Analysis of Consumer Preferences Toward Duck Eggs in Traditional Markets of Jember Regency"

Siti Nur Aisyah

Poultry Business Management Study Program

Department of Animal Husbandry

ABSTRACT

This study aimed to examine consumer preferences regarding the characteristics of duck eggs marketed in traditional markets in Jember Regency. The research was conducted at Tanjung Market, Gebang Market, Sukorejo Market, and Patrang Market in Jember Regency using a quantitative approach. The study population consisted of all consumers who purchased duck eggs at the selected traditional markets. A total of 70 respondents were selected using a purposive sampling technique. The data analyzed were primary data collected through direct interviews with respondents using a structured questionnaire. The independent variables examined in this study were product quality (X1), price (X2), consumer preference (X3), and purchase location (X4), while the dependent variable was purchasing decision (Y). Data were analyzed using descriptive analysis, multiple linear regression analysis, and hypothesis testing to examine the relationships among the variables. The results indicated that product quality, consumer preference, and purchase location had a positive and significant effect on purchasing decisions for duck eggs. In contrast, price did not have a significant effect on purchasing decisions. These findings suggest that consumers in traditional markets in Jember Regency place greater emphasis on product quality, compatibility with their preferences, and ease of product accessibility than on price when deciding to purchase duck eggs.

Keywords: consumer preferences, duck eggs, purchase decision, traditional markets, Jember Regency