

CONSUMER PREFERENCES FOR PROCESSED CHICKEN PRODUCTS IN MOJOKERTO CITY

Jahroni¹, Arif Rachman Putra²

¹University of Sunan Giri, Surabaya, ²University of Mayjen Sungkono, Mojokerto

Correspondence: arifrachmanputra.caniago@gmail.com

ABSTRACT

Chickens as a productive type of poultry have been cultivated and used for their meat, eggs and feathers. The use of chicken meat has been widely used into several processed products. The emergence of various forms of processed chicken meat is caused by the dynamics of consumer behavior. In addition, the level of demand for chicken meat continues to increase. The producers are faced with products that can meet consumer expectations which lead to the need for information on consumer preferences for processed chicken products. The purpose of this study was to analyze the level of preference and the order of importance of the attributes of processed chicken products in student group consumers in Mojokerto City. The product attributes analyzed were price, packaging, label and aroma. The basic method of this research is descriptive analytic with direct survey technique to the respondents. This research was conducted on 100 respondents who had consumed processed chicken products. The sampling technique was carried out by convenience sampling technique. The data collection method used in this study was a questionnaire with interviews. Primary data is then processed using conjoint analysis which is operated through the SPSS program. Consumer preferences for processed chicken products in Mojokerto City are those with the lowest prices ranging from 10,000 to 25 thousand, have small packages, according to SNI and have a dominant aroma with chicken flavors and spices. Based on the relative importance value, the attributes most prioritized by consumers are price, packaging, label and aroma, respectively.

Keywords: processed chicken products, consumer preferences, conjoin analysis, price, packaging.

INTRODUCTION

The food and beverage industry is a sector that provides the largest contribution to the Indonesian economy. This of course also opens up great opportunities for the food and beverage raw material industry. With a population of around 250 million people, Indonesia is a lucrative market for food and beverage producers and their accompanying industries. Along with the development of the food and drink supply processing industry, the community is expected to be able to meet balanced nutritional needs. One of them is by fulfilling the needs of animal protein, such as chicken meat. Almost all Indonesian people like chicken because there are many places to eat that are made from chicken as the main menu.

Chicken is a source of animal protein that is affordable by the public compared to beef or other ruminant meats. This protein is needed by the body, especially animal protein. Protein is a

nutrient that is needed by humans for growth and development. Protein plays an important role in the formation of new cells and tissues of the body and maintains the growth and repair of damaged tissue. Protein can also be used as an energy source if the body's need for carbohydrates and fat is not met. Protein itself is divided into two groups, namely animal and vegetable proteins. Sources of animal protein are meat, fish, chicken, eggs and milk. While vegetable protein sources can be obtained from grains, seeds and nuts. Vegetable proteins can be referred to as incomplete proteins because they always lack one or more essential amino acids. While animal protein has all the essential amino acids, it is called a complete protein.

Chicken is one of the most widely kept and cultivated poultry species for human use. The most widely bred types of chickens are laying hens and broilers. Chicken meat is the most preferred livestock product by the community, in addition to being affordable, it also contains adequate nutrition. This is a driving factor for the development of livestock, especially the poultry sector in terms of the need for meat, especially chicken meat. Types of chicken meat consumed by the public include uras chicken (non-perebred chicken), broiler chicken and laying pullet chicken, free-range chicken (local). These three types of chicken are always available in the market and consumers have different preferences for processed chicken meat. Various basic considerations are the reasons consumers prefer chicken meat in certain processed conditions. However, the demand for processed chicken meat products remains promising. This is followed by the availability of various processed forms from producers such as pentol, sausage, nuggets, and fillet (boneless meat). Practicality is the reason consumers choose ready-to-eat or ready-to-cook food products. They don't have much time to process meat raw materials and cook it.

People get mostly processed chicken products in modern markets. The price is still affordable. However, price does not become dominant in determining the decision to choose a product (Monroe, 1990). In addition to the place of purchase and price, there are other attributes that determine consumers choosing processed chicken products such as taste, brand, type of product, ease of obtaining, label and packaging. Furthermore, this becomes a research topic, namely consumer preferences for processed chicken products in the city of Mojokerto. The purpose of this study is to determine the relative importance of attributes that describe consumer preferences for processed chicken products and determine the utility of each attribute level of processed chicken products and analyze consumer preferences for processed chicken products.

RESEARCH METHODS

Research and data collection was carried out in December 2019 in Mojokerto City. The method used in this study focuses on descriptive analytic techniques that use survey methods by giving questionnaires to respondents. The targeted respondents were 100 people who came from among students. The sampling method used was convenience sampling. The primary data is then processed using conjoint analysis which is operated through the SPSS program. The analytical tool used is conjoint analysis as a technique to determine the level of relative importance based on customer perceptions brought about by a particular product and the usability value that arises from the attributes of the related product. To determine a marketing strategy, this conjoint analysis is appropriate for analyzing market segmentation based on consumer preferences for the product attributes they choose.

RESULTS AND DISCUSSION

From the results of data collection, 100 respondents are a group of consumers from a group of students who buy and consume processed chicken products who live in Mojokerto City. There are 39% from among women and the remaining 61% from among men. This figure shows the distribution by sex group is dominated by the male group. Based on the frequency of consumption, there are 21% very often consume in one month; 19% consume frequently; 28% quite often; and the remaining 32% rarely consume. The data collected based on the consumption frequency group is sufficient to provide meaningful input to determine consumer preferences because it is dominated by a group of respondents who rarely consume it.

Table 1. Attributes of Consumer Preference

Attribute	Attribute Level	level
Packaging	big	1
	currently	2
	small	3
Label	according to SNI	1
	not in accordance with SNI	2
Scent	chicken dominant	1
	dominant chicken and spices	2
Price	10.000 – 25.000	1
	25.000 – 50.000	2
	> 50.000	3

Source: SPSS output

The first step is to determine the attributes, levels and levels as evaluation criteria. By setting the attributes, levels and levels that will be chosen by the respondent, it will make it easier for respondents to evaluate. The level and level of each attribute in processed chicken products that have been determined as shown in Table 1 where the selection of processed chicken products is influenced by aroma, label, price and packaging. These four things in conjoint analysis are called attributes. Each attribute consists of at least two levels of choice.

Table 2. Utility Coefficient Value

Attribute	Attribute Level	Utility Value
Packaging	big	-0.101
	currently	0.036
	small	0.065
Label	according to SNI	0.153
	not in accordance with SNI	-0.153
Scent	chicken dominant	-0,021
	dominant chicken and spices	0,021
Price	10.000 – 25.000	0.106
	25.000 – 50.000	0.013
	> 50.000	-0.119

Source: SPSS output

Consumer preference is the level of consumer preference for various product choices. Consumer preferences for processed chicken products were analyzed using conjoint analysis with a full profile approach. The greater the utility value at the attribute level will indicate that the attribute level is increasingly preferred by respondents. The results of the conjoint analysis regarding consumer preferences for processed chicken products are shown in Table 2.

The results of the analysis show that the utility value of each attribute level has two signs. The sign of a positive value obtained means that if there is a change in an attribute level offered to consumers, then these results can increase utility by the positive value obtained. Conversely, if the sign of a negative value means that if you do not include one of the attribute levels offered, it can reduce utility by the negative value obtained.

In packaging attributes, respondents prefer processed chicken products with small packaging with a value of 0.065. Chicken processed foods are high-risk foods because they require handling, processing, distribution and presentation at retail. In addition, raw materials in the form of meat are also at high risk of causing bacteria so that they are required to meet food safety and quality standards. Packaging must be able to protect products through distribution channels to reach consumers (Peter and Donnelly, 2013). The main function of food packaging is as a container, protector, means of promotion and information. Packaging plays an important role in ensuring food is not damaged before its expiration date. Food packaging has many types such as plastic, paper, metal, and others. Each type of packaging is only suitable for certain foods, for example for frozen food, the suitable packaging is plastic. The selected packaging must be able to protect against water loss, the entry of microbes and other contaminants that can affect safety and quality, protect sensory characteristics, and quality.

In label attributes, respondents prefer processed chicken products with labels that have SNI with value of 0.153 which indicates that respondents prefer labels that have SNI. Chicken meat processed food produced for trade in packaging must include a label on, inside, and/or on the food packaging. Labeling must comply with the provisions of laws and regulations and meet certain provisions such as SNI. This is in accordance with Miru (2007), the label is a number of information on the product packaging. In general, the label must at least contain the name or brand of the product, raw materials, composition additives, nutritional information, expiration date, product contents, and legality information.

The aroma attribute level that is preferred by many respondents is the dominant aroma of chicken and seasoning flavors with a value of 0.021 which is greater than the value of other aroma attribute levels. This illustrates that respondents prefer to buy the dominant aroma of chicken and spices. Fiani and Edwin (2012), that aroma is one of the factors that affect food quality. Aroma is a reaction from food that will affect consumers before consumers enjoy the food, consumers can smell the food.

In the price attribute, respondents prefer processed chicken products with prices ranging from 10 thousand to 25 thousand with a value of 0.106. Amri's research (2019) also shows that the price factor has a positive effect on chicken meat consumption. Consumers have a tendency to choose cheap and affordable prices.

Table 3. Attributes of Consumer Preference

Attribute	Attribute Importance Level
Packaging	26.029
Label	25,629
Scent	21,008
Price	27,334

Source: SPSS output

Table 3 shows the level of importance of the attributes of processed chicken products that are important according to consumers and play a role in the selection process. Based on Table 3, it is known that the attribute that is considered the most important by respondents is price with an importance level of 27.334%. Next are the attributes of packaging (26.029%), label (25,629%), and aroma (21.008%).

CONCLUSION

Consumer preferences for processed chicken products in Mojokerto City are those with prices ranging from 10 thousand to 25 thousand, small packaging, according to SNI and the dominant aroma of chicken and spices. Based on the value of relative importance, the attributes that are the most prioritized by consumers are price, packaging, label and aroma, respectively.

The advice that can be given is that producers or marketers of processed chicken products can use the information obtained from research results related to consumer preferences to produce and market processed chicken products. Consumers are expected to be more selective in choosing and buying processed chicken products by paying attention to hygienic factors. Although price has the highest importance, packaging is still considered because packaging of chicken meat is very important in order to keep the product healthier and more hygienic. With good packaging, in addition to showing the brand of the product, it will also improve the product's image so that even if you have to buy in traditional markets, if the packaging is good, you will be able to guarantee the product is in good condition.

REFERENCES

- Aisyah R, Siti & Sitti Khadijah Yahya Hiola. 2017. Analisis Preferensi Konsumen terhadap Produk Olahan Ayam di Kota Makassar, *Jurnal Galung Tropika*, 6 (3), 174 - 184
- Amri, Ulil. 2019. Analisis Preferensi Konsumen dalam Membeli Daging Ayam Kampung di Pasar Tradisional Kecamatan Kampa, Skripsi, Program Studi Peternakan Fakultas Pertanian dan Peternakan Universitas Islam Negeri Sultan Syarif Kasim Riau Pekanbaru
- Budiyanto, B. & D. Darmawan. 2005. Pengaruh Strategi Bauran Pemasaran terhadap Niat Pembelian Ulang Produk Sepeda Motor, *Jurnal Ekonomi dan Keuangan*, 9(3), 362-377..
- Darmawan, D. 2014. Perilaku Konsumen. Surabaya, Metromedia
- Darmawan, D. 2019. The Effect of Corporate Image on Brand Awareness and Brand Attitude, *Jurnal Translitera*, 8(1), 13-26..
- Darmawan, D. 2019. Kualitas Produk, Kesadaran Merek dan Harga serta Pengaruhnya terhadap Kepuasan Pelanggan, *Jurnal Administrasi Bisnis*, 8(2), 75-88..

- Engel F James. 1994. *Consumer Behavior*, Jilid 1, Alih Bahasa Budiyanto, Penerbit : Binarupa Aksara, Jakarta. Penerbit : Erlangga, Jakarta
- Ferrinadewi, E. & D. Darmawan. 2004. *Perilaku Konsumen: Analisis Model Keputusan*, Universitas Atma Jaya, Yogyakarta..
- Fiani S. Margaretha & Edwin Japarianto. 2012. Analisa Pengaruh Food Quality dan Brand Image terhadap Keputusan Pembelian Roti Kecil Toko Roti Ganep's di Kota Solo. *Jurnal Manajemen Pemasaran*, Vol. 1, No. 1, 1-6
- Gunawan, A., Y. Yuliana, D. Darmawan, & S. Arum. 2012. *Manajemen Terapan dan Bisnis*, Spektrum Nusa Press, Jakarta..
- Hidayat, T., D. Darmawan, O. R. Isma, M. Hariani & A. R. Putra. 2015. Hubungan Inovasi Produk, Harga Premi dan Perilaku Konsumen. *Jurnal Ekonomi, Bisnis dan Manajemen*, 5(2), 119-130..
- Iskandar, Mochamad. & D. Darmawan. 2003. *Strategi Pemasaran*, IntiPresindo Pustaka, Bandung
- Khasanah, Hikmahtul, Setya Arum, D. Darmawan. 2010. *Pengantar Manajemen Bisnis*, Spektrum Nusa Press, Jakarta
- Kotler, P. 2000. *Marketing Management. The Millenium Edition*. Prentice Hall International Inc. USA
- Lamb, W. C, Joseph F. Hair dan Carl M. 2000. *Pemasaran Buku 1*. PT. Salemba Emha Patria. Jakarta
- Mahyanaila, R. 2016. *Manajemen*. Addar Press, Jakarta
- Mardikaningsih, R. & Y. R. A. Hakim. 2017. *Manajemen Bisnis Ritel*, Metromedia, Surabaya
- Mardikaningsih, R. & A.R. Putra. 2017. Analisis Perbandingan Sikap Konsumen terhadap Penggunaan Produk Garam Beryodium Merek Kapal dan Dolpin di Sidoarjo, *Jurnal Agrimas*, 1(1), 49 – 54..
- Masitoh, D., D. Darmawan & E. A. Sinambela. 2017. The Effect of Service Quality and Trust on Customer Loyalty of Warung Apung Rahmawati of Mojokerto Branch, *Jurnal Agrimas*, 1(2), 107-114..
- Miru, Ahmadi. 2007. *Hukum Perlindungan Konsumen*. Rajagrafindo Persada. Jakarta.
- Monroe, K.B., 1990. *Pricing, Making Profitable Decissions*, Second Edition, McGraw-Hill, New York
- Peter, Paul & Donnelly, James. 2013. *Marketing Management: Knowledge and Skills – eleventh edition*. New York: McGraw-Hill.
- Purnamasari, Eliasinta., D. Darmawan, D. Baskara. 2002. Bauran Pemasaran dan Kualitas Layanan serta Pengaruhnya terhadap Kepuasan dan Loyalitas Pelanggan, *Jurnal Ilmu Manajemen*, Vol 3 No1, 34-46
- Wahab, E., A. Aziz, D. Darmawan, M. Hashim & Y. Fan. 2017. Marketing New Products to Mainstream Customers, *Journal of Economics and Business*, 8(2), 239-246..
- Wijaya L., Debby. 2018. Faktor-Faktor Yang Mempengaruhi Konsumen Rumah Tangga terhadap Pembelian Produk Chicken Frozen Food di Kota Palembang, Skripsi, Program Studi Agribisnis Jurusan Sosial Ekonomi Pertanian Fakultas Pertanian Universitas Sriwijaya
- Yanti, Yulianti. dan Yuliana. 2018. *Manajemen Pemasaran*, IntiPresindo Pustaka, Bandung