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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:

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

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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