



INTISARI

Konsumen membeli dan mengonsumsi daging ayam untuk memenuhi kebutuhan protein hewani. Pada bulan Maret 2020, dampak pandemi COVID-19 mulai terasa di Indonesia, termasuk Kabupaten Sleman yang menyebabkan perubahan kondisi sosial dan ekonomi yang dapat berpengaruh terhadap perilaku konsumen dalam membeli daging ayam. Terdapat dua jenis daging ayam, yaitu daging ayam ras pedaging dan ayam buras sehingga konsumen memiliki preferensi terhadap kedua jenis daging ayam tersebut. Tujuan penelitian ini adalah 1) mengetahui faktor-faktor yang mempengaruhi preferensi konsumen terhadap daging ayam; 2) mengetahui preferensi konsumen terhadap atribut daging ayam; 3) mengetahui faktor utama penentu pembelian daging ayam ayam ras pedaging; dan 4) mengetahui faktor utama penentu pembelian daging ayam buras. Lokasi penelitian di Kabupaten Sleman dari April sampai Mei 2020. Data primer dikumpulkan melalui kuesioner elektronik dari 100 responden yang dipilih secara acak. Metode analisis yang digunakan adalah statistik deskriptif, analisis regresi logistik biner, multiatribut Fishbein, dan analisis faktor. Hasil penelitian menunjukkan bahwa 1) konsumen dengan pendapatan tinggi, membeli karena tekstur daging dan kandungan lemak lebih memilih daging ayam buras; 2) tiga atribut utama pada daging ayam ras pedaging adalah aroma, kesegaran, dan warna daging ayam, sedangkan pada daging ayam buras adalah kesegaran, aroma, dan status halal; 3) faktor utama penentu pembelian daging ayam ras pedaging yaitu faktor keamanan pangan; 4) faktor utama penentu pembelian daging ayam buras adalah faktor kualitas; dan 5) lokasi dan jumlah pembelian daging ayam berubah saat pandemi COVID-19.

Kata Kunci: Analisis faktor, Daging ayam, Multiatribut Fishbein, Preferensi konsumen, Regresi logistik biner



ABSTRACT

Consumers purchase chicken meat to fulfill their animal protein needs. In March 2020, the impact of the COVID-19 pandemic began to be felt in Indonesia, including Sleman Regency which caused changes in social and economic conditions that could affect consumer behavior in purchasing chicken meat. There are two types of chicken meat, namely broilers and free-range chicken so that consumers have a preference for both types of chicken meat. The aims of this study were 1) to find out the factors affecting consumer preferences for chicken meat; 2) to determine consumer preferences for attributes of chicken meat; 3) to know the main factor of broiler chicken meat purchase; and 4) to know the main factor of free-range chicken meat purchase. Primary data collected through an electronic questioner with 100 respondent chosen by random sampling in Sleman Regency from April to May 2020. The analysis method used is descriptive statistics, binary logistic regression analysis, Fishbein multi-attribute, and factor analysis. The results showed that 1) consumers with high income, bought because the texture of the meat and the fat content preferred free-range chicken meat; 2) the three main attributes of broilers are aroma, freshness, and meat color, while three main attributes of free-range chicken meat are freshness, aroma, and halal status; 3) the main factor of broiler chicken meat purchase is food safety factor; 4) the main factor of free-range chicken meat purchase is quality factor; and 5) the location and quantity of chicken meat purchases changed during the COVID-19 pandemic.

Keywords: Binary logistic regression, Chicken meat, Consumer preference, Factor analysis, Fishbein multi-attribute