



The Influence of Price and Quality of Broiler Chicken on Consumer Purchase Decisions at the Mattirowalie Traditional Market, Barru Regency

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Abstract. Consumers in making purchases always consider matters related to the price and quality of a product to be purchased, some people do not prioritize quality over price but some other people make quality a consideration in purchasing broiler meat. This study aims to determine the effect of price and quality of broiler chicken on consumer purchasing decisions at Mattirowalie market. This research was conducted at Mattirowalie market, Barru Regency, South Sulawesi in March-April 2024. This study uses quantitative data obtained from observations of distributing questionnaires with 100 respondents, the data were analyzed using multiple linear regression with the help of SPSS version 26. The results showed that the results of multiple linear regression analysis of price variables had a negative or reciprocal effect and the quality of broiler chicken had a positive or unidirectional effect on consumer purchasing decisions. Partially shows that the price and quality of broiler chickens have a significant effect on consumer purchasing decisions while simultaneously the price and quality of broiler chickens together have a significant effect on consumer purchasing decisions. The coefficient of determination of the price and quality of broiler chicken is 56% on consumer purchasing decisions in the Mattirowalie market while the remaining 44% is influenced by other factors outside of the study.

Keywords: Price, Quality, Broiler Chicken, Purchase Decision

1. INTRODUCTION

Livestock business in national development is very important in building the overall economy of the community. Animal husbandry is one of the agricultural subsectors that plays an important role in fulfilling the need for animal protein. This is in line with population growth, education levels, public awareness of nutrition and food substances, especially protein, and the increasing ability of the community to utilize animal products that underlie the development of the livestock sector to become a source of growth that has an impact on increasing the income of farmers. The development of livestock businesses in Indonesia is currently increasingly high in market demand. In fact, there are promising prospects in the livestock business, besides that, people also need food that is rich in animal protein, one of which is chicken meat produced from broilers.

The need for animal protein in Indonesia continues to grow every year until now. In 2021 the broiler population in Barru Regency reached 2,286,816 heads (Central Bureau of Statistics, 2022). The production rate of chicken meat in Indonesia in 2020 in Indonesia reached 3.27 million tons and in 2021 it increased to 3.42 million tons, for Barru Regency in 2020 it reached 263,203 tons of broiler meat production and in 2021 it increased to 409,555 tons, especially the largest broiler meat production is in Barru District in the

latest data it is known that the number of broiler chickens slaughtered reached 212,969 tons (Badan Pusat Statistik, 2022). The population of Barru District reached 186,910 people, indicating that the people of Indonesia, especially Barru District, are fond of chicken meat to fulfill animal protein.

A problem that is a dilemma for farmers and difficult to solve by farmers is the market aspect and the provision of production facilities that are not balanced with the selling price, so that it can make farmers afraid to take the risk of developing broiler farming on a large scale, so it is necessary to develop the broiler population (Salam et al., 2006). Purchasing decisions are influenced by the ability of the farm business to attract buyers, and besides that, it is also influenced by factors outside the company. The purchasing decision-making process in everyone is basically the same, but one of the decision-making processes in everyone consists of five stages, including need recognition, information search, alternative evaluation, purchase decisions, and behavior after the purchase itself (Ariyanto and Dharma, 2021). The term purchasing decision can be interpreted as consumer behavior which aims to determine the decision development process in purchasing the goods and services offered. Many factors are considered by consumers before deciding to buy a product. Factors that are taken into consideration in consumer purchasing decisions in sales include one of the factors of price and product quality.

The chicken farming business has a problem that is an obstacle for farmers, namely being afraid to take the risks faced to develop a broiler farming business, the risk referred to in this business is one of them is the risk of prices which are uncertain every day according to market prices, it is calculated at the beginning of breeding (DOC (Day Old Chick), feed, medicines in the process, besides the risk of quality of production where the company must pay attention to health to minimize high mortality rates and of course greatly affect sales. Another factor that can influence purchasing decisions is price. Prices that are affordable and in accordance with the quality or quality of the products offered are an important consideration for consumers. Price is the amount of money spent to get a product or service agreed upon and agreed upon between the seller and the buyer. The application of prices that suit consumers will increase consumer purchases which will lead to company revenue.

The broiler farming business is carried out in the Mattirowalie traditional market located in Barru Regency which is one of the markets visited by many consumers because of its strategic location in the middle of the Barru city center, thus becoming a business

opportunity for traders, consumers in making purchasing decisions always consider matters related to the price and quality of a product to be purchased, some people do not attach importance to quality compared to price but some other people make quality a consideration in purchasing broiler chicken meat. The purpose of this study was to determine the effect of price and quality of broiler chicken on consumer purchasing decisions at Mattirowalie traditional market, Barru Regency.

What is the purpose of the study? Why are you conducting the study? The main section of an article should begin with an introductory section that provides detailed information about the paper's purpose, motivation, research methods, and findings. The introduction should be written in relatively nontechnical language, yet clear enough for an informed reader to understand the manuscript's contribution.

2. LITERATURE REVIEW

Broiler chickens are livestock products that have an important role as meat producers in Indonesia to support the availability of animal protein. Broiler chickens are favored by many people for their meat. The advantages of broilers include very fast growth with high body weight in a relatively short time, small feed conversion, ready to be slaughtered at a young age and produce soft fibrous meat quality (Subowo and Saputra, 2019).

Broiler chickens and local chickens are one of the sources of chicken meat in Indonesia. People prefer to consume chicken meat because the price of meat is relatively affordable, does not require a long time in processing, broiler chickens are the most economical livestock when compared to other livestock, the increase / production of meat in a relatively fast and short 4-5 weeks of meat production can already be marketed or consumed. The high market demand for chicken meat is directly proportional to the increase in chicken production (Susanto, 2014).

The reason people consume chicken meat is because it has high nutritional content, soft texture and relatively cheap price. Children and adults can consume chicken meat because chicken meat has a soft and smooth texture and contains protein, fat, minerals and calories (Rahmat, 2018). Chicken meat consumption in Indonesia in 2018-2021 continues to increase with the average broiler meat consumption reaching 5.57 kg/capita/year.

According to Setiadi (2003), purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of

them. The result of this integration process is a choice that is presented cognitively as a desire to behave. According to Basu et al. (2014), a purchase decision is a buyer to make a decision whether to buy or not. If it is considered that the decision taken is to buy, then the buyer will encounter a series of decisions regarding the type of product, product form, brand, seller, quantity, purchase time and payment method. According to (Kotler and Keller in Wahyudi, 2021) purchasing decisions are influenced by basic psychology which plays an important role in understanding how consumers make their purchasing decisions. From the above explanation, it can be concluded that a purchase decision is to buy the most preferred brand from two or more alternative choices.

Price is often the main consideration for consumers before deciding to buy a product. The value of money that must be paid by consumers to the seller for the goods or services they buy. In other words, price is the value of an item determined by the seller. Some also say that the definition of price is the amount of money charged to consumers to benefit from a product (goods / services) purchased from a seller or manufacturer. According to Kotler and Armstrong (2013), the definition of price is the amount of money charged for a product (goods or services), or the amount of value that consumers must pay in order to benefit from the product. Meanwhile, according to Kotler (2013), the definition of price is the amount of money charged to a product or service. This means that price is the amount of value that consumers must pay in order to own or benefit from a product or service.

According to Kotler (2009), quality is defined as the overall characteristics and properties of goods and services that affect the ability to meet stated and implied needs. According to Kotler and Armstrong (2013), quality is a characteristic of the product in its ability to meet specified and definite needs. According to Garvin and Timpe (2011), quality is the advantage possessed by the product. Quality in the view of consumers is what has quality in the view of the manufacturer when issuing a product, commonly known as actual quality.

3. METHODS

This research was conducted in Mattirowalie Market, Barru Regency, South Sulawesi. This research was conducted in March-April 2024.

Research instruments are tools used by researchers in collecting data. The instruments used in this study are pens, cellphones, and questionnaires as equipment used

to obtain the data and information needed. The scale used in this study is a Likert scale. According to Churchill (2005), the Likert scale is one of the most frequently used attitude measurement techniques in marketing research. Respondents choose the answers that have been provided on a Likert scale of 1-5, namely:

- a. Strongly Disagree (SD)
- b. Disagree (D)
- c. Less Agree (LA)
- d. Agree (A)
- e. Strongly Agree (SA)

The data collection methods used in this study are:

a. Observation

According to Sujarweni in Harwandi (2019), observation is the systematic observation and recording of symptoms that appear on the object of research. In this study, observation was carried out by directly visiting the research location, namely the Mattirowalie traditional market, Barru District to obtain data and information regarding respondent data, data related to the effect of price and quality of broiler chickens on consumer purchasing decisions in the Mattirowalie traditional market.

b. Questionnaire

According to Widiaworo (2019), a questionnaire is a research instrument in the form of a list of questions or statements in writing that must be answered or filled in by the respondent in accordance with the instructions for filling it out. The questionnaire used in this study uses a closed questionnaire where the answers are predetermined. In this study, the respondents will be consumers who buy broiler chickens at the Mattirowalie traditional market. This research uses a questionnaire as a list of statements given to consumers in the Mattirowalie traditional market.

This data analysis is a stage after data from all respondents and other sources have been collected. Then, the data is processed into information so that it is easy to understand and can find conclusions. The data analysis technique was carried out with the help of the SPSS 26 (Statistical Package for the Social Sciences) computer program.

The classical assumption test is carried out to determine the condition of the data which then determines the appropriate analysis model. The classical assumption tests used in this study are normality test, linearity test and heteroscedacity test. Hypothesis testing was carried out using multiple linear regression analysis, which is an analysis to measure the magnitude of the influence between two or more independent variables on

one dependent variable and predict the dependent variable using the independent variable, and predict the value of the dependent variable using the independent variable.

4. RESULTS

1. Price (X1)

The results of consumer responses in the Mattirowalie market on the price variable can be explained in Table 1 below:

Table 1 Price Variable Questionnaire Score (X1)

Items	SA		A		LA		D		SD		Total F	Total %
	F	%	F	%	F	%	F	%	F	%	100	100
X1.1	37	37	59	59	4	4	0	0	0	0	100	100
X1.2	43	43	54	54	2	2	1	1	0	0	100	100
X1.3	51	51	45	45	3	3	1	1	0	0	100	100
X1.4	27	27	69	69	4	4	0	0	0	0	100	100
X1.5	17	17	72	72	9	9	2	2	0	0	100	100

Source: Primary data after processing, 2024

Based on Table 1 frequency test, it can be seen that the respondent's answer data from the questionnaire displays 5 statement items regarding the Price variable (X1), the respondent's answer with the highest score of 51 or 51% is on statement item X1.3 with a strongly agreed statement. Item X1.3 is a statement that reads “The price of broiler chicken set at the Mattirowalie market provides satisfaction for consumers”, this shows that consumers will choose to shop at the Mattirowalie market because it provides broiler chicken products at a price set according to consumer satisfaction.

2. Broiler Chicken Quality (X2)

The results of consumer responses in the Mattirowalie market on the broiler chicken quality variable can be explained in Table 2 below:

Table 2 Broiler Quality Variable Questionnaire Score (X2)

Items	SA		A		LA		D		SD		Total F	Total %
	F	%	F	%	F	%	F	%	F	%	100	100
X2.1	36	36	58	58	5	5	1	1	0	0	100	100
X2.2	42	42	53	53	5	5	0	0	0	0	100	100
X2.3	65	65	33	33	2	2	0	0	0	0	100	100
X2.4	34	34	61	61	5	5	0	0	0	0	100	100
X2.5	39	39	57	57	4	4	0	0	0	0	100	100

X2.6	49	49	51	51	0	0	0	0	0	0	100	100
X2.7	34	34	40	40	21	21	5	5	0	0	100	100
X2.8	59	59	40	40	1	1	0	0	0	0	100	100

Source: Primary data after processing, 2024

Based on Table 2 frequency test, it can be seen that the respondent's answer data from the questionnaire displays 8 statement items regarding the broiler chicken quality variable (X2), the respondent's answer with the highest score of 65 or 65% is on the X2.3 statement item with a strongly agreed statement. Item X2.3 is a statement that reads “The quality of broiler meat in the Mattirowalie market does not use preservatives” broiler chicken products in the Mattirowalie market do not use preservatives according to consumer desires ”, this shows that consumers will choose to shop at the Mattirowalie market because it provides broiler chicken products without preservatives.

3. Purchase Decision

The results of consumer responses in the Mattirowalie market on the broiler purchasing decision variable can be explained in Table 3 below:

Table 3 Purchase Decision Variable Questionnaire Score (Y)

Items	SA		A		LA		D		SD		Total	Total
	F	%	F	%	F	%	F	%	F	%	F	%
Y1	40	40	60	60	0	0	0	0	0	0	100	100
Y2	52	52	46	46	2	2	0	0	0	0	100	100
Y3	43	43	56	56	1	1	0	0	0	0	100	100
Y4	39	39	61	61	0	0	0	0	0	0	100	100
Y5	26	26	68	68	3	3	3	3	0	0	100	100

Source: Primary data after processing, 2024

Based on Table 3, it can be seen that the respondents' answers from the questionnaire by displaying 5 statement items regarding the purchasing decision variable (Y), the respondent's answer with the highest score of 52 or 52% was on the statement item Y2 “I made a purchase of broiler chicken because it was better than other chickens”. It can be concluded that broiler chickens are better than other chickens in the Mattirowalie Market because the prices are quite affordable so that many consumers are interested in buying broiler chickens, besides that consumers also feel that their needs are quite fulfilled with the products offered at the Mattirowalie market.

4. Multiple Linear Regression Test

Multiple linear regression analysis is a testing tool used to test hypotheses. This analysis is used to measure the strength of the relationship between the independent variable and the dependent variable, as well as to show the direction of the relationship between these variables.

Table 4 Multiple Linear Regression Test

Variables	Coefficient B	Standard Error
Constant	18.789	4.635
Price (X1)	-0.277	0.139
Broiler Quality (X2)	0.259	0.113

Table 4 shows the coefficient value B, which is the form of a regression equation that can be generated as follows:

$$Y = 18.759 - 0.277.X1 + 0.259.X2 + ei$$

Based on the results of the equation above, the value of the regression coefficient can be interpreted as follows:

- The constant coefficient is positive at 18.759 as a result of multiple linear regression, here the constant 18.759 means a positive effect. This means that when the better the price value and quality of broiler chickens provided, it will increase purchasing decisions.
- The price coefficient (X1) has a coefficient value of -0.277. This indicates that the price coefficient (X1) is negative (inversely proportional) to purchasing decisions (Y). If the price changes by 1%, the purchasing decision will increase by -0.277%. This means that the higher the price of broiler chicken, the lower the purchasing decision and vice versa, the lower the price of broiler chicken, the higher the purchasing decision.
- The coefficient of broiler quality (X2) is positive value of 0.259. This indicates that the variable price coefficient (X2) has a positive influence (unidirectional) on purchasing decisions (Y). If the quality of broiler chicken (X2) changes by 1%, the purchasing decision will increase by 0.259%. This means that the better the quality of broiler chicken, the higher the value of purchasing decisions.

5. DISCUSSION

1. The Effect of Price on Purchasing Decisions

Based on the test results in this study, it shows that the price variable (X1) shows a significant relationship between the price variable and purchasing decisions, it is known

that the significant value is 0.049 (t_{table} (1.984)), it can be concluded that partially it has a negative but significant effect on purchasing decisions partially. Where if the price increases, the purchasing decision for broiler chickens will decrease, and vice versa. This shows that the higher the price offered at the Mattirowalie market, the consumer will not make a purchase and if the quality does not match the price set by the seller, the consumer will not make a purchase. Where the price is indeed an important thing in making a purchase, that way the price influences consumer purchasing decisions. In accordance with the results of research by Supriyono et al. (2015), that price has a strong enough influence on purchasing decisions.

Mattirowalie Market is a market that provides livestock products, one of which is broiler chicken. At the time of the research, the price of chicken in Mattirowalie Market varied greatly, ranging from the lowest price of IDR 45,000 to the middle price of IDR 55,000. Price is the most important thing considered by consumers before making a purchase of a product and service in the hope that consumers will get a cheaper price, consumers hope that with a lower price, more consumers will buy the product. This is in accordance with the assessment of Rahmat (2018), that the cost is very much considered by buyers with the assumption that if the price offered is higher, it is almost certain that the buyer will not make a purchase.

Based on the frequency test table of statements regarding the price variable (X1), the respondent's answer with the highest score on the statement item X1.3 "the price of broiler chicken set at the Mattirowalie market provides satisfaction for consumers", while the statement with the lowest score is item X1.5 "consumers get a discount when buying a lot of broiler chicken at the Mattirowalie market". So it can be concluded that consumer purchasing decisions in the Mattirowalie market with prices that have been set are in accordance with consumer satisfaction. However, there are still consumers who do not agree that the price of broiler chickens set provides satisfaction, therefore the Mattirowalie market needs to consider pricing again in order to attract more consumers. Consumers are satisfied with broiler chicken products in accordance with consumer satisfaction where the price of broiler chicken is quite affordable but in accordance with consumer satisfaction. This is in accordance with what Hidayati (2018) stated, arguing that affordable prices, cheaper prices, price compatibility with product quality for consumers are factors in purchasing decisions.

2. The Effect of Broiler Chicken Quality on Purchasing Decisions

Based on the test results of broiler chicken quality (X2), it shows that there is a significant relationship between the broiler chicken quality variable and purchasing decisions, it is known that the sig value is 0.024 < t table (1.988), it can be concluded that partially the broiler chicken quality variable has a significant and positive influence on consumer purchasing decisions on broiler chicken products in the Mattirowalie market. This shows that the higher the quality of broiler chickens in the Mattirowalie market, the consumer purchasing decisions for broiler chicken products will increase. Consumers will pay attention to the quality of an item and product in purchasing goods and services. The poor quality of broiler meat will affect consumers in purchasing decisions and will move to another place to buy the same product with a different quality. This is in accordance with research by Hamka (2014), that the variable quality of goods affects purchasing choices. It can be concluded that from previous research and also from the tests carried out by the author that product quality is a variable that influences research decisions, although there are differences with previous research regarding how much influence product quality has on purchasing decisions. The better the product quality is perceived by consumers, the higher the level of purchasing decisions, so that it will have a positive impact on sales.

The chicken sold at the Mattirowalie market is a live chicken so that the quality of the chicken is maintained, the chicken will be cut on the spot when a consumer buys the chicken so that the quality of the chicken meat is still fresh, in this way it will attract and will gain the trust of consumers to make purchasing decisions because consumers believe that the chicken sold is chicken that has good quality without a mixture of preservatives and the chicken meat is also still fresh because it is not stored for a long time. consumer confidence is getting higher to buy broiler chicken at Mattirowalie Market because they see first hand how the chicken sales process is there.

Based on the frequency test table of the statement regarding the broiler chicken quality variable (X2), the respondent's answer with the highest score is in the statement X2.3 "The quality of broiler meat in the Mattirowalie market does not use preservatives" broiler chicken products in the Mattiowalie market do not use preservatives according to consumer desires ", this shows that consumers will choose to shop at the Mattirowalie market because it provides broiler chicken products without preservatives. While the respondent's answer with the lowest score is in the statement X2.7 "The quality of broiler chicken offered does not have a fishy odor as desired by consumers" and X2.4 "The quality of broiler chicken offered is in accordance with the weight of consumer needs", it

can be concluded that there are still many consumers who disagree with the statement that broiler chicken does not have a fishy odor and the weight of broiler chicken as desired is still not what consumers want. This shows that the variety, aroma, skin, weight and neatness of the meat sold at Puri market are in accordance with customer expectations. This is in accordance with the assessment of Widowati and Purwanto (2014), that the better the quality of the goods, the higher the likelihood of the product being purchased.

3. The Effect of Price and Quality of Broiler Chicken on Purchasing Decisions

The results of testing simultaneously together the variables of price and quality of broiler chicken have a significant effect on consumer purchasing decisions on broiler chicken products in the Mattirowalie market. Consumers will be interested in buying products offered by sellers in the Mattirowalie market if the pricing is diverse, affordable, and in accordance with the quality of the product, with this consumers adjust the price to the quality of broiler chicken. In addition, the price and quality of broiler chickens also affect consumer purchasing decisions, the quality of broiler chickens in the Mattirowalie market is said to be good because the chicken is cut on the spot when someone buys, so as to maintain the freshness of broiler chickens, of course the quality of broiler chickens offered can attract consumers in purchasing decisions on broiler chicken products in the Mattirowalie market. This is supported by research conducted by Hamka (2014), which shows that the price and quality of broiler chicken has a significant effect on purchasing decisions.

6. CONCLUSION

Based on the results of the research that has been carried out, the authors can conclude the following regarding the effect of price and quality of broiler chickens on consumer purchasing decisions at the Mattirowalie market:

1. Statistic testing in multiple linear regression variable price has a negative or inversely proportional effect on consumer purchasing decisions. While in multiple linear regression the broiler quality variable has a positive or unidirectional effect on consumer purchasing decisions, it can be concluded that in multiple linear regression the price (X1) has a negative or reciprocal effect and the quality of broiler chicken (X2) has a positive or unidirectional effect on consumer purchasing decisions (Y).

2. Partial statistical testing of the price variable has a negative and significant effect on consumer purchasing decisions, it can be concluded that partially there is a significant effect of price (X1) on consumer purchasing decisions (Y). Partially, the quality of broiler chickens has a positive and significant effect on purchasing decisions, it can be concluded that partially there is a significant effect of broiler chicken quality (X2) on purchasing decisions (Y).
3. Simultaneous statistical testing of price (X1) and broiler quality (X2) together have a significant and positive effect on purchasing decisions (Y) of consumers in the Mattirowalie market.
4. Statistical testing of the coefficient of determination of price (X1) and quality of broiler chicken (X2) on purchasing decisions (Y) of consumers in the Mattirowalie market by 56% while the remaining 44% is influenced by other factors outside of the study.

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