

Analysis of Consumer Preferences in Buying Chicken Carcass in Summersari District, Jember Regency

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ABSTRACT

This study aims to analyze differences in consumer preferences for buying chicken carcasses in Summersari District, Jember Regency, East Java. The research method uses a survey method with interviews based on a list of questions on the questionnaire. The sample was determined by the accidental sampling method with 49 samples. Sources of data used are primary and secondary data with descriptive analysis. The results of the analysis show that the largest consumer age group for chicken meat is 17-27 years old (68%), the consumer profession is dominated by students (61%), and the frequency of consumption of chicken meat is once a week (43%), the desired price of chicken is Rp18,000 - Rp20,000/kg (61%), the most preferred part of the chicken is the breast (29%), the method of ordering chicken meat is through online media (65%), the most popular side dish for chicken is poultry eggs (39%), and the most popular method of cooking chicken is by frying (76%). From the results of the study, it can be concluded that the majority of consumers are millennials who are technology literate, wanting practicality in obtaining chicken carcasses at more affordable prices.

Keywords: chicken carcass, consumer, preference

INTRODUCTION

Population growth in Indonesia, which tends to increase, has also triggered growth in demand for food, including the food sector with animal protein sources (Kusuma et al., 2021). Efforts to offset the increasing demand for meat are carried out by developing the livestock industry (Kusuma et al., 2017). Broiler chicken is one of the livestock that produces animal protein sources (Siswanto et al., 2021). Along with the increase in income, knowledge, and public awareness of the nutritional value of food, the consumption of animal protein will increase. One of the food sources of animal protein is chicken meat. Almost all levels of society can consume chicken meat. On a national scale, about 62.56% of animal protein needs are met from chicken meat due to the large population of poultry that is kept, the maintenance process is short for broilers, and the price is more affordable than other types of meat commodities. Advances in technology, increasing incomes, and education levels of consumers, affect the increase in the proportion of animal protein in consumption (Ahmadi et al., 2010). This makes chicken meat

always needed and widely consumed by the community, so the demand continues to increase.

Consumers want chicken meat according to their preferences, so both producers and traders very important to pay attention to what are the preferences of chicken meat consumers so that they can satisfy consumers. Information on consumer preferences will also be input for producers so that they will be able to produce chickens that are by consumer preferences. Consumer perception of the product is a critical issue in an industry because it affects profitability. Consumers' positive perception of the product will encourage an attitude to like the product and then encourage repurchase behavior (Kotler & Keller, 2007).

Consumer behavior describes how consumers make purchasing decisions and how they use and manage the purchase of goods or services. The study of consumer behavior also involves analyzing the factors that influence purchasing decisions and product use. Understanding how consumers make purchasing decisions can help marketing managers (Lamb et al., 2000).



The factors that influence consumer behavior are as follows: (1) Cultural factors. Cultural factors include: the role of culture and social class (2) Personal factors, from each consumer will also influence the consumer's product purchase decision. Personal factors include age and life cycle, occupation, economic conditions, lifestyle and personality, and self-concept. (3) Psychological factors, four factors influence consumers in making purchasing decisions for life, namely perception, learning, beliefs and attitudes, and motivation (Simarmata et al., 2019). Meanwhile, according to Kotler and Keller (2009), consumer behavior is understanding the environmental influences that shape or inhibit individuals in making decisions that are influenced by four factors. The four factors consist of consumer resources, motivation, personality, and lifestyle.

The Summersari District is one of the sub-districts in Jember Regency. Judging from the topographic conditions indicated by the slope of the land or elevation, most of Jember Regency (36.60%) is in a flat area with a land slope of 0-2%, so this area is good for urban settlement areas and seasonal crop farming activities. In addition, Summersari District can be said to be the center of education in the Jember Regency area because several universities, high schools, and polytechnics are established. Demographically, Summersari District is the sub-district with the highest population in Jember Regency (BPS, 2021).

Seeing the large demographics and potential for chicken consumption in the Summersari District, Jember Regency, it is necessary to research consumer preferences for chicken carcasses. There has been no research on chicken carcass preferences in the Summersari District, Jember Regency before. Based on this research, is expected to provide an overview of consumer preferences in buying chicken carcasses and the development of chicken products that consumers are interested in.

MATERIAL AND METHOD

Materials

The data used are primary data and secondary data (Nasution, 2012). Primary data is data obtained directly from respondents through interviews using a list of questions (questionnaires). While secondary data is data obtained from pre-existing data and records. The data were obtained from related agencies and institutions as well as from existing and relevant literature for this research.

Method

This research was carried out in the Summersari District, the Jember Regency, at the time of implementation in October 2021. The data collection technique used in this study used the survey method. Respondents in this study were consumers who bought chicken carcasses in the Summersari District. The determination of samples or respondents is done using the accidental sampling method (a coincidence sampling technique) (Apriyani and Sunarti, 2017). Accidental sampling is a sampling technique based on chance, that is, a prospective respondent who coincidentally meets the researcher at the survey location.

Data Analysis

The data obtained will then be tabulated and the data will be presented in the form of tables and/or diagrams and then discussed with descriptive statistics through comparison with the supporting literature. According to Sugiyono (2014), descriptive statistics are statistics used to analyze data by describing or describing the data that has been collected as it is without intending to make conclusions that apply to the public or generalizations. Description analysis is a method used by explaining several arguments that are directly related to the problem.

RESULT AND DISCUSSION

The result of the study of consumer preferences for chicken carcass in Summersari District, Jember are shown in Table 1.

Table 1. Distribution of chicken carcass consumer profile

Variable	Amount (person)	Percentage (%)
Age Group		
17 – 27 years old	33	68
28 – 37 years old	7	14
38 – 47 years old	3	6
48 – 57 years old	5	10
58 – 65 years old	1	2
Profession		
College student	30	61
Housewife	2	4
Lecturer	8	17
Civil servant	5	10
Employee	2	4
Student	1	2
Teacher	1	2

Age Group

The biggest consumers of chicken meat around the Summersari District are in the age group

of 17 to 27 years (68%). This shows that most consumers are teenagers and early adults. Using popular terms, the 17-to-27-year age group still includes generation Y or millennials. Generation Y (millennial generation) is the generation born in the 80-90s. There are many popular terms about this generation; connected or digital generation or gene why which is synonymous with brave, innovative, creative, and modern characters (Erkutlu, 2011). In this age group, the majority of the millennial generation are still at the stage of studying, namely students to college students. Differences in the age of consumers can affect their tastes and preferences for a product (Sumarwan, 2004). Khotimah (2018) added that the age of respondents >20 years is an adult age group, so they tend to think rationally in making decisions to buy chicken carcasses.

A person's needs and tastes will change according to age (Simamora, 2004). A person's taste for goods or services is closely related to age, the more mature a person's age eats the decision to consume an item the more selective. Age is also one of the factors that influence a person in making a decision to accept anything new from a product/service (Kotler and Keller, 2009). According to Simamora (2002), a person's job affects the goods and services he buys. Characteristics of respondents based on age and profession can help producers or marketers in knowing the age group of respondents who consume the most chicken meat. This can be a consideration in determining a marketing strategy.

Consumer Profession

The largest percentage of consumers are students (61%). However, the respondents in this study have diverse work backgrounds, this will lead to behavior in relation to their preferences in making decisions to buy chicken meat. According to Rahmawati (2004), one's job will affect one's attitudes, behavior and consumption preferences for a product.

A person's economic situation can affect his consumption behavior of an item and or service. According to Kotler and Keller (2009) what is meant by economic conditions is income. Income is closely related to the ability of a person's purchasing power to "a product that is consumed. In this case, the higher the consumer's income, the greater the opportunity for consumers to buy quality chicken carcasses according to their preferences.

Consumption frequent

According to Kusumawati, et al (2013), the level of food consumption needed by households can be categorized into five categories, namely Often (if >1 time a day, every meal, and 4-6 times

per week), Quite often (if 3 times a day). per week), Moderate (if <3 times per week), rarely (if <1 time per week and 1 time per month), and very rarely / never (if <12 times per month). The frequency of consumption of chicken meat in this generation can be said to be sufficient, namely once a week (43%). Chicken meat products are the main choice of food sources of animal protein because the price is relatively affordable for consumers from adolescence to early adulthood. Ahmadi et al (2010) stated that advances in technology, increasing income and education level of consumers, affect the increase in the proportion of animal protein in consumption.

According to Rahmawati (2004), preferences for food are elastic in younger people, and will be permanent for people who are old and will then become a lifestyle. Sumarwan (2004) explains that consumer behavior is basically a decision taken by consumers by using available sources, namely time, money and effort to be exchanged for goods for consumption. In simple terms, consumer behavior includes decisions about what consumers buy, why, where, when and how often they buy.

Chicken Carcass Price Preference

More than half of the respondents (61%) want the price of chicken carcass to range from Rp18,000 - Rp20,000 The demand for cheaper chicken carcass prices is favored by the majority of consumers who work as students. price is the exchange rate of the product for the benefits provided by the product itself (Ismanto et al., 2018) If the price of chicken carcasses is higher, it is likely that the largest percentage of consumers will shift to consumers of other professional groups. In general, the price of chicken carcasses will apply the *ceteris paribus* law. *Ceteris paribus* law reads that if the price is getting cheaper, there will be more consumers and the number of goods will be more and more, if the price is more expensive, the consumer will be less and the number of goods in circulation will be less (Palar, 2016). Purwono (2014) explains that consumer resources are things that are owned by consumers, namely money (economy), time, and attention. These three things greatly affect consumers in deciding to buy a product. Consumers will adjust their meat purchases with the resources they have.

Today most consumers are increasingly critical in consuming a product. Consumers always want to get a quality product according to the price paid, although there are some people who think that an expensive product is a quality product. Good product quality and affordable prices are self-consideration for consumers who will buy certain products.

Table 2. Distribution of chicken carcass consumer preferences

Variable	Amount (person)	Percentage (%)
<i>Consumption Frequency</i>		
Every day	2	4
Three times per week	12	25
Two times per week	9	18
Once per week	21	43
Uncertain	5	10
<i>Chicken carcass price preference (Rp/kg)</i>		
18,000 – 20,000	30	61
21,000 – 23,000	7	15
24,000 – 26,000	6	12
>26,000	6	12
<i>Chicken carcass section preference</i>		
Breast	14	29
Upper thigh	11	23
Lower thigh	6	12
Fillet	6	12
Wing	5	10
Offal	4	8
Whole chicken	3	6
<i>Method to order chicken carcass</i>		
Online	32	65
Telephone	5	10
Direct purchase	12	25
<i>Chicken meat substitute</i>		
Poultry egg	19	39
Beef	7	14
Fish meat	12	25
Tempe/tofu	11	22
<i>Method to process chicken that is in demand</i>		
Fried	37	76
Grilled	5	10
Roasted	3	6
Made soup	2	4
Processed into derivative product	2	4

Chicken Carcass Section Preference

The breast is the most desirable part of the chicken carcass by consumers (29%). According to Widiyawati et al. (2020), pieces of poultry breast have thick flesh with small bones so they are most in demand by consumers. This is in accordance with the opinion of Winda et al. (2016) that breast meat is in demand by consumers because it contains a lot of meat and is tender, in addition to the breast, the upper thigh is also in demand by consumers of chicken meat because besides there is quite a lot of meat there is also skin attached to this part. This is different from the research conducted by (Kwadzo et al., 2013) which said that consumers prefer whole carcasses compared to other parts.

Pratama et al. (2015) explained that consumer considerations in buying chicken carcasses include the color of a good carcass being

yellowish-white. Meanwhile, the colors that are not liked by consumers are white or pale carcass color and yellow color. The yellow color on the carcass is not liked by consumers because they think that the carcass comes from unhealthy chickens and is given chemical dyes that are harmful to health. The texture of the broiler carcass is preferred by consumers is the texture of the carcass is quite soft and the aroma of the broiler carcass which is preferred by consumers is the smell of carcass is quite fishy. Adiyoga and Nurmalinda (2012) add that things that can represent consumer tastes include taste, aroma, freshness, outlook, packing, and others.

Chicken meat has a delicious taste and aroma, a soft texture, and a relatively affordable price, so it is liked by many people (Jaelani et al., 2014). They will pay great attention to the attributes

that provide the benefits they seek. The market for a product is often segmented based on attributes that stand out in different consumer groups (Kotler & Keller, 2009).

Method to Order Chicken Carcass

The most popular method of ordering chicken carcasses (65%) is by ordering through online media. This can not be separated from the majority of consumers of chicken carcasses being millennial generation students who are technology literate. Ordering chicken carcasses through online media is projected to become a trend in the future because it is considered more practical. According to Tresnawati (2007), the market must be able to retain existing customers. One way that is needed is to increase consumer satisfaction in shopping. Consumer satisfaction in terms of location, product uniformity, price, service, and convenience are needed so that consumers have the behavior to buy again and can attract new customers.

The competitive environment requires special strategies to attract new customers. Marketing communication can be done through direct marketing, advertising, sales promotion, and of them. However, there are still 25% of consumers who prefer to get chicken carcasses by shopping directly, usually at traditional markets or vegetable sellers near their homes. There are several reasons consumers choose to shop directly, including easy-to-reach locations, providing daily necessities at relatively low prices, income levels, and bargaining opportunities.

Chicken Meat Substitute

Consumers tend to prefer alternative side dishes in the form of poultry eggs (39%) as a substitute or substitute for chicken dishes over other alternative side dishes such as fresh and or sea fish, tempeh, and or tofu, as well as beef. According to Sudaryani (2009), eggs have a high protein content and a complete protein composition, but the fat contained in them is also high.

Method to Process Chicken That is in Demand

Processing of chicken products by frying (76%) is the most popular method by consumers. This shows that consumers' appetite for fried chicken is very high. For business actors, this can provide input in the future so that the diversification of chicken meat products can be directed to ready-to-fried chicken meat products, such as steamed chicken. According to Rusman (2019), to meet the need for animal food in the future, farmers or business actors in the livestock sector must increase production. In addition, providing innovation to

livestock products to have a high value. One of them is processed chicken meat products that can increase economic added value for farmers and use value for producers and consumers. Increased production and consumption of chicken meat encourage the growth of chicken meat product processing businesses. Processed chicken meat products are easier to serve.

CONCLUSION

Based on the research that has been done, it can be concluded that the majority of consumers are millennials who are technology literate, wanting practicality in obtaining chicken carcasses at more affordable prices.

CONFLICT OF INTEREST

There is no financial, personal, personal, organizational conflict of interest related to the material discussed in this article.

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