



CONSUMER PREFERENCES FOR CONSUMING PROCESSED GEPREK CHICKEN PRODUCTS

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Abstract: Preference for fried chicken is always increase proven by the increasing demand for fried chicken. This condition creates different tastes for consumers. The aim of this research was to determine the attributes of fried chicken that are preferred and the factors that influence preference for fried chicken. This research was carried out from February to March 2023. The method used in this research was survey research method, namely collecting primary and secondary data. The sample was determined using incidental sampling, the number of respondents in the study used the Slovin formula with 98 respondents. The data analysis was descriptive analysis and chi square analysis. The research results show that the consumer behavior of fried chicken for reasons of purchase obtained a score of 284, frequency of purchase 247, number of portions 250, purpose of purchase 251, all variables were categorized as good. Geprek chicken consumer preferences are not the same, meaning there are differences between the attributes of price, taste, shape, texture and presentation with the respective results X^2 table 7.815 meaning significantly different. Factors that influence consumer preferences such as location have an average value of 310, information 247, joint purchasing decisions 253, purchase time 250, availability of fried chicken 246. The results of the continuum line with a score interval of 245-318 indicate the good category.

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INTRODUCTION

The preference for fried chicken is always increase proven by the increasing demand for fried chicken. Preference is a consumer's attitude towards liking or disliking the product consumed. (Kotler.2008) This condition creates different tastes for consumers. Consumption of geprek chicken is very dependent on factors that influenced preferences such as product attributes such as taste, texture, shape and presentation (Calitz, 2011).

Efforts to attract consumers of fried chicken culinary practitioners do not only depend on the aggressiveness of the seller but must know the attributes that consumers like so they will decide to buy. Consumer preferences can also change, so fried chicken culinary practitioners need to know other factors that influence consumer preferences, namely consumer characteristics, price, place, reasons for consuming, level of interest so that they can increase sales and be able to fulfill consumer desires (Utami, 2017)

MATERIAL AND METHOD

The research method use a survey method. The sampling technique was carried out using an accidental sample method, namely consumers who bought fried chicken in the selected villages with the consideration that they had quite a lot of fried chicken restaurants. The consumer sample determination was structured in 3 sub-districts in Marisa District. The selected sub-districts were Palopo, Teratai. and North Marisa, Determining the number of samples using the Slovin formula, the result was a sample size of 98 people. Data collection techniques include observation, interviews and documentation. The data collected were primary and secondary data. The analysis used descriptive analysis and Chi-Square analysis expressed in the formula:

$$\chi^2 = \sum_{i=1}^K \frac{(f_o - f_e)^2}{f_e}$$

RESULT AND DISCUSSIONS

Consumer preference in Geprek chicken

1. Price

The price of fried chicken is certainly a consideration for respondents when buying fried chicken. Price is the part that influences consumers in their decision to purchase fried chicken. The price of fried chicken varies from IDR 13,000 – IDR 15,000, the purchase price for fried chicken is presented in Table 1.

Table 1. Respondents' Preferences Regarding Price

Statement	4		3		2		1		Score
	Freq	%	Freq	%	Freq	%	Freq	%	
Price as a consideration	30	31	64	65	4	4	0	0	328
Price is the same as others	19	19	76	70	3	3	0	0	310
Price is cheaper than others	32	33	66	67	0	0	0	0	326
Price is the same as others	26	27	61	62	11	11	0	0	309
Total									1263
Average									316

Source: Primay data

The price attribute has an average score of 316 which considered good. Respondents preferred buying fried chicken when the price was cheaper than other processed fried chicken with the highest score. The cheaper price of fried chicken preferred by respondents because it shows that the fried chicken were easy for consumers to afford. This is in accordance with the opinion of Andriyanty & Wahab (2019) that price is a number of values exchanged by consumers

for the benefits of owning or using a product or service whose value is determined by the seller or buyer through a bargaining process.

2. Taste

The taste of fried chicken is one of the respondents' considerations when buying fried chicken. The taste of geprek chicken that respondents liked was the taste according to taste, the taste of spices, the spicy taste and the salty taste. Consumer preferences according to the taste of fried chicken can be seen in Table 2

Table 2 Respondents' Preferences for the Taste of Geprek Chicken

Statement	4		3		2		1		Score
	Freq	%	Freq	%	Freq	%	Freq	%	
According to taste	32	33	51	52	15	15	0	0	311
Spice taste	27	28	60	61	11	11	0	0	310
Spicy taste	21	21	59	60	18	10	0	0	397
Salty taste	1	1	22	21	72	73	0	0	217
Total									1135
Average									283

Source: Primary Data

Preferences with the taste attribute have an average score of 283, which classified as good. Respondents at the research location preferred to eat fried chicken according to their taste and obtained the highest score of 311. This is in accordance with the opinion of Mujiono (2018) who stated that superior taste according to needs can fulfill consumers' hopes or expectations.

3. Shape

Shape is one of the respondents' considerations when buying fried chicken. The shapes of fried chicken that respondents prefer consisted of several shape, i.e. breast, thigh, thigh breast, and wing. Shape preference with an average score of 320 in the good category. Respondents chose the shape of the fried chicken thigh with the highest score of 332. The reason many respondents chose the shape of the thigh was because the size of the thigh meat was larger than the bone. Geprek chicken thighs have more meat than chicken breasts, so consumers choose geprek chicken as the main ingredient. (Andriyanty & Wahab, 2019)

Table 3. Respondents' Preferences for the Shape of Geprek Chicken

Statement	4		3		2		1		Score
	Frek	%	Frek	%	Frek	%	Frek	%	
Chest shape	24	25	62	63	12	12	0	0	306
Thigh shape	19	40	58	59	1	1	0	0	332
Chest and thigh shae	31	32	63	64	4	4	0	0	321
Wing shape	32	33	62	63	4	4	0	0	323
Total									1281
Average									320

Source: Primary Data

4. Texture

The texture of the fried chicken is a consideration for respondents when buying fried chicken. The texture of fried chicken that respondents like consisted of several textures, i.e.: crispy soft, crispy dry, crispy but not soft, and not crispy but soft. Preference for texture has an average score of 284 in the good category. Respondents prefer the soft, crispy texture attribute of geprek chicken with the highest total score of 316. This is in accordance with the opinion of Erinda & Kumadji (2022) which states that the deliciousness of fried chicken meat with texture, the tender crisp allows the chicken meat to remain soft and tender, so this combination creates a taste that consumers like.

Table 4. Respondents' Preferences for Geprek Chicken Texture

Statement	4		3		2		1		Score
	Freq	%	Freq	%	Freq	%	Freq	%	
Texture crispy, soft	38	29	44	45	16	16	0	0	316
Texture crispy, dry	27	28	59	60	11	11	1	1	308
Texture crispy not soft	13	13	44	45	34	35	7	7	259
Texture not crispy but soft	9	9	47	45	36	36	7	7	254
Total									1137
Average									284

Source: Primary Data

5. Presentation

The presentation of geprek chicken preferred by respondents includes clean, hygienic, attractive, complete package, and presentation of portion sizes according to price. Consumer preferences according to the presentation of fried chicken can be seen in Table 5

Table 5. Respondents' Preferences for Serving Geprek Chicken

Statement	4		3		2		1		Score
	Freq	%	Freq	%	Freq	%	Freq	%	
Clean and hygienic	36	37	60	61	2	2	0	0	328
Attractive and neat	32	33	59	60	7	7	7	7	320
Complete geprek chicken	28	29	70	71	0	0	0	0	322
Serving portion size	19	19	62	63	17	0	0	0	296
Total									1266
Average									317

Source: Primary Data

Table 5 shows that the average score was 317 in the good category. Respondents preferred serving geprek chicken that was clean and hygienic with a total score of 328. This is in accordance with the opinion of Syafirah, et al, (2017) that each consumer in determining food choices has several criteria, namely, a clean place, taste according to taste and many other consumers visit.

6. Chi Square Analysis

Respondents' preferences in consuming fried chicken can be known through respondents who choose the attributes of the fried chicken under study, such as the attributes of price, taste, shape, texture and presentation. From the results of the Chi Square analysis, it can be seen that the respondents' preferences for fried chicken can be shown in Table 6.

Table 6. Chi Square analysis results

No	Attribute	X ² count	Df	X ² table	Description
1	Price	86	3	7,815	Different
2	Taste	72	3	7,815	Different
3	Shape	97	3	7,815	Different
4	Texture	40	3	7,815	Different
5	Presentation	76	3	7,815	Different

Source: Primary Data

All the attributes observed were different, meaning that they have differences in preferences for fried chicken, because not all respondents in this study chose the same attributes, this will give rise to differences in consumer preferences. Product characteristics include taste, color, aroma, texture and packaging, then Simaora explained product attributes including price, brand, quality, price features, taste, texture and design style. Consumer preferences show different consumer preferences for the various product choices available. (Pratama, et al, 2018).

Factors Affecting Consumer Preferences

1. Location

The availability of the location or place of the geprek chicken business greatly influences respondents in making purchases. If the food is not available at the location, it will affect the purchasing decision. The reasons consumers have for the unavailability of geprek chicken at the location are presented in Table 7.

Table 7. Location of Geprek Chicken Respondents

Statement	4		3		2		1		Score
	Freq	%	Freq	%	Freq	%	Freq	%	
Close to the city	32	33	59	60	7	7	0	0	319
Close to home	18	18	52	53	28	29	0	0	284
Close to the crowd	30	31	64	65	4	4	0	0	320
Has a large parking area	30	31	67	68	1	1	0	0	323
Easy to reach	21	22	59	60	18	18	0	0	297
Comfortable	32	33	65	66	1	0	0	0	323
Safe	17	17	81	83	0	0	0	0	311
Total									2170
Average									310

Source: Primary Data

Respondents considered the location of geprek chicken with an average score of 310, categorized as good based on the continuum line. This is in accordance with Rizal's opinion (2019) that location greatly influences consumer decision making to buy a food. Before a group/person decides on food, they will also consider better quality goods and a convenient and affordable location for purchasing.

Ayam Geprek Information Information greatly influences consumers in determining the choice of a product or service to be consumed in this case ayam geprek. Table 8 Respondents Based on Ayam Geprek Information

2. Geprek Chicken Information

Information Information greatly influences consumers in determining the choice of a product or service to be consumed in this case ayam geprek.

Table 8. Respondents Based on Geprek Chicken Information

Statement	4		3		2		1		Score
	Freq	%	Freq	%	Freq	%	Freq	%	
Information from friends	38	19	55	56	5	5	0	0	322
Family information	14	14	60	61	24	25	0	0	384
Print media	8	8	25	26	63	64	2	2	235
Audsiol media	3	3	16	16	76	78	3	3	215
Social media	0	8	24	25	60	61	6	6	230
Audiovisual media	0	0	10	10	8	81	8	9	198
Total									1484
Average									247

Source: Primary Data

The information on geprek chicken obtained by respondents was an average score of 247, information from friends obtained a high score of 322. The amount of information owned by respondents will affect the amount of geprek chicken sales. This is in accordance with the opinion of Subiantoro (2016) stated that information is a medium of notification to consumers because information has an influence on product and service decision making.

3. Purchase Decision

Purchase decisions greatly influence consumers in making decisions to buy geprek chicken. A consumer usually pays attention to decisions before buying geprek chicken, namely: father, mother, child and joint decisions. Decisions according to consumers are presented in Table 9.

Table 9. Purchase Decision for Geprek Chicken

Statement	4		3		2		1		Score
	Freq	%	Freq	%	Freq	%	Freq	%	
Own decision	17	17	29	30	49	49	4	5	255
Mother's decision	9	9	56	57	0	0	3	0	267
Father's decision	10	10	25	26	61	61	3	3	238
Child's decision	0	0	20	20	72	72	7	0	209
Joint decision	16	16	70	70	13	13	0	0	298
Total									1267
Average									253

Source: Primary Data

Table 9 shows that the average score was 253. Joint decision considerations in buying geprek chicken obtained the highest score compared to individual decisions. This is in accordance with Subiantoro's (2016) that recommendations in purchasing food can influence joint consumer decisions in determining the desired product or service.

4. Purchase Time

Consumer purchases can be viewed as a problem-solving activity, and there are three types of situations. These types of situations are routine response behavior, Limited problem solving and Problem solving. Purchase time will affect respondents in determining the food consumed, as seen in Table 10

Table 10. Purchase Time for Geprek Chicken

Statement	4		3		2		1		Score
	Freq	%	Freq	%	Freq	%	Freq	%	
As planned	31	32	55	56	11	11	1	1	312
Not scheduled	28	28	38	39	30	31	2	2	288
Depends on the situation	33	3	6	6	82	84	7	7	202
Suddenly want to buy	00	0	5	3	90	92	3	0	198
Total									999
Average									250

Source: Primary Data

Table 10 shows that some respondents obtained an average score of 250, this was categorized as good. Purchase of chicken according to plan gets the first rank in consideration of the time respondents buy geprek chicken in the good category based on the continuum line. This shows that some people in buying a product or service plan in advance the product they buy. (Subiantoro, 2016)

5. Availability of Geprek chicken

The availability of geprek chicken in a place will greatly affect respondents in making purchases. If food is not available in a place, it will affect consumers in making purchases.

Table 11. Chicken Availability

Statement	4		3		2		1		Score	
	Freq	%	Freq	%	Freq	%	Freq			%
Always available	3	6	17	57	65	65	12	12	211	
Looking for another place	9	9	56	28	31	31	3	3	267	
Not looking for another place	8	9	27	21	61	61	3	3	236	
Replacing similar food	0	0	20	71	72	72	7	7	209	
Replacing non-similar food	20	20	70	71	8	8	0	0	306	
Total									1239	
Average									246	

Source: Primary Data

The availability factor of geprek chicken has an average score of 246. If the availability runs out, respondents will choose to replace food other than geprek chicken with a score of 306. This is in accordance with Rizal's opinion (2019) that the availability of alternative options for consumers in choosing food when the desired food runs out will look for other food alternatives that they will consume.

CONCLUSION

All consumer preference variables were different, meaning that they have differences in preferences for geprek chicken. The highest preference was chicken shape and the lowest preference was taste. The factors that influence consumer preferences show a good category, including location, information, purchasing decisions, time, and availability of geprek chicken.

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