ANALYSIS OF CONSUMER PREFERENCES IN BUYING BROILER CHICKEN MEAT

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Abstract

In general, consumers in buying a product are closely related to the attributes attached to the product concerned. This is because these attributes will cause preference. Therefore, knowledge of attributes and preferences becomes very important, especially for manufacturers or traders. This study aims to: 1) find out the attributes of chicken meat that are consumer preferences and 2) find out the attributes that consumers consider most in buying broiler chicken meat. The research design used in this study was using quantitative descriptive methods with survey research methods. The population used is consumers who buy broiler chicken meat at the Pasar Minggu Traditional Market, Palimanan District, Cirebon Regency. The attributes studied in broiler chicken meat are the price of meat, meat parts, meat texture, and meat color. The number of samples used was 100 respondents with a sampling technique using accidental sampling. The study was conducted in July-August 2022. Data analysis techniques using chi square test and fishbein multiattribute analysis. The results showed that 1) there are differences in consumer preferences for the attributes that exist in broiler chicken meat. The attributes of broiler chicken meat that become consumer preferences are the price of meat, meat parts, meat texture, and meat color. The attributes of broiler chicken meat that consumers like are the price of meat IDR 30.000.-, the broiler chicken meat part is breast, the texture of broiler chicken meat is chewy texture, and the color of broiler chicken meat is yellowish white, 2) the attributes most considered by consumers in buying broiler chicken meat consecutively ranging from the highest to the lowest are the price of meat, meat color, texture of meat, and parts of meat.

Keywords: Attributes, Consumers, Preferences, Broiler Meat

INTRODUCTION

Livestock business has an important meaning for the socio-economic life of some Indonesian people. Livestock is one of the sub-sectors in the agricultural sector, livestock business is spread from villages to big cities in terms of providing food for the community where the food is to meet the needs of the community itself. Humans in their efforts to meet the need for food not only in terms of basic needs such as rice, vegetables, corn, tubers, but also need the fulfillment of nutrition, especially those containing high protein both from animals and vegetables, one of which comes from broiler chicken meat.

Chicken meat is an animal food that is very popular with the public because of the delicious, nutritious, and affordable taste of meat. The advantages of chicken meat as a consumption material have led to a high preference from the public compared to other meats. There are various types of chicken meat consumed by the public including Non-Perebred Chicken, Broiler Chicken, and Laying Pullet Chicken. People in consuming chicken meat always choose between the three types of chicken meat available in the market. The difference

in terms of taste and price is one of the considerations of the community in consuming chicken meat and one of the most popular chicken meat is broiler chicken.

Chicken commodities have very good market prospects because they are supported by the characteristics of poultry products that are acceptable to the public, relatively cheap prices with easy access because they are public goods and are the main driver of national animal protein supply. The price of broiler chickens in the district can be seen in Table 1.

Table 1.
Average Price of Consumer Level Broiler Chicken Meat in Cirebon Regency in 2017 – 2021

No	Years	Price (Rp)
1	2017	25.337
2	2018	30.103
3	2019	30.095
4	2020	31.859
5	2021	33.646

Source : Directorate General of Livestock and Animal Health Ministry of Agriculture of the Republic of Indonesia 2021

Based on the table above, it shows that the average price of broiler chicken meat has increased every year, the highest price reaching Rp. 33,646,- in 2021. The increase in broiler chicken meat prices is influenced by the level of consumption and also the needs of the community, therefore it can be ascertained that broiler chicken meat production is also increasing.

Broiler chicken meat is a superior food commodity before chicken meat has many uses and benefits to support human nutritional needs. Chicken meat can be consumed and accepted by all groups of society and religion as food that has high nutritional value.

Cirebon Regency is one of the largest chicken meat consumers in West Java Province and there are many chicken farms spread across various regions in Cirebon Regency in meeting the meat needs of the people of Cirebon Regency. According to Sumarwan, (2014) consumer behavior will be closely related to product attributes. Product attributes are characteristics of a product that consumers consider in buying a product where these attributes are used as consumer references in buying. Consumer preferences can be broadly interpreted as choices for something that is preferred by consumers. Consumer preference measures the level of consumer liking for a product compared to other products. Consumers will consider many things in determining the consumption they will choose and this process does not just happen. The success of the manufacturer in introducing its product will depend on the level of acceptance and liking for the product.

According to Fauzi & Wijaya, (2021) consumer preference is whether or not someone likes the product (goods or services) consumed. Understanding consumer preferences aims to continue existing marketing strategies on an ongoing basis so that goods or services sold or marketed remain in demand by consumers.

Pasar Minggu traditional market located in Palimanan sub-district is one of the largest markets in Cirebon Regency whose average operating period is from dawn to noon or evening, there are many sellers of meat, vegetables and so on, every day there are no idle sellers, there are always many consumers who enliven the goods or products they sell, One of them is a chicken meat trader who sometimes sells out every day when the afternoon time is approaching evening. Consumers have different characteristics that make the decision to buy chicken meat varied. Consumers pay attention to various attributes inherent in chicken meat which are used

as considerations in making decisions to buy. The term consumer behavior refers to the behavior exhibited by consumers in searching, buying, using, evaluating, and spending goods and service products that they hope will satisfy their needs (Musay, 2013).

In fact, at the research site, the increasing population makes people's consumption of chicken meat increase. Another factor that causes the increase in consumption of chicken meat is people's purchasing power and public awareness of the importance of animal protein nutrition consumption is getting higher. If you look carefully, in the research area of the lower middle and upper middle class, on average they choose to consume chicken meat compared to other types of meat available in the Sunday market. Based on the description above, researchers are interested in conducting research on the analysis of consumer preferences in buying broiler chicken meat at the traditional market, Pasar Minggu, Palimanan District, Cirebon Regency. The objectives of this study are: (1) To find out what broiler chicken meat is the consumer purchase preference in the traditional market of the Sunday market of Cirebon regency. (2) To find out which preferences consumers consider most in the decision to buy broiler chicken meat at the traditional market, Sunday market, Cirebon regency.

The preference in this study is a consumer preference in choosing to consume chicken meat. In this study, consumption preferences explained that in general consumers show extraordinary pleasure (fanatics) to consume chicken meat.

The results of Aiman et al., (2017), stated that the results of the study showed that processed fishery products that became consumer preferences in the Cikurubuk Traditional Market were fish balls. The things that respondents most consider in choosing fish products, fish balls, and fish brains in a row from the most considered to the less considered are the same, namely: taste, price, product color, type of packaging, and packaging color. While the most considered attributes are shown by the results of chi square analysis calculations. The attributes of pindang ikan tongkol products that consumers consider in purchasing decisions include: brown packaging color, type of woven bamboo packaging, natural product color, original taste and with prices ranging from Rp. 5,000 to Rp. 10,000, - per 250 grams.

The results of Priyambodo et al., (2020), show that all the attributes studied differ very markedly in the level of 99% confidence which means there are differences in consumer preferences for the attributes in broiler chicken meat. Broiler chicken meat that is the preference of consumers in the traditional market of Denpasar city is broiler chicken meat that has a yellowish-white carcass color, clean skin, fresh meat smell, intact bone condition, fresh meat, breast meat, and meat sizes weighing between 1.1 kg to 1.5 kg. Based on Fishbein's Multiattribute analysis, it is known that broiler chicken meat that consumers consider in their decision to buy brooiler chicken meat in the traditional market of Denpasar city from the most considered to the less considered in a row is the carcass meat part, meat smell, meat freshness, skin hygiene, bone condition, and broiler chicken carcass size.

The results of Kampar & District, (2018) show that the potential segment of broiler chicken meat consumers is women aged 30-40 years, has a family of 3-5 people, high school education level (SMA) or equivalent and has a job as a farmer. The attributes of chicken meat that consumers like are affordable meat prices, negotiable prices, high nutritional content, meat hygiene, aroma, fresh color and chewy and not mushy texture of broiler chicken meat. While the factors that affect the amount of broiler chicken meat consumption are the price of broiler chicken meat, the number of family members and the price of other meat. The income factor does not affect consumption, where the number of family members and other meat prices have a positive effect on the amount of broiler chicken meat consumption. To find out the attributes of chicken meat that are consumer preferences, analysis can be carried out using Chi square aimed at determining whether there are differences in chicken meat consumer preferences and

also to find out the attributes that are chicken meat consumer preferences. While the analysis of consumer attitudes using Fishbein's Multiattribute analysis aims to find out the attributes most considered by chicken meat consumers.

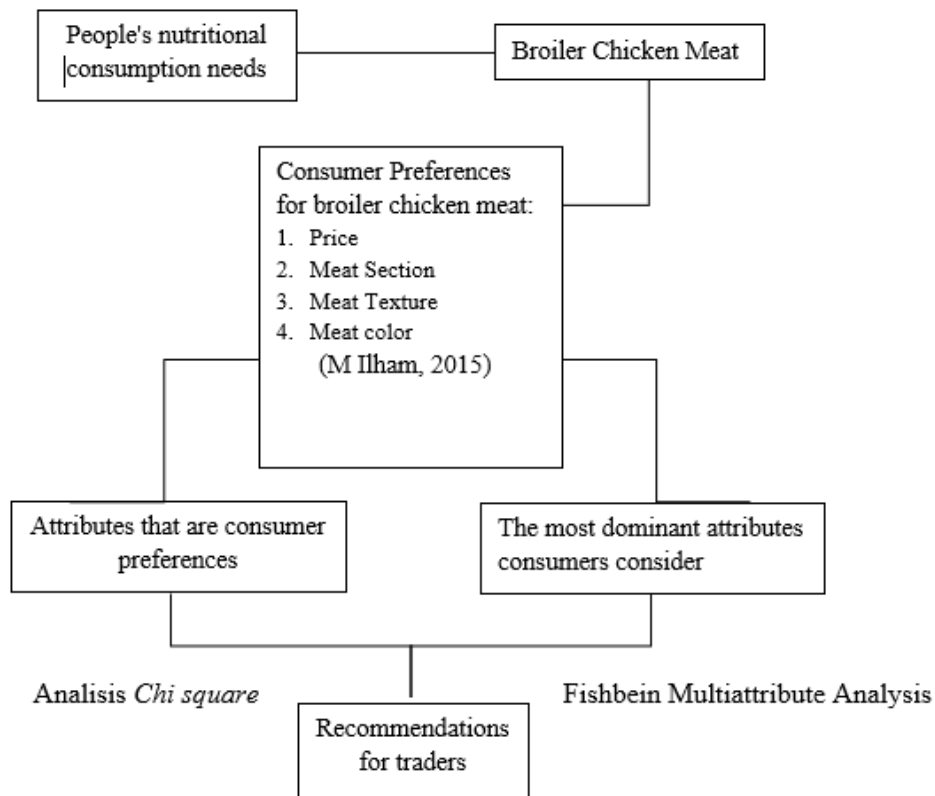Based on the explanation above, the framework of thinking is as follows

Figure 1 Framework of Thought

METHOD RESEARCH

This research was carried out from July to August 2022 at the traditional market, Palimanan Sunday Market, Cirebon Regency. The object in this study is the consumer buyers of chicken meat in Pasar Minggu Traditional Market. This research was conducted with the consideration that Pasar Minggu is one of the chicken meat sales centers in the western part of Cirebon Regency.

The research method used in this study is using descriptive quantitative research methods. According to Sugiyono, (2015) the descriptive method is a method used to describe or analyze a research result but is not used to make broader conclusions. The research technique uses survey methods.

The population in this study is broiler chicken meat consumers who buy at Pasar Minggu Traditional Market. The determination of respondents in this study used the acidental sampling method. Acidental sampling is the taking or determination of samples taken by chance or available . In this study, because the number of consumers was not identified, the number of samples taken was 100 respondents. The criteria for the sample taken were chicken meat consumers encountered by chance in the study area.

Data collection methods in this study consist of two types, namely primary data and secondary data. Primary data is data obtained directly from respondents. In this study, primary data were obtained from interviews with consumers using questionnaires or lists of questions

that had been prepared beforehand. Data collection was conducted directly with respondents in the form of questions and answers. Secondary data is supporting data obtained by recording and quoting from government institutions or related institutions such as the Livestock Service, Ministry of Health of the Republic of Indonesia, Market Manager and obtained from previous research journals related to this study used to measure what to measure and reliability test means an instrument that when used several times to measure the same object, will produce the same data (Sugiyono, 2015).

This study used two data analysis techniques, namely Chi square analysis, because chi square analysis can be used to test significant differences in consumer preferences between those observed from each expected category and Fishbein Multiattribute Analysis, because this analysis technique is one of the well-known analytical techniques to measure attitudes towards an object (Ghozali, 2016).

RESULT AND DISCUSSION

Pasar Minggu traditional market is the third largest market in Cirebon Regency after plered market and ciledug market. The Sunday market traditional market located in Palimanan District, Cirebon Regency is one of the traditional markets that provides basic needs and consumption needs of the community such as clothing / clothing, vegetables, meat, and other basic needs needed by the community. The market operation period is from morning before dawn to noon and even in the afternoon, there are many sellers of meat, vegetables and so on, every day there are no idle sellers, there are always many consumers who enliven the goods or products they sell, one of which is chicken meat traders who sometimes sell out every day when the afternoon time is late in the afternoon.

Chi Square Analysis

According to Kotler & Keller, (2009), consumer preference is defined as the choice of likes or dislikes by someone towards the product or service consumed. Consumer choice shows consumer preferences from various product choices available. Consumer preference for broiler chicken meat can be known by looking at consumer evaluations of the attributes inherent in broiler chicken meat and its categories. These attributes are the price of broiler chicken meat, broiler chicken meat parts, broiler chicken meat texture, and broiler chicken meat color. The results of Chi-square analysis for broiler meat attributes are shown in Table 3 below :

Table 2. Chi Square Analysis Results of Broiler Chicken Meat Attributes

Meat attributes of broiler chickens	X^2 hitung	Df	X^2 tabel	Keterangan
Meat Price	145,46	2	5,99	There Are Differences
Meat Section	42,48	3	7,81	There Are Differences
Meat Texture	23,04	1	3,84	There Are Differences
Meat color	135,98	1	3,84	There Are Differences

Source : Primary Data Analysis, 2022.

The results of Chi Square Analysis in Table 3 show that all attributes of broiler chicken meat including meat price, meat part, meat texture, and meat color differ markedly at a level of significance of 5% and a confidence level of 95% which means that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. According to Ammar Aiman (2016), if the value of X^2 is calculated greater than X^2 table, then there are differences in preferences contained in a product. That is, consumer preferences for broiler chicken meat in Pasar Minggu traditional market with X^2 count greater than X^2 table then the preferences are not the same or there are differences in preferences

Consumer preferences for the category of meat attributes of broiler chickens

From the results of the study, the category of broiler meat attributes that tend to be chosen by consumers can be seen in the following Table 3

Table 3 Consumer preferences for the category of meat attributes of broiler chickens

Meat attributes of broiler chickens	Broiler meat attribute categories	Number of Consumers	Persenta se (%)	Consumer Preferences
Meat Price	Rp 30.000,-	90	90	Harga Rp. 30000,-
	Rp 34.000,-	9	9	
	Rp 38000,-	1	1	
Meat Section	Head	1	1	Breast Meat Section
	Wings	35	35	
	Liver	44	44	
	Bad	20	20	
	Liver	0	0	
Meat Texture	Hard	26	26	Chewy Meat Texture
	Supple	74	74	
Meat color	Yellowish White	89	89	Flesh color yellowish-white
	Pale White	0	0	
	Redness	11	11	

Source : Primary Data Analysis, 2022

Based on Table 3, it is known that the attributes of broiler chicken meat that are consumer preferences in Pasar Minggu traditional markets are meat prices of IDR 30,000, - the meat part is breast, meat texture is chewy, and meat color is yellowish white.

Consumer preference is defined as the choice of likes or dislikes by a person towards the product (goods or services) consumed. Consumer choice shows consumer preferences from various product choices available (Fadillaha & Subchan, 2021). The price attribute of meat preferred by consumers is IDR 30,000, - according to consumers the price of IDR 30,000, - is the cheapest price consideration among other meat prices, namely IDR 34,000 and IDR 38,000,-. The attribute of the meat part that consumers like is the meat part, namely the breast, consumers assume the breast is the part that has more meat and has fewer bones so that consumers prefer the chest over other parts, namely the head, wings, thighs, and gizzard liver. The meat texture attribute preferred by consumers is the chewy texture of meat, consumers assume that chicken meat with a chewy texture is easy to process and more delicious for consumption. The meat color attribute that consumers like is yellowish-white meat color, consumers assume that yellowish-white meat color looks fresher than other meat colors, namely pale white and reddish meat color.

Analisis Multiatribut Fishbein

Fishbein's attitude model will principally calculate Ao (attitude toward the object), which is a person's attitude toward an object, known through the attributes attached to the object. By recognizing an object through seeing, touching, trying and using the object for a long time, a

consumer will have a certain attitude towards the object used or used. Usually before consumers consume an object, of course, they have an expectation of the object, so that after seeing, trying, and using it, the consumer can assess whether the object concerned is in accordance with his expectations (Simamora, 2018).

Respondents' assessment of the confidence level of broiler meat attribute performance in this study was measured using *fishbein multiattribute* analysis techniques. This model includes *trust (bi)*, which is the strength of trust a product has attributes, so that consumers will express confidence in the attributes of broiler chicken meat and the level of evaluation (*ei*) of these attributes.

Trust Level (*bi*)

Measurement of fishbein's multiattribute attitude towards broiler chicken meat attributes assessed by consumers, namely meat price attributes, meat parts, meat texture, and meat color The measurement of the level of confidence in this study was measured using a Likert scale starting from the number 5 which means strongly agree, 4 agree, 3 hesitate, 2 disagree, and 1 strongly disagree. The level of confidence (*bi*) in the attributes of broiler chicken meat that shows consumer assessment can be seen in Table 5 berikut :

Table 4. Consumer Confidence (BI) on the Attributes of Broiler Chicken Meat

Atribut	Broiler Chicken Meat	
	bi	Category
Meat Price	4,37	Agree
Meat Section	4,1	Agree
Meat Texture	4,13	Agree
Meat color	4,23	Agree
Total	**16,83**	Agree

Source : Primary Data Analysis, 2022

Table 4 shows that the overall confidence score (*bi*) of broiler meat attributes indicates the agreeing category. The total overall score of the confidence level of broiler meat attributes reached 16.83. The result of a high level of trust in attributes, so it will be the main consideration for consumers to buy broiler chicken meat.

Evaluation Level (*ei*)

The level of evaluation of broiler meat attributes is measured using a Likert scale starting from the number 5 which means very important, 4 important, 3 neutral, 2 not important, and 1 very unimportant. The level of evaluation (*ei*) of broiler meat attributes can be seen in Table 6 below :

Table 5. Consumer Evaluation Rate (EI) of Broiler Meat Attributes

Atribut	Broiler Chicken Meat	
	ei	Category
Meat Price	4,07	Urgent
Meat Section	4,04	Urgent
Meat Texture	4,05	Urgent
Meat color	4,15	Urgent
Total	**16,31**	Urgent

Source : Primary Data Analysis, 2022

Table 5 shows that consumers attach importance to the overall attributes of broiler meat. The total overall score of broiler meat attributes, which is 16.31, is included in the Important

category. According to Suparman, (2016) determining the value of confidence *(bi)* and evaluation value *(ei)* with scoring standards with a likert scale in each attribute category used to measure a person's attitudes, opinions, and perceptions about social phenomena, the answers to each item have a gradation from very positive to negative. Judging from each attribute of trust and evaluation shows that each of these attributes is categorized as agreed and important, thus the attributes of broiler chicken meat have a high level of trust and evaluation to be considered by consumers in buying broiler chicken meat.

Analysis of consumer attitudes to the meat attributes of broiler chickens

The value of consumer attitudes towards broiler meat attributes is formed by an assessment of the level of trust and importance of respondents to broiler meat attributes Soeparno et al., (2018). Based on the trust score and evaluation, the analysis of attitudes towards broiler meat attributes in Pasar Minggu traditional market can be seen in Table 6 below:

Table 6. Consumer attitude to the meat attributes of broiler chickens

No	Attributes of chicken meat	Trust (bi)	Evaluation (ei)	Attitude ($bi*ei$)
1	Meat Price	4,37	4,07	17,78
2	Meat Section	4,1	4,04	16,56
3	Meat Texture	4,13	4,05	16,72
4	Meat color	4,23	4,15	17,55
	Total	**16,83**	**16,31**	**68,63**

Source : Primary Data Analysis, 2022

Table 6 shows the score of each consumer's attitude towards broiler meat attributes that consumer attitudes have successive preferences ranging from highest to lowest. Consumer attitudes are an important factor influencing consumer decisions. The concept of attitude is closely related to the concept of trust and behavior, attitude is an expression of consumer feelings about an object whether it is liked or not and can also describe consumer trust in various attributes and benefits of the object (Soeparno et al., 2018).

Table 7. Rating of consumer attitudes to the meat attributes of broiler chickens

Attribute	Daging Ayam Broiler		
	Attitude	Level	Category
Meat Price	17,85	I	Good
Meat Section	16,56	IV	Good
Meat Texture	16,72	III	Good
Meat color	17,55	II	Good
Total	**68,63**		**Good**

Source : Primary Data Analysis, 2022

Based on Table 8, it shows that the total attitude value of broiler meat attributes of 68.63 is included in the good category. This shows that the attributes of broiler chicken meat that consumers buy at Pasar Minggu traditional market can be well received by consumers. According to Nitisusastro, (2012), trust is part of an attitude that then affects individuals, trust is a descriptive thought that someone has about something. Consumer attitudes towards broiler meat attributes are categorized as good, meaning that consumers have confidence in the attributes of chicken meat.

Descriptive analysis of consumer attitudes to the meat attributes of broiler chickens

First, the meat price attribute is an attribute considered by consumers. Price is one of the important factors in a product, the price of broiler chicken meat which is always changing every day makes price attributes the main consideration for consumers. Second, the color attribute of meat is an attribute that is considered by consumers as well, in general consumers are interested in a product starting with looking, therefore the color attribute of meat is an attribute that consumers consider.

Third, the attribute considered in the third order is the texture attribute of meat. The texture of the meat will influence purchasing decisions and the level of consumer satisfaction. Consumers will generally choose a chewy meat texture with the consideration that the meat can be processed easily and does not feel hard when consumed. Fourth, the attribute that consumers consider in the last order is the meat part. The meat part is an attribute that is less considered by consumers, rarely consumers who buy broiler chicken meat only choose meat parts, the average consumer considers more attributes such as price, color, and texture of meat.

Research on chicken meat is in line and has similarities with the results of Pratama's research in 2015 that, broiler chicken meat that is the preference of consumers in the traditional market of Denpasar Regency is broiler chicken meat that has a yellowish-white carcass color, breast meat, and meat size weighing between 1.1 to 1.5 kg. The results of Fishbein's Multiattribute Analysis are known that broiler chicken meat that consumers consider in the decision to buy broiler chicken meat in the traditional market of Denpasar Regency from the most considered in a row is the carcass meat part, meat smell, meat freshness, skin hygiene, bone condition, and broiler chicken carcass size. Research on chicken meat is in harmony and has similarities with the results of Ilham's research in 2017 that, the attributes of chicken meat that consumers like are affordable meat prices, negotiable prices, high nutritional content, meat cleanliness, aroma, fresh color and texture of broiler chicken meat that is chewy and not mushy.

This research on chicken meat is in harmony and has similarities with the results of Filya Hidayati's research in 2014 on beef that, the beef that is the preference of consumers in the traditional market of Dharmasraya Regency is beef that is bright red, has little fat content, and the upper part of the meat, while the attributes of beef that consumers consider successively from the most considered to the less considered is the color of the meat, the meat part, and the fat content.

Consumer attitudes are an important factor influencing consumer decisions. The concept of attitude is closely related to the concept of trust and behavior, attitude is an expression of consumer feelings about an object whether it is liked or not and can also describe consumer trust in various attributes and benefits of the object (Fitriana, 2018).

The respondent's assessment of the broiler meat attribute is based on the respondent's attitude towards the attribute. The assessment of broiler chicken meat attributes includes two things, namely the assessment of confidence and the evaluation (evaluative) of the attributes of broiler chicken meat and the assessment of multiattribute attitudes is with the fishbein model. From the results of fishbein's multiattribute analysis, it is known that the attributes of broiler chicken meat that are most considered by consumers in buying from the highest to the lowest order are the price of meat, meat color, meat texture, and finally the meat part.

CONCLUSION

Based on the results of research and discussion, it can be concluded as there are differences in consumer preferences for broiler chicken meat attributes in the traditional

market, Sunday market, Palimanan District, Cirebon Regency. The attributes of broiler chicken meat that become consumer preferences are the price attribute of meat IDR 30,000,-, the chicken meat is the breast, the texture of chicken meat is chewy texture, and the color of chicken meat is yellowish white.

The most considered attributes of consumers in buying broiler chicken meat at the traditional market of the Sunday market Palimanan District, Cirebon Regency from the highest to the lowest order are the price of meat which is IDR 30,000,- the color of the meat is yellowish white, the texture of the meat is chewy, and the meat part is the breast meat part.

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