


Analysis of Public Interest Towards Purchasing Broiler Chicken Meat at The PTM Market (Modern Traditional Pendopo) Empat Lawang District

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Article Info	ABSTRACT
Keywords: Chicken Broiler Interest, Market Traditional Modern	This study aims to analyze public interest in broiler chickens and examine the factors that influence it. public interest in purchasing broiler chickens at Modern Traditional Market (PTM) Pendopo. This study was conducted from October to November 2024 at the Modern Traditional Pendopo Market, Pendopo District, Empat Lawang Regency with a sample size of 46 people. Hypothesis testing used the SPSS version 23 software application with non-parametric statistical data testing in accordance with social science data. The results of the study showed There is influence significant between Work (X3), Education (X6) and Intensity of Social Activities (X7) on Purchase Interest (Y) of Chicken. Where simultaneously there is an influence between Price, Texture, Work, Income, Amount Member Family, Education, Intensity Social and Religious Activities with Purchase Interest.
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INTRODUCTION

Broiler chickens are one of the leading products in the Indonesian agricultural industry (Nursan & Septiadi, 2020; Rahmatin et al., 2019). So far, broiler chickens are business farm Which most amazing. Business chicken broiler very promising because the public's desire for the taste of broiler chicken at all levels is very high. In addition, broiler chicken is said to have beneficial value Which obtained from management that effective Enough tall (Kurnianto et al., 2019). One of the broiler chicken products is meat. Broiler chicken meat is one of the sources of animal protein that is widely consumed by the Indonesian people because the price is relatively affordable and its availability is abundant. The demand for broiler chicken meat continues to increase along with population growth and changes in people's consumption patterns that prioritize nutritious food. Therefore, broiler chicken farming businesses are widely developed in various regions, one of which is in Empat Lawang Regency, South Sumatra.

Empat Lawang Regency is one of the regencies in South Sumatra Province which in 2023 had the largest population of 336,694 soul Which consists of from man as much as 173,964 soul and women as many as 162,730 people. The population of broiler chickens in

2022 was 92,431. The population of broiler chicken meat increased from 2021, which was only 91,725. In 2020, the broiler chicken population was only 87,357. This indicates that consumer demand for broiler chickens in Empat Lawang Regency is increasing.

The modern traditional pendopo market (PTM) is a place for broiler chicken sellers to supply broiler chickens to the community. To meet sales targets, there are several aspects of people's purchasing power that must be considered. According to BPS (2023), around 85% of people's consumption patterns are still obtained from vegetable protein, and 15% are obtained from animal protein. The lower consumption of animal food compared to plant food is caused by several factors that influence the level of satisfaction in obtaining a number of animal protein foods at a certain level of expenditure. This shows that the elasticity of demand for animal food commodities is responsive to changes in prices and per capita community income. On the other hand, demographic changes such as education level, urbanization level, and female workforce participation rate accompanied by current advances in transportation and communication affect consumer preferences. In addition, changes in income levels and community knowledge levels have led to high public awareness in meeting food needs, especially in meeting the composition of plant and animal foods.

Public interest in buying broiler chicken meat in this market is influenced by various factors, such as price, quality, availability, and preference for certain products. However, market dynamics and consumer preferences that continue to develop require a more in-depth analysis of the factors that influence public interest in buying broiler chicken meat. According to Kotler & Keller (2016), interest is part of consumer behavior that reflects a person's desires and preferences for a product or service. Factors that influence consumer interest include needs, price, quality, promotion, and psychological factors such as lifestyle and previous experiences.

The Role of Traditional Markets in the Distribution of Broiler Chicken Meat Traditional markets have an important role in the distribution of broiler chicken meat because they are the main place for people to obtain food. According to a study by Susanto (2019), traditional markets have advantages in terms of more affordable prices and flexibility in transactions compared to modern markets. However, challenges such as cleanliness, competition with modern retailers, and price fluctuations can affect the attractiveness of traditional markets for consumers. The level of public interest in consuming broiler chicken is certainly influenced by many things including income, occupation, number of family members, from the product side, namely price, freshness, meat color, and texture. The object of this study is the consumers of the modern traditional pendopo market (PTM) in Empat Lawang Regency as a novelty in the study. So this research is important Therefore, the researcher conducted a study, "Analysis of public interest in purchasing broiler chicken meat in the modern traditional pendopo market (PTM) in Empat Lawang Regency"

METHOD

The research method used is the survey method and direct observation in the field. The data

used in this study are primary data and secondary data, primary data is data obtained directly from the questionnaire and secondary data is data obtained from agencies or other parties.

DISCUSSION

Results

Factors that influence interest in purchasing broiler chickens

Multiple linear regression analysis is used to determine the effect of Price, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social Activities And Religiousness towards consumer interest in purchasing broiler chicken. In addition, linear regression analysis is also used to test the truth of the hypothesis proposed in the study.

Table 1. Results of Multiple Linear Regression Analysis Test

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 constant	3,907	6,523			,599	,553
X1	1,633	,000	,016		,115	,909
X2	,019	1,015	,003		,018	,985
X3	2,654	1,360	,409		1,951	,0 0 9
X4	2,729	,000	,063		,377	,708
X5	-,487	,412	-,189		-1,182	,244
X6	,0 0 2	,317	,053		,257	,799
X7	,762	,370	,295		2,058	,0 0 6

Source: Primary data processed from SPSS Version 23 results

a. Dependent Variable: Y

The results of the data analysis can be concluded:

- The constant value (a) is positive at 3.907, indicating that if, Price, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social and Religious Activities are considered constant or have a value of 0, then the purchasing decision of consumers at the Slaughterhouse is 3.907.
- The positive value of the Price coefficient of 1.633 can be interpreted that for every 1 unit increase in the quality of broiler chicken, the purchasing decision will increase by 1.633%, assuming that other independent variables remain constant.
- The positive value of the Texture coefficient of 0.19 can be interpreted that for every 1 unit increase in the quality of broiler chicken, the purchasing decision will increase by 0.19%, assuming that other independent variables remain constant.
- The positive value of Job Value of 2.654 can be interpreted that for every 1 unit increase in work, the purchasing decision increases by 2.654%, assuming the other independent variables remain constant.
- The positive income value of 2.279 can be interpreted that for every 1 unit increase in

income, the purchasing decision increases by 2.279%, assuming that other independent variables remain constant.

- f. The negative value of the number of family members of -0.487 can be interpreted that for every 1 unit increase in the number of family members, the purchasing decision decreases by 0.487%, assuming that other independent variables remain constant.
- g. The positive value of education of 0.002 can be interpreted that for every 1 unit increase in education, the purchasing decision increases by 0.002%, assuming that other independent variables remain constant.
- h. The value of the intensity of social and religious activities is positive at 0.762, which means that for every 1 unit increase in education, purchasing decisions will increase by 0.762%, assuming that other independent variables remain constant.

Determination Coefficient Test (R^2 Test)

The results of the coefficient of determination can be seen in the following table:

Table 2. Results of the Determination Coefficient Test

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,586 ^a	,343	,222	2,9736

Source: Data processed from SPSS Version 23 results.

a. Predictors: (Constant), X 7, X 2, X1, X 5,X4,X6,X3

b. Dependent Variable: Y

From Table 2, it is known that the value of R^2 (*R Square*) is 0.343 or equal to 34.3 %. This value has the meaning of the relationship between the Price variables, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social and Religious Activities on the interest in buying broiler chicken is 0.343. The R Square value in the table above is 0.343 or equal to 34.3%. This shows that the percentage contribution of the influence of the independent variables (Price, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social and Religious Activities) to the dependent variable (consumer interest) by 34.3%. While the remaining 65.7% is influenced and explained by other variables not included in this study

Partial Test (t-Test)

The t-test is used to see how far the influence of the independent variable, namely Price, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social and Religious Activities individually in explaining the dependent variation, namely purchase interest . The results of the partial t-test are as follows:

Table 3. Partial Test (t-Test) table is made professionally

Model		Coefficients ^a				Sig.
		Unstandardized		Standardized		
		B	Std. Error	Beta	t	
1	(Constant)	3,907	6,523		,599	,553

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
X1	1,633	,000	,016	,115	,909
X2	,019	1,015	,003	,018	,985
X3	2,654	1,360	,409	1,951	,009
X4	2,729	,000	,063	,377	,708
X5	-,487	,412	-,189	-1,182	,244
X6	,002	,317	,053	,257	,799
X7	,762	,370	,295	2,058	,006

a. Dependent Variable: Y

Based on Table 3 to find out the significant results or not t count compared to t table determination of the distribution table is sought at 10%: $2 = 0.05$ with degrees of freedom (df) = nkl or $46-7 - 1 = 38$ (n is the number of samples, k is the number of independent variables). The results obtained for t table are 1.686. The price factor can be concluded that there is a significant relationship between variables using the t test with the results (t count $1.115 < t$ table of 1.686) meaning that t count is smaller than t table and significant, namely $0.909 > 0.1$. Then H_{a1} is rejected and H_{01} is accepted, meaning there is no significant effect between product price and purchasing interest.

Texture factor can be concluded that there is a significant relationship between variables using the t test with the results (t count $0.018 < t$ table 1.686) meaning that t count is smaller than t table and significant, namely $0.985 > 0.1$. So H_{a2} is rejected and H_{02} is accepted, meaning that there is no significant effect between texture and purchase interest. Job factor can be concluded that there is a significant relationship between variables using the t test with the results (t count $1.951 > t$ table of 1.686) meaning that t count is greater than t table and significant, namely $0.090 < 0.1$. So H_{a3} is accepted and H_{03} is rejected, meaning that there is a significant effect between work and purchase interest.

The income factor can be concluded that there is a significant relationship between variables using the t test with the results (t count $0.377 < t$ table 1.686) meaning that t count is smaller than t table and significant, namely $0.708 > 0.1$. So H_{a4} is accepted and H_{04} is rejected, meaning that there is no significant effect between income and purchase interest. The number of family members factor can be concluded that there is a significant relationship between variables using the t test with the results (t count $1.182 < t$ table 1.686) meaning that t count is smaller than t table and significant, namely $0.244 > 0.1$. So H_{a5} is rejected and H_{05} is accepted, meaning that there is no significant effect between the number of family members and purchase interest.

The education factor can be concluded that there is a significant relationship between variables using the t test with the results (t count $2.570 < t$ table 1.686 meaning that t count

is greater than t table and is significant, namely $0.799 > 0.1$. So H_{a6} is rejected and H_{06} is accepted, meaning that there is no significant influence between education and purchasing interest. The intensity factor of social and religious activities can be concluded that there is a significant relationship between variables using the t test with the results (t count $2.056 > t$ table of 1.686) meaning that t count is greater than t table and is significant, namely $0.060 < 0.1$. So H_{a7} is accepted and H_{07} is rejected, meaning that there is a significant influence between the intensity of social and religious activities on purchasing interest.

Simultaneous Test (F Test)

The F test is used to determine whether the independent variables simultaneously, namely Price, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social and Religious Activities, have an effect on purchasing interest. The test criteria are F count $>$ F table then H_0 is accepted, and if F count $<$ F table then H_0 is rejected. The results of the simultaneous test are as follows:

Table 4. F Test (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	104,659	7	14,951	2,833	,018 ^b
	Residual	200,558	38	5,278		
	Total	305,217	45			

a. Dependent Variable: Y
 b. Predictors: (Constant), X7, X2, X1, X5, X4, X6, X3

Based on the results of the data processing above, it can be seen that the F count value, namely Price, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social and Religious Activities is 2.833 and the F table value is 2.26 . The F distribution table is searched with degrees of freedom (df) = $46 - 7 - 1 = 38$. The results of the F test data analysis show that F count $>$ F table ($2.833 > 2.22$) then H_0 is rejected and H_a is accepted, meaning that there is a simultaneous influence between Price, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social and Religious Activities with purchasing interest

Discussion

Relationship of Influential Factors

To find out whether or not there is an influence of Price (X_1), Texture (X_2), Occupation (X_3), Income (X_4), Number of Family Members (X_5), Education (X_6), Intensity of Social and Religious Activities (X_7) on Purchase Interest (Y) towards cut chicken meat at the Pendopo Modern Traditional Market. Based on the results of data analysis processed using the SPSS Version 23 program, the discussion of the research results is as follows:

The Influence of Job on Purchase Interest (X_3)

The results of the study of the Job variable (X_3) obtained a t count of 1.951 and a significance value of 0.090 , which means the significance value < 0.1 . so that H_0 is rejected and H_a is accepted. So it can be concluded that work has a significant effect on purchasing

interest. In line with the research results of several researchers, it was concluded that Education, work, and income indicators also influence purchasing decisions. This is in accordance with the research of Arafah & Mujayin, (2020) which explains that income, number of family members, age, gender, education and work together have a positive effect on consumer behavior. In addition, another study in line with this was conducted by Utiah et al., (2021), in their research explaining that personal factors including the variables of age, education, work, and income are the first dominant factors among the factors that influence consumer behavior in purchasing chicken meat.

Educational Factors

It can be concluded that the significant relationship between variables using the t test with the results ($t_{count} 2.570 > t_{table} 1.686$ means t_{count} is greater than t_{table} and significant is $0.799 > 0.1$). So H_{a6} is rejected and H_{06} is accepted where the results of the study show that the level of high school education is 36% which can be interpreted that the higher the respondent's education, the higher the purchasing interest will be, this has an impact on the mindset regarding nutritional needs or the quality of food ingredients. there is a significant influence between education factors on purchasing interest. This is in line with the research of Rizka Zulfikar (2017) which in his research stated Based on the calculations, it is known that the level of education shows that the value of high category purchasing interest tends to be given more by respondents with a doctoral education level (100.00%), compared to respondent groups with other levels of education, but at this research location most of them have a high school education because the respondents are all women and most are housewives. Based on Table 4.2.2, it can be seen that most respondents are educated up to high school, namely 16 people or 36% and is the highest percentage compared to other levels of education. Education is needed so that someone is more responsive to information in their environment, especially nutritional issues. A person's education is related to their purchasing behavior towards a product. The higher a person's level of education, the higher the needs they want to fulfill (Osak *et al.*, 2014).

The Influence of Social and Religious Activity Intensity on Purchase Interest (X_7)

The results of the study of the Intensity of Social and Religious Activities (X_7) obtained a t count of 2.058 and a significance value of 0.006 which means the significance value < 0.1 . so that H_0 is rejected and H_a is accepted. It can be concluded that the Intensity of Social and Religious Activities has a significant effect on purchasing interest. Findings in the field show a tendency to increase purchases due to the many social activities followed by respondents, these activities are dominated by religious activities such as, wedding alms, deaths, thanksgiving or vows besides that social activities such as birthdays, gatherings, social gatherings also increase each respondent's chicken purchases.

CONCLUSION

Based on the results of the research conducted, the following conclusions can be drawn: There is a significant influence between Job (X_3), Education (X_6) and Intensity of Social

Activities (X7) on Purchase Interest (Y) of Chicken. Simultaneously, there is an influence between Price, Texture, Occupation, Income, Number of Family Members, Education, Intensity of Social and Religious Activities on purchasing interest.

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