
CORRELATION ANALYSIS OF HOUSEHOLD DEMAND FACTORS WITH THE DEMAND FOR CHICKEN MEAT IN THE RAWA INDAH MARKET, BONTANG MUNICIPALITY

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Submitted: 06th April 2023; Revised: 1st September 2023; Published: 1st February 2024

ABSTRACT

The fluctuations in the demand for broiler meat in various places are different. Demand is related to price, income, number of family members, tastes, and location. The study aimed to analyze the relationship between demand factors, which include cost, income, number of family members, appetite, and location, with the demand for broiler meat at Rawa Indah Market, Bontang Municipality. The research was conducted in March - April 2022 at the Rawa Indah Market, Bontang Municipality using a survey method and standardized chicken meat consumers as respondents. Rawa Indah Market, Bontang Municipality, was chosen purposively as the research location because it is the primary market. Determining the number of samples using the calculation of the Cochran formula as many as 70 respondents with the determination of respondents by accidental sampling with the criteria of Bontang Municipality residents who are shopping aged 18-64 years. The data used in this study are primary data collected from interviews with consumers in the market using prepared questionnaires and secondary data collected from BPS Bontang Municipality, East Kalimantan. The data obtained were analyzed descriptively and quantitatively using Spearman's Rank test analysis with independent variables including price, income, number of consumers' family members, tastes, and location, as well as the dependent variable is the amount of demand for broiler chicken meat. The results showed that price, income, number of family members, tastes, and location correlated weakly with the demand for broiler meat in Bontang Municipality.

Keywords: Price, Spearman's correlation, location, income, appetite

ABSTRAK

Fluktuasi permintaan daging ayam potong di berbagai tempat tidak sama. Permintaan berhubungan dengan harga, pendapatan, jumlah anggota keluarga, selera dan lokasi. Tujuan penelitian adalah untuk menganalisis hubungan faktor-faktor permintaan yang meliputi harga, pendapatan, jumlah anggota keluarga, selera, dan lokasi dengan permintaan daging ayam potong di Pasar Rawa Indah Kota Bontang. Penelitian dilakukan pada bulan Maret - April 2022 di Pasar Rawa Indah Kota Bontang dengan metode survey dan konsumen daging ayam potong dibakukan sebagai responden. Pasar Rawa Indah Kota Bontang dipilih secara purposive sebagai lokasi penelitian karena merupakan pasar utama. Penentuan jumlah sampel menggunakan perhitungan rumus Cochran sebanyak 70 responden dengan penentuan responden secara accidental sampling dengan kriteria warga Kota Bontang yang sedang berbelanja dan berusia antara 18-64 tahun. Data yang digunakan dalam penelitian ini berupa data primer yang dikumpulkan dari hasil wawancara dengan konsumen di pasar dengan menggunakan kuesioner yang telah dipersiapkan dan data sekunder yang dikumpulkan dari BPS Kota

Bontang, Kalimantan Timur. Data yang didapatkan dianalisis secara deskriptif dan kuantitatif menggunakan analisis uji Rank Spearman dengan variabel independen meliputi harga, pendapatan, jumlah anggota keluarga konsumen, selera, dan lokasi, serta sebagai variabel dependen adalah jumlah permintaan daging ayam potong. Hasil penelitian menunjukkan bahwa harga, pendapatan, jumlah anggota keluarga, selera dan lokasi masing-masing berkorelasi lemah dengan permintaan daging ayam potong di Kota Bontang.

Kata kunci: Harga, korelasi Spearman, lokasi, pendapatan, selera.

INTRODUCTION

The population in Indonesia is increasing year after year, encouraging people to improve a good lifestyle by consuming quality food products. The increase in population is followed by growing food needs from vegetable protein and animal protein as a form of lifestyle improvement (Purwaningsih, 2008). Chicken is a source of animal protein with a reasonably affordable selling price and is easy to find on the market. Broiler chicken is the most commonly consumed type of chicken. Broiler chickens have soft, thick meat that can be processed into various dishes (Zubaidah, 2015).

At a certain time, there is an increase in demand for broiler meat in Bontang Municipality. Factors that can affect the increase in demand and price of broiler chicken meat are the price of complementary basic needs such as eggs, rice, oil, and horticultural products and social factors such as number of family members, age, gender,

education, income level, and people's tastes (Murti et al. , 2020). In addition, a person's level of income and education can affect the level of awareness to consume higher quality food products (Kusuma et al., 2017). It was reported on the page Kaltimtoday.com (2021) that the demand for chicken and beef has increased ahead of the holidays. Chicken pieces were chosen because the price is still affordable compared to beef.

Internal and external factors influence every consumer. in determining the purchase decision of a product. Internal factors include cultural and social, while external factors, such as personal and psychological, are different. These characteristics are individual actions in obtaining, consuming, and spending on products and services to satisfy consumer needs (Fauzi & Wijaya, 2021). Different consumer characteristics cause different spending patterns for each household. The consumption pattern is the structure of spending on goods and

product services carried out by individuals to meet their needs (Asminingsih, 2017).

A person's income can affect the ability to buy daily needs and can choose higher quality goods. The number of family members will also affect how many items are needed in one family (Lintang et al., 2019). Consumer tastes are subjective because their judgments are based on consumer experience and satisfaction (Purba, 2020). Sales location is a consumer point for the ease of making purchase transactions. The more strategic it will be able to increase demand (Listyawati, 2017).

Price increases or demand increases do not constantly occur in the market because of the significant difference between demand and live chicken stock (Wirabrata, 2019). The Covid-19 pandemic was the reason for the decline in the selling price of live chickens because people's purchasing power decreased, and the supply of live chickens was not in proportion to the demand, which resulted in a buildup of existing stocks in the field. This study aims to describe consumer characteristics and patterns and analyze the correlation between consumer characteristics and consumption

patterns with the demand for broiler meat at Rawa Indah Market, Bontang Municipality.

RESEARCH METHODS

This research was conducted at the Rawa Indah Market, Bontang Municipality, East Kalimantan. The choice of Rawa Indah Market is the primary and biggest market for the local community. The time for data collection was carried out in March - April 2022. The data used in this study were obtained from primary data from the results of filling out the respondent's questionnaire and secondary data in the form of consumption and production data of broiler chicken from Bontang Municipality BPS data. In this study, the sample was determined using a purposive sampling technique with the criteria of adult Bontang residents shopping at Pasar Rawa Indah, buying broiler chicken meat, and buying it for household needs. The sample calculation was carried out using the Cochran formula (Sugiyono, 2017) and obtained a minimum sample size of 68 people with the following calculations:

$$= \frac{z^2 pq}{e^2} \dots \dots \dots (1)$$

where:

- n = Number of samples required
- z = Price in the standard deviation curve
- α

p = Hypothesis Assumptions
q = Hypothesis Assumptions (1 - p)
e = sample error rate/sampling error
(10%)

Data analysis was conducted to answer the research objectives, namely descriptive and correlation analysis, using Spearman's Rank test analysis. The first analysis aims to identify consumer characteristics and consumption patterns of broiler meat in the Rawa Indah market, Bontang Municipality. The second analysis is to answer the correlation between consumer characteristics and consumption patterns on demand for broiler meat in the Rawa Indah market, Bontang Municipality.

The first data analysis model was carried out, namely the validity and data normality tests using the Kolmogorov-Smirnov method. The data is normally distributed if the test results reach the significance level. If the data is not normally distributed, the processing uses non-parametric statistics. Non-parametric statistical tests are methods that do not require fulfilling assumptions about data distribution (Jamco & Balami, 2022). The Rank Spearman correlation test is an example of non-parametric statistical testing (Adinurani, 2022). Spearman's Rank test

analysis was used to determine the relationship between two variables without looking at the differences in the rankings of the two variables. This test will show a correlation between price level, income, number of family members, taste, and location with the demand for broiler meat in Bontang Municipality.

RESULTS AND DISCUSSION

Location Overview

Bontang Municipality is a Municipality located in East Kalimantan Province. Bontang Municipality area is located in the middle of the east coast of East Kalimantan Province. Rawa Indah Market is the leading and largest market in Bontang Municipality, located in Tanjung Laut Village, South Bontang District. This market is a relocation from the previous market, namely Pasar Lengkol, which was already established. Rawa Indah Market provides a wide range of household needs, ranging from food ingredients, various vegetables, various types of meat, various fruits, groceries, and even clothes and shoes. The market is beneficial for the surrounding community in meeting the needs of the surrounding community.

Characteristics of Respondents

Respondents of this study were consumers who were shopping at the beautiful swamp market in Bontang Municipality and bought chicken pieces. The number of respondents amounted to 70 people.

Table 1. Characteristics of Respondents Based on Gender, Age, Education Level, and Occupation

No	Characteristics of Respondents	Percentage --- % ---
	Total Respondent	
1	Gender	
	Male	17,1
	Famale	82,2
2	Age	
	18 - 25	30,0
	26 - 33	14,3
	34 - 41	12,9
	42 - 49	21,4
	50 - 57	15,7
	58 - 65	2,9
	66 - 73	2,9
3	Education Level	
	Elementary	12,9
	Junior High School	17,1
	Senior High School	48,6
	Diploma3	2,9
	Undergraduate	18,6
4.	Occupation	
	Civil Servant	7,2
	Freelance	1,4
	Teacher	2,9
	Freelance	1,4
	Housewife	30,0
	Labor	1,4
	Higher Student	7,1
	Privante Officer	14,3
	Student	10,0
	Enterpreuneur	5,7
	Security	1,4
	Terapist	1,4
	Self-employed	15,7

Source: Research Primary Data, 2022.

The characteristics of the respondents studied in this study were

gender, age, monthly income, number of families, tastes, and sales locations.

The different characteristics of consumers in each individual or group can influence decisions in obtaining and consuming certain products and services in the hope that they will satisfy their needs (Fauzi & Wijaya, 2021). The results showed that most respondents were female, with an age range of 42-49 years, high school education level, and working as housewives.

Based on educational background, 48.6% graduated from high school. The data showed that the level of education affects consumption patterns. This data is in accordance with the opinion of Sugiardi (2021), which states that the level of education will influence individual mindsets and affect people's consumption patterns so that people are more selective in choosing food ingredients.

Based on work background, 30% are dominated by housewives. This data can indicate that work will influence decision-making in purchasing goods and services. This result is in accordance with the opinion of Balawai et al. (2020), which states that work is related to income, and income has a relationship with decision-making and individual ability to consume goods and services.

Employment is also related to the workforce, namely residents with a minimum of 15 years of productive age who already have a job or are looking for work. Based on the background, the dominant age is 42-49. Based on BPS (2021), groups not from the workforce are residents still at school, housewives, retirees, and others. It can be concluded that 30% of respondents with IRT status are not included in the labor force because a housewife is responsible for managing the household.

Based on Chicken Consumption Patterns. Each household performs spending patterns to meet needs. This expenditure pattern is also known as the consumption pattern. Asminingsih (2017) states that consumption patterns are a form of expenditure made by individuals or groups to meet the needs for goods and or services produced. The results showed that most respondents consumed broiler chicken as household consumption. The frequency of visiting

the market was 1-2 times per week, with total spending on buying broiler meat of Rp. 150,000.00 to Rp. 499,999.00 per month.

Based on consumption, 100% of respondents bought broiler chicken at the Rawa Indah market for daily family food needs. Based on the frequency of visiting the market, 60% of respondents visited the market 1-2 times per week because, in one visit, they could immediately buy many groceries for their food needs for several days.

Based on total purchasing expenses, 58.6% of respondents spent IDR 150,000.00/kg - IDR 499,999.00/kg per month to buy broiler meat. This result is in line with Panjaitan's research (2019), which states that most consumers who shop for broiler meat at Teguyun Market and Gusher Market, Tarakan Municipality are less than IDR 500,000.00.

Price

Table 2. Number and Percentage of Respondents Based on the Purchase Price of Broiler Chicken

Interval Kelas Harga (Rp)	Frekuensi	Persentase (%)
27000 - 33000	3	4,3
34000 - 40000	0	0
41000 - 47000	4	5,7
48000 - 54000	16	22,9
55000 - 61000	44	62,9
62000 - 68000	1	1,4
69000 - 75000	2	2,9
Total	70	100

Source: Research Primary Data, 2022.

Based on Table 2, the price of broiler chicken obtained by most respondents ranged from IDR 55,000.00 - IDR 61,000.00 by 62.9% in one purchase. This result is due to the competitive price set by the seller of the chicken pieces. This result is in accordance with the statement of Sarwoko (2008), which states that traditional markets can apply lower prices by bargaining to get regular customers. The majority of respondents chose to buy broiler chicken from subscription sellers. This data followed

Ihsan's statement (2022), which states that consumers buy broiler chicken from sellers they have known for a long time so that prices can be negotiated to get additional meat.

Income

Income is money received by someone from the company as wages to meet daily needs. This result is in accordance with the opinion of Tomisa and Syafitri (2020) stated that income is money received by a person from a company in the form of salary, wages, interest, rent, to benefits such as health.

Table 3. Number and Percentage of Respondents Based on Income

Income (IDR)	Frequency	Percentage (%)
500.000,00 - 999.999,00	8	11,4
1.000.000,00 - 2.999.999,00	20	28,6
3.000.000,00 - 4.999.999,00	28	40,0
5.000.000,00 - 10.000.000,00	14	20,0
Total	70	100,0

Source: Research Primary Data, 2022

Based on the research, it was found that the majority of respondents received IDR 3,000,000.00 - IDR 4,999,999.00, as much as 40%. Based on BPS (2021), the monthly UMK for Bontang Municipality in 2020 is IDR 3,182,706.00. It can be concluded that the nominal income on the research results is in accordance with the UMK of Bontang Municipality per month. The amount of income will certainly affect a person's consumption pattern. This information is supported by the

statement of Wardandy et al. (2022), which states that income level will affect the ability to consume goods or services.

Number of family members

Family members are individuals who live together and eat in the same kitchen. The number of family members can also affect purchasing a product. This decision is per the opinion of Kastanali et al. (2017), who states that the family environment greatly influences decision-making in a product or service. Based on illustration X, most respondents have four family members

of 31.4%. Many family members will affect the demand for a household product.

Table 4. Number of Respondents' Family Members
 Source: Research Primary Data, 2022.

Family Member (Persons)	Frequency	Percentage (%)
2	14	20,0
3	15	21,4
4	22	31,4
5	16	22,9
6	2	2,9
7	1	1,4

Source: Research Primary Data, 2022

This result is in accordance with the statement of Dhegi and Rime (2022), which states that the number of family members will affect the level of demand for household products. So that the more family members, the needs that must be met also increase.

Appetite

Appetite is subjective, so each individual has a different assessment in accordance with the opinion of Zubaidah (2015), which states that changes in taste will affect consumers' desire to buy something. Based on this study, 54 respondents preferred buying fresh, thick-fleshed whole chicken carcasses. Then 25 respondents chose to throw away the offal for the chicken offal, and 45 respondents chose to buy the offal. The 51 respondents preferred

clean chicken pieces as effective and practical so that respondents could directly process the chicken pieces. During holidays, 67 respondents still choose broiler chicken because beef prices are relatively low. In addition, 63 respondents stated that cut yam meat was more straightforward to process than other types of meat.

Location

In the marketing strategy, there are 4Ps, namely product (product), price (price), place (place), and promotion (promotion). Sales location is essential in doing business. This result is in accordance with Jaya's statement (2018), which states that the business location should be close to the center of the crowd so that consumers can easily reach it. In this study, 67 respondents chose a clean seller's place. The respondents also considered the location of the chicken meat seller; 38 respondents chose the seller on the side of the road, 22 respondents had no provisions for the seller's location, and 9 respondents chose to buy in the market building. The 32 respondents chose to keep buying broiler chicken from regular sellers, and 38 chose the one

closest to their shopping position. The 18 respondents chose sellers in the market, 32 respondents had no inclination for the seller's position, and 20 chose outside the market because it was close and practical. The 56 respondents chose the seller of chicken meat near the seller of vegetables and spices because it could save time shopping, 11 respondents did not incline, and 3 chose to focus on selling locations.

Demand

Demand can change according to the purchasing power of consumers.

Table 5. Amount and percentage based on Demand

Demand	Frequency	Percentage
- kg-		- % -
1,0 - 1,3	18	25,7
1,5 - 2,0	47	67,1
2,5 - 4,0	5	7,1
Total	70	100

Source: Research Primary Data.

These results were in accordance with the opinion of Bandrang (2017), which stated that demand is several goods and services requested and can be purchased by consumers at a certain time and various price levels. Based on Table 5, most respondents bought chicken meat in one purchase of 1.5 - 2 kg (67.1%).

Spearman rank analysis tested the factors that influence the relationship

between consumption patterns and demand for broiler chicken meat in the beautiful swamp market, Bontang Municipality, there are five factors: price, income, number of family members, appetite, and location.

Table 6. Spearman Rank Correlation Test Results

Variable	Correlation Coefficient	Correlation Criteria
Price	0,204	Low
Income	0,201	Low
Family members	-0,072	Lowest
Appetite	-0,293*	Low
Location	-0,065	Lowest

Source: Research Primary Data, 2022.

Based on Table 6, the results of the Spearman correlation between demand and price are 0.204. This result showed that the correlation between price and demand is weak. There is a low relationship between price and demand for broiler meat hat in line with the research by Sinaga et al. (2013) that prices have no significant effect on the demand for chicken meat.

The results of the Spearman correlation between demand and income are 0.201, which means that the correlation between income and demand is weak. Apart from that, the income of the respondents in Table 3 can also be concluded, with 46 respondents earning income above the UMR of Bontang Municipality. The increase in

the price of broiler meat has a low effect on the demand for chicken meat. This result is supported by the statement of Khairunnisak (2020) that households with high incomes will allocate their needs to non-food items in the form of clothing, shelter, health, education, and other expenses.

The results of the Spearman correlation between demand and the number of family members are -0.072 , which means that the correlation between family members and demand is very weak. The correlation coefficient is negative, so the relationship between the variable demand for broiler chicken and the number of family members is not in the same direction, meaning that if the number of family members increases, the demand for broiler meat will decrease. This result is supported by the statement of Permataningrum et al. (2022), which stated that if the value of the correlation coefficient is negative, the relationship between the two variables is not in the same direction, meaning that if variable X increases, then variable Y will decrease. Because consumers buy chicken with the same weight even though they have more or less than four family members, causing the correlation between the two variables to be very weak. In contrast

with Adi and Nurliza's research (2017) which states that the demand for broiler meat is directly related to the number of family members, if the number of family members increases, the demand for broiler meat will also increase.

Results The correlation between demand and appetite is -0.293 , which means that the correlation between tastes and demand is not in line with the research of Rahmadani et al. (2018), which states that consumer tastes affect the demand for chicken meat. The relationship between demand and taste is low; that can be concluded that the majority of consumers have the same tastes, namely preferring to buy whole broiler chickens, fresh and thick meat with discarded chicken innards, and processing alternatives that are very diverse and easy, causing a correlation relationship between both variables is low.

Results The correlation between demand and location is -0.065 ; this means that the correlation between location and location is very weak in accordance with Sahril's research (2021) which states that the seller's location, which is far away will make the buyer incur more transportation costs so that consumers will choose the place closest to where they live. In addition, the

relationship between demand and location has a very low correlation because most respondents answered that they prefer to buy chicken pieces from regular sellers. With this, the location does not affect the demand for broiler meat, causing the correlation between the two variables to be very low.

CONCLUSION

The characteristics of respondents were dominated by women, aged between 42-49 years, with the last education level of high school and working as IRT (housewives). Consumption patterns in purchasing broiler chickens for personal consumption, with an intensity of 1-2 times going to the market a week, the total budget for buying broiler chickens is IDR 150,000.00/kg - IDR 499,999.00/kg, with income dominated by IDR 3,000,000.00 - IDR 4,999,999.00.

The results of the analysis that has been carried out conclude that there needs to be a stronger relationship between price, number of family members, and tastes with the demand for broiler meat at the

Rawa Indah Market, Bontang Municipality. There is the lowest correlation between income and location and broiler meat demand at the Rawa Indah Market, Bontang Municipality. There is a significant relationship between taste and demand for chicken pieces.

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