

**FAKTOR-FAKTOR YANG MEMPENGARUHI PENGELUARAN  
KONSUMSI PRODUK OLAHAN DAGING SAPI PADA  
MAHASISWA UNIVERSITAS GADJAH MADA**

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**INTISARI**

Penelitian ini bertujuan untuk mengetahui karakteristik responden dan faktor-faktor yang mempengaruhi pengeluaran konsumsi produk olahan daging sapi pada mahasiswa Universitas Gadjah Mada. Materi adalah mahasiswa aktif program sarjana (S1) Universitas Gadjah Mada dengan jumlah sampel 100 responden terdiri dari laki-laki 57 orang dan perempuan 43 orang. Pengambilan data dengan metode survey melalui wawancara dibantu kuesioner. Analisis data dilakukan secara deskriptif dan kuantitatif menggunakan analisis regresi berganda. Hasil penelitian secara deskriptif pendapatan/uang saku mahasiswa ugm berkisar antara Rp200.000,00 sampai Rp6.000.000,00/bulan dengan rata-rata Rp1.375.500,00/bulan. Harga rata-rata produk olahan daging sapi berkisar antara Rp4.500,00 sampai Rp110.000,00/sekali makan dengan rata-rata Rp19.066,00/sekali makan. Harga rata-rata produk olahan daging ayam berkisar antara Rp4.500,00 sampai Rp17.500,70/sekali makan dengan rata-rata Rp9.050,50/sekali makan. Jarak dari rumah ke penjual makanan berkisar antara 10 m sampai 12.000 m dengan rata-rata 1.601 m. Jenis kelamin menggunakan skala dummy yaitu 1=laki-laki dan 0=perempuan. Produk olahan daging sapi yang paling banyak dikonsumsi mahasiswa UGM adalah bakso (83%) sedangkan produk olahan daging ayam adalah ayam geprek (85%). Pengeluaran konsumsi produk olahan daging sapi mahasiswa laki-laki (Rp223.307,02/bulan) lebih tinggi daripada mahasiswa mahasiswa perempuan (Rp210.720,93/bulan). Hasil analisis regresi linier berganda menunjukkan bahwa pendapatan/uang saku, harga rata-rata produk olahan daging sapi, harga rata-rata produk olahan daging ayam, jarak dari rumah ke penjual makanan, dan jenis kelamin secara simultan berpengaruh signifikan ( $P < 0,05$ ) terhadap pengeluaran konsumsi produk olahan daging sapi dengan adjusted  $R^2$  sebesar 0,389. Secara parsial pendapatan/uang saku dan harga rata-rata produk olahan daging sapi berpengaruh positif dan signifikan terhadap pengeluaran konsumsi produk olahan daging sapi ( $P < 0,05$ ).

Kata kunci: (Pengeluaran konsumsi, Produk olahan daging sapi, Mahasiswa Universitas Gadjah Mada).

**FACTORS AFFECTING THE CONSUMPTION EXPENDITURE  
OF BEEF PRODUCTS PROCESSED OF STUDENTS  
AT UNIVERSITAS GADJAH MADA**

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**ABSTRACT**

The aim of this study was to identify the characteristics of respondents and factors that affected the consumption expenditure of beef products processed of students at Universitas Gadjah Mada. Respondents in this study were active students of the undergraduate program (S1) Universitas Gadjah Mada with a total sample of 100 respondents consisting of 57 male and 43 female. The data collection was conducted by survey with direct interview assist with questionnaire. Multiple linier regression analysis was adopted to analyze descriptive and quantitative data. The result of analysis descriptive showed that UGM student income was between Rp200,000.00 to Rp6,000,000.00/month with average Rp1,375,500.00/month. The price of beef products processed was between Rp4,500.00 to Rp110,000.00/meal with average Rp19,066.00/meal. Average price of chicken products processed was between Rp4,500.00 to Rp17,500.70/meal with average Rp9,050.50/meal. Distance from the home to the food seller was between 10 meters to 12,000 meters with average 1,601 meters. Gender variabel used a dummy scale which was 1 (male) and 0 (female). The most consumed of beef product processed for UGM student was meatball (83%) and chicken product processed was geprek chicken (85%). The expenditure on consumption of processed beef products for male students (Rp223,307.02/month) was higher than that of female students (Rp210,720.93/month). The results of multiple linear regression analysis showed that income, the average price of processed beef products, the average price of processed chicken products, the distance from the home to the food seller, and gender simultaneously had a significant effect ( $P < 0.05$ ) on consumption expenditure for beef products processed with an adjusted  $R^2$  0.389. Partially, the income and average price of processed beef products had a positive and significant effect on consumption expenditure for beef products processed ( $P < 0.05$ ).

**Keywords :** (Consumption expenditure, Beef products processed, Universitas Gadjah Mada student)