

**FAKTOR-FAKTOR YANG MEMPENGARUHI TINGKAT
PENGELUARAN DAGING AYAM BROILER PADA
MAHASISWA FAKULTAS PETERNAKAN
UNIVERSITAS GADJAH MADA**

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INTISARI

Penelitian ini bertujuan untuk mengidentifikasi karakteristik mahasiswa dalam mengkonsumsi daging ayam broiler dan menganalisis faktor-faktor yang mempengaruhi pengeluaran daging ayam broiler. Penelitian dilakukan pada bulan September sampai dengan Oktober 2019. Penetapan sampel berdasarkan jumlah populasi mahasiswa yang sudah mengambil mata kuliah Dasar Ilmu dan Teknologi Daging sebanyak 100 sampel secara *Convenience*/ mudah dijumpai. Faktor-faktor yang mempengaruhi pengeluaran daging ayam broiler dianalisis menggunakan Regresi Linear Berganda. Hasil penelitian menunjukkan bahwa total konsumsi daging ayam broiler pada mahasiswa Fakultas Peternakan UGM sebesar 5,41 kg/bulan. Frekuensi pembelian 6,05/bulan, rerata uang saku mahasiswa Rp. 1.128.800,00/bulan, dan mahasiswa memilih bagian dada dibandingkan bagian yang lain. Variabel bebas tingkat konsumsi dan total pengeluaran barang substitusi berpengaruh positif dan sangat signifikan ($P < 0,01$) terhadap tingkat pengeluaran daging ayam broiler, sedangkan uang saku berpengaruh positif dan signifikan ($P < 0,05$) terhadap tingkat pengeluaran daging ayam broiler. Untuk meningkatkan pemahaman manfaat dan konsumsi daging ayam broiler, perlu dilakukan sosialisasi mengenai pentingnya konsumsi daging ayam broiler secara berlanjut.

Kata kunci: Tingkat konsumsi, Daging Ayam Broiler, Mahasiswa Fakultas Peternakan

**FACTORS AFFECTING THE LEVEL OF BROILER CHICKEN
MEASURING IN THE COLLEGE STUDENTS OF
ANIMAL SCIENCE FACULTY OF
UNIVERSITAS GADJAH MADA**

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ABSTRACT

This study aims to identify the characteristics of students in consuming broiler chicken meat to analyze the factors that influence the expenditure of broiler chicken meat. The study was conducted in September to October 2019. Determination of the sample is based on the total population of students who have taken the Basic Meat Science and Technology course as many as 100 samples in Convenience. Factors affecting the expenditure of broiler chicken meat were analyzed using Multiple Linear Regression. The results showed that the total consumption of broiler chicken meat in UGM Faculty of Animal Husbandry students was 5.41 kg / month. Frequency of purchase 6.05 / month, the average student allowance of Rp. 1,128,800.00 / month, and students choose the chest compared to the other parts. The independent variable level of consumption and total expenditure on substitute goods have a positive and very significant effect ($P < 0.01$) on the level of expenditure of broiler chicken meat, while pocket money has a positive and significant effect ($P < 0.05$) on the level of expenditure of broiler chicken meat. To increase understanding of the benefits and consumption of broiler chicken meat, it is necessary to conduct socialization on the importance of continuing consumption of broiler chicken meat.

Keywords: Payment rates, Broiler Chicken Meat, student college Faculty of Animal Science UGM.