

Perilaku Konsumen Dalam Pembelian Produk *Chicken Nugget* Curah di Kota Jember (*Consumer Purchasing Behavior Towards Unbranded Chicken Nugget at Jember City*)

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ABSTRACT

This research was held in different locations. It was traditional market and modern market. Traditional market which represent this research was Tanjung market whereas modern market represent Matahari Foodmart and GM Supermarket (Golden Market) at Jember City. The aimed of this research was to determine satisfaction of consumer buying to unbranded chicken nugget and influence of some factors as parameter from aimed of this research. Total sample was 60 respondents and 30 respondents for each type of market which collected from mid January to February 2015. Primary data was collected used survey method by quesioner. Data analysis consist some steps was validity test, reliability test, correlation test, regression linier test, determinant coefficient test and F test. The results of this research was consumer buy unbranded chicken nugget product and same quantity depend on necessary. Variable which researched was place factor, environment factor, price factor and consumer knowledge.

Keywords: Unbranded chicken nugget, traditional market, modern market.