



ANALYSIS OF CONSUMER PREFERENCES FOR BROILER CHICKEN MEAT IN THE TRADITIONAL MARKET OF MAGELANG CITY

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Abstract. The increasing consumption of broiler chicken meat in society indicates a significant shift in consumption patterns. This highlights the importance of understanding the factors influencing consumer preferences for this product. The study aimed to analyze consumer preferences by identifying the most critical attributes of broiler chicken meat and the preferred attribute combinations in traditional markets of Magelang City. This research was conducted from December 2023 to January 2024 in conventional markets in Magelang City. The research location was chosen because Magelang City has five traditional markets, four of which sell broiler chicken meat, and the increasing broiler chicken production in the city in 2023. The study employed a survey method, with a non-probability sampling approach using accidental sampling, as determined through Lemeshow's formula. This formula was used to determine a representative sample size based on the desired confidence level and margin of error. The study involved 400 respondents whose characteristics were analyzed based on gender, age, occupation, income, number of family members, and food expenditure. The collected data included both primary and secondary data. Primary data were gathered through interviews and offline questionnaires, while secondary data were obtained from institutions such as BPS and relevant journals. The data were analyzed using descriptive analysis and Conjoint analysis. The results of the study showed that (1) consumers prefer broiler chicken meat priced at Rp32,000 – Rp35,000, with white skin color, meat weighing >1.8 kg, fresh condition, and carcasses cut into eight pieces; (2) the relative order of importance most considered by consumers in buying broiler chicken meat is color, form, price, size, and carcass cut size.

Keywords: Appearance, carcass, color, conjoint, size

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INTRODUCTION

Broiler chicken meat has become one of the most widely consumed types of meat in Indonesia. The popularity of broiler chicken meat is closely linked to its affordable price, abundant availability, and ease of processing. According to the Central Statistics Agency (BPS), the production of broiler

chicken meat in Indonesia increased from 3,884,799 tons in 2022 to 4,005,244.20 tons in 2023. As the production of chicken meat continues to rise, poultry farmers must increase production to meet market demand. The average per capita consumption of broiler chicken meat also increased from 7.15 kg/capita/year in 2022 to 7.45 kg/capita/year in 2023.

Consumers often consider traditional and modern markets when purchasing goods, driven by factors such as price. Several factors contribute to these decisions, including meat quality, price, cleanliness, and safety, as well as the seller and brand. (Priyambodo et al., 2020). As public awareness grows regarding the importance of consuming healthy and quality food, consumer trust and preferences for purchasing broiler chicken meat in traditional markets have become increasingly common. Some sellers in traditional markets still neglect cleanliness and health standards in handling and selling broiler chicken meat, such as failing to meet sanitation standards, not maintaining environmental cleanliness, and using food coloring. Additionally, adding food coloring to make the chicken meat appear more appealing to buyers is also an issue.

According to data from the Communication, Information, and Statistics Office of Magelang City, the production of broiler chicken meat increased from 5,314,626 kg in 2022 to 6,562,967 kilograms in 2023. This rising demand forces poultry farmers to meet consumer needs. The residents of Magelang City prefer buying from traditional markets due to the freshness of the meat, as they believe that freshness is the most critical factor when purchasing broiler chicken meat in these markets. (Mayulu et al., 2019).

Consumer preference is a choice between liking and disliking a product. One of the factors influencing consumer preferences when buying a product is price. The price of a product or service is a key determinant of market demand. (Anwar, 2015.). Additionally, the color of the chicken meat also affects consumer preferences. Color is a visual factor that influences food perception and significantly impacts consumer appetite. This leads consumers to choose chicken with a color that indicates freshness.

METHOD

The study was conducted using a survey method from December 2023 to January 2024 at the Rejowinangun Market, Gotong Royong Market, Cacaban Market, and Kebon Polo Market in Magelang City. The selection of these four markets was based on the fact that they are the only markets in Magelang City. There are five markets in Magelang City, but the other market does not sell food products. The sample of this study consisted of 400 individuals, specifically buyers of broiler chicken meat at these four markets. The sample was randomly selected based on the availability and willingness of respondents encountered at the research sites. Sampling was carried out using a Non-Probability Sampling method with Accidental Sampling, which is random sampling. (Etikan, 2017).

The data sources in this study were primary data collected through questionnaires and secondary data from literature reviews. Data analysis was conducted using descriptive analysis and Conjoint Analysis. Conjoint Analysis is a technique specifically used to understand consumer preferences or desires for a product or service by measuring the utility level and relative importance value of various attributes of a product. (Ben-Akiva, McFadden, & Train, 2019). This method involves formulating attributes and levels, designing stimuli, collecting data, and performing the Conjoint Analysis process. The Conjoint analysis model can be formulated as follows. (Agarwal, DeSarbo, Malhotra, & Rao, 2015):

$$U(x) = \sum_{i=1}^{mi} \times \sum_{j=1}^{kj} \beta_{ij} x_{ij}$$

Description:

$U(x)$ = Total utility
 kj = Level j of attribute i
 mi = Total number of attributes
 x_{ij} = Dummy variable for attribute i at level j (1 = level appears; 0 = level does not appear)
 β_{ij} = Part-worth or utility value of attribute i at level j

Table 1. Attributes and Levels of Broiler Chicken

No.	Attribute	Level
1.	Price	1. < Rp32.000 2. Rp32.000 – Rp35.000 3. > Rp35.000
2.	Color	1. White 2. Yellowish White 3. Yellow
3.	Size	1. < 1,3 kg 2. 1,3 kg – 1,8 kg 3. > 1,8 kg
4.	Form	1. Frozen 2. Fresh
5.	Carcass Size	1. Whole Carcass 2. Cut into 4 parts 3. Cut into 8 parts

Source: Primary Data of the Study, 2024

In designing the stimuli, the researcher used a full-profile approach and reduced the number of stimuli using a fractional factorial design. The possible stimuli that would be formed and their levels in this study are $3 \times 3 \times 3 \times 3 \times 2 = 162$ stimuli. This number of stimuli was considered impractical and would make it difficult for respondents to evaluate. Therefore, an orthogonal procedure in SPSS was applied to reduce the number of stimuli.

Table 2. Stimuli Design of Broiler Chicken

No.	Price	Color	Size	Form	Carcass Size	Card
1.	>Rp35,000	Yellow	<1,3 kg	Fresh	Cut into 8 parts	1
2.	Rp32,000 – Rp35,000	Yellowish White	<1,3 kg	Frozen	Cut into 4 parts	2
3.	<Rp32,000	Yellow	>1,8 kg	Fresh	Cut into 4 parts	3
4.	Rp32,000 – Rp35,000	White	1,3 kg – 1,8 kg	Fresh	Cut into 8 parts	4
5.	<Rp32,000	White	<1,3 kg	Fresh	Cut into 4 parts	5
6.	<Rp32,000	White	<1,3 kg	Frozen	Cut into 8 parts	6
7.	Rp32,000 – Rp35,000	White	>1,8 kg	Fresh	Whole Carcass	7
8.	<Rp32,000	Yellowish White	>1,8 kg	Frozen	Cut into 8 parts	8
9.	>Rp35,000	Yellowish White	<1,3 kg	Fresh	Whole Carcass	9
10.	>Rp35,000	White	1,3 kg – 1,8 kg	Frozen	Cut into 4 parts	10
11.	<Rp32,000	White	<1,3 kg	Frozen	Whole Carcass	11
12.	Rp32,000 – Rp35,000	Yellow	<1,3 kg	Frozen	Whole Carcass	12
13.	<Rp32,000	White	<1,3 kg	Fresh	Whole Carcass	13
14.	>Rp35,000	White	>1,8 kg	Frozen	Whole Carcass	14
15.	<Rp32,000	Yellowish White	1,3 kg – 1,8 kg	Fresh	Whole Carcass	15
16.	<Rp32,000	Yellow	1,3 kg – 1,8 kg	Frozen	Whole Carcass	16

Source: Primary Data of the Study, 2024

RESULT AND DISCUSSION

Respondent Characteristics

This study's respondents are household consumers who purchase broiler chicken meat for personal consumption and not for resale. Respondent characteristics are determined based on gender, age, occupation, income, number of family members, and expenditure amount.

Table 3. Characteristics of Broiler Chicken Meat Respondents

No.	Category	Number of persons	Percentage
1.	Gender		
	Male	36	9
	Female	364	91
2.	Age (Years)		
	19 – 20	1	0.25
	21 – 30	39	9.75
	31 – 40	74	18.50
	>40	286	71.50
3.	Occupation		
	Housewife	123	30.75
	Undergraduate Students	11	2.75
	Private Employee	40	10.00
	Civil Servant	15	3.75
	Teacher/Lecturer	26	6.50
	Others	185	46.25
4.	Income (Rp/month)		
	<5.000.000	303	75.75
	5.000.000 – Rp10.000.000	94	23.50
	>10.000.000	3	0.75
5.	Number of Family Members (persons)		
	1 – 2	87	21.75
	3 – 4	210	52.50
	>4	103	25.75
6.	Monthly Food Expenditure (Rp)		
	<1.000.000	90	22.50
	1.000.000 – Rp2.000.000	253	63.25
	>2.000.000	57	14.25

Source: Primary Data of the Study, 2024

Based on Table 3, it can be seen that the majority of consumers purchasing broiler chicken meat are female. According to Priyambodo et al. (2020) Women in households are generally the ones who determine the family's food needs, which is why more women tend to shop for food for their households' needs. The age characteristics of the respondents are dominated by individuals over 40 years old. Age can influence the amount of meat consumed. According to Sinaini et al. (2021) The productive age range for consumers purchasing broiler chicken meat is between 25 and 60 years.

Other occupations found among the respondents include 71 entrepreneurs, 91 traders, two tailors, 18 laborers, one village official, one farmer, and one retiree. This indicates that housewives comprise the largest group of respondents, with 123 individuals. Housewives are the largest group of respondents because they have the time and role to shop at traditional markets compared to others. According to (Asmawati, Murlida, Husna, Fahrizal, & Yusriana, 2023), housewives are more familiar with the family's daily needs and play the most significant role in making decisions regarding monthly shopping. This aligns with the statement by (Ariningsih, et al., 2024), which states that housewives have a primary role in determining the amount of broiler chicken meat to be purchased, selecting the place of purchase, and are directly responsible for the purchasing process. The income characteristics most commonly found are respondents with an income of less than IDR 5,000,000. Such an income allows people to buy broiler chicken meat at traditional markets, as it is still affordable in terms of price and provides the desired quality. The majority of respondents have 3 to 4 family members. The number of family members in a household determines the amount of broiler chicken meat purchased. According to (Kastalani & Sularso, 2017), family members influence one another, as families play a role in the decision-making process regarding purchasing products and services.

Food expenditure is mainly dominated by respondents between IDR 1,000,000 and IDR 2,000,000. Most respondents fall within this range, which suggests their income is relatively low. This can be seen in the Regency/City Minimum Wage (UMK) as stated in the Governor's Decree of Central Java No. 561/57 of 2023, which sets the UMK for Magelang City at IDR 2,142,000. Higher spending is likely to come from larger households, preferences for more expensive food items, or households with higher available incomes. According to (Christanti, 2022), household decisions on consuming a product, including food, are influenced by various factors, one of which is price, as the purchase of broiler chicken meat must be adjusted to the number of family members and the available budget.

Consumer Behavior

Table 4. The behavior of Broiler Chicken Meat Consumer

No.	Description	Persons	Percentage
1.	<u>Frequency of Purchase in the Last Month</u>		
-	< 5 times	221	55.25
-	5 – 10 times	114	28.50
-	> 10 times	45	11.25
-	everyday	20	5.00
2.	<u>Amount of Chicken Purchased per Transaction (kg)</u>		
-	<5	399	99.75
-	5 – 10	1	0.25
-	>10	0	0
3.	<u>Reasons for Buying Chicken at Traditional Markets</u>		
-	Cheap/affordable price	145	36.25
-	Easy to find	28	7.00
-	Fresher	101	25.25
-	Regular customer	58	14.50
-	Convenient location	9	2.25
-	Other reasons	59	14.75
4.	<u>Length of being Regular Customers at Traditional Markets (years)</u>		
-	<5	65	16.25
-	5 – 10	147	36.75
-	11 – 15	58	14.50
-	16 – 20	67	16.75
-	>20	63	15.75
5.	<u>Monthly Expenditure on Broiler Chicken Meat Purchases (Rp)</u>		
-	<100,000	7	1.75
-	100,000 – Rp200,000	244	61.00
-	201,000 – Rp300,000	105	26.25
-	301,000 – Rp400,000	34	8.50
-	>400,000	10	2.50

Source: Primary Data of the Study, 2024

Table 4 shows that consumers' most frequent purchase of broiler chicken meat is less than 5 times in the last month, with the amount purchased per transaction being less than 5 kg. This is consistent with the study conducted by (Ramadhanti, Handayani, & Mukson, 2023), which found that, on average, respondents buy broiler chicken meat 1 – 3 times per month, with each purchase being 1 – 3 kg. Respondents buy broiler chicken meat at traditional markets due to the affordable price and the ability to choose the chicken meat. This aligns with Utiah et al.'s (2021) statement that broiler chicken meat can be found at traditional markets at lower prices than in supermarkets. Consumers also choose traditional markets because the chicken is fresher. This is in line with the study by (Boateng, Bannor, Bold, & Helena, 2023), which stated that the presence of supermarkets, typically located in urban areas, can limit access to fresh meat for some consumers, which is why they prefer buying from traditional markets. The length of being a regular consumer to traditional markets, as answered by respondents, is between 5 – 10 years. This is because many respondents are over 40 years old and have been shopping

at traditional markets for a long time. The study conducted by (Ilham, Fitra, & Suryani, 2017) showed that the majority of broiler chicken meat consumers at the traditional markets in Kampar Subdistrict were aged 30-40 years, with 25 respondents, or 27.78% of the total respondents. Studies such as the one by (Kitano & Yamamoto, 2020) show that personal experience has a more significant impact than the amount of information in shaping consumer preferences, which can partly explain this phenomenon. Respondents' monthly expenditure on chicken meat purchases is Rp 100,000 – 200,000 (Table 4). This is consistent with the study by Arifah Fauzi et al. (2021), which found that 85% of respondents spent between Rp 100,000 – 200,000 per month on broiler chicken meat.

Table 5. Crosstab and Chi-Square Analysis of Income and Expenditure on Broiler Chicken Meat

Income (million) (Rp/month)	Expenditures for Broiler Chicken Meat					Total
	A	B	C	D	E	
<5	7	244	52	0	0	303
5 – 10	0	0	50	34	10	94
>10	0	0	3	0	0	3
Total	7	244	105	34	10	400
	<i>Value</i>		<i>df</i>		<i>Asymp.Sig.(2-sided)</i>	
<i>Pearson Chi-Square</i>	265,329 ^a		8		0,000	

Source: Primary Data of the Study, 2024

Description:

A : <Rp100,000	D : Rp301,000 – Rp400,000
B : Rp101,000 – Rp200,000	E : >Rp400,000
C : Rp201,000 – Rp300,000	

Table 5 shows the respondents' income and monthly expenditure on broiler chicken meat are related. This can be seen from the Chi-Square value between income and the amount of expenditure on chicken, which is $\alpha < 0.05$. Income level can influence expenditure. The higher the income, the greater the expenditure.

Table 6. Crosstab and Chi-Square Analysis of Purchase Frequency And Number of Family Members ≤ 18 Years

		Purchase Frequency				Total
		< 5 times	5 – 10 times	>10 times	Everyday	
Number of Children ≤ 18 Years	None	121	68	26	20	235
	Yes, 1	76	33	16	0	125
	Yes, 2	19	12	3	0	34
	Yes, 3	5	1	0	0	6
Total		221	114	45	20	400
		<i>Value</i>		<i>df</i>		<i>Asymptotic Significance (2-sided)</i>
<i>Pearson Chi Square</i>		18,382 ^a		9		0,031

Source: Primary Data of the Study, 2024

Based on Table 6, the number of family members aged ≤ 18 years is correlated with the frequency of broiler chicken purchases. This is evident from the Pearson Chi-Square value ($\alpha < 0.05$). Most respondents, with and without children aged ≤ 18, tend to buy broiler chicken less than 5 times a month. However, households with more children show an increase in the frequency of purchases in 5-10 times and >10 times per month. The Pearson Chi-Square test result ($p = 0.031$) indicates a significant relationship between the number of children ≤ 18 years and the purchase frequency. This means that, although most still purchase <5 times, the presence of children in the household influences the tendency to buy more often due to increased nutritional needs.

This aligns with the statement by Sukma Wardandy et al. (2022), who noted that the larger the family size, the greater the food demand, which affects the quantity of chicken purchased. Having family members aged ≤ 18 years makes consumers more likely to purchase broiler chicken meat more frequently because children in this age group are in a productive stage that requires good nutrition. This is consistent with the statement by Sukma Wardandy et al. (2022), who emphasized that the productive age group requires sufficient nutrition to support work productivity. In this study, consumers consume other animal-based proteins such as eggs, beef, and goat meat.

Table 7. Other Animal-Based Proteins Consumed by the Respondents

No.	Other Animal-Based Proteins	Amount	Percentage
1.	Eggs and Fish	234	58.50
2.	Beef	32	8.00
3.	Goat meat	8	2.00
4.	Fish	98	24.50
5.	Others	28	7.00
Total		400	100

Source: Primary Data of the Study, 2024

Consumers in this study consume animal-based proteins in a combination of more than one type. As shown in Table 7, the most commonly consumed animal proteins by consumers, aside from broiler chicken meat, are eggs and fish. This is consistent with the statement by Suryana et al. (2019), who noted that based on Susena's 2014 data, the animal protein sources studied— fish, chicken meat, and eggs—are widely consumed by the Indonesian population at 14.64 kg, 6.61 kg, and 4.11 kg per capita per year, respectively.

The real price consumers pay for broiler chicken meat is consistent with the market price. All respondents purchased broiler chicken meat at a real price of Rp 32,000 per kg. This price is paid by both long-term customers and new buyers. If the price of broiler chicken rises, consumers will substitute their protein needs from chicken for eggs or fish.

Consumer Preferences for Broiler Chicken Meat

Table 8. Results of Conjoint Analysis

Attribute	Description	Utility Estimate	Std. Error
Price (Rp)	<32.000	0.065	0.030
	32.000 – 35.000	0.158	0.036
	>35.000	-0.223	0.036
Color	White	0.176	0.030
	Yellowish White	-0.045	0.036
	Yellow	-0.131	0.036
Size (kg)	< 1,3	-0.206	0.030
	1,3 – 1,8	0.096	0.036
	>1,8	0.110	0.036
Form	Frozen	-0.553	0.023
	Fresh	0.553	0.023
Carcass Size	Whole Carcass	-0.054	0.030
	Cut into 4 parts	0.006	0.036
	Cut into 8 parts	0.048	0.036
(Constant)		2.954	0.027

Source: Primary Data of the Study, 2024

Table 8 shows that for the price attribute ranging from Rp32,000 to Rp35,000, the utility value is 0.158, meaning consumers prefer this price range for broiler chicken meat. This is consistent with (Ye, Jiang, Ning, Lim, & Hu, 2023), who state that price significantly influences consumer preferences, and consumers tend to choose within a medium price range. Consumers also prefer broiler chicken meat that is white rather than yellowish-white or yellow because the utility value of the white color attribute

level is positive, at 0.176. The preferred size of broiler chicken meat is greater than 1.8 kg, as shown by the positive utility value of 0.110. This is in line with the study by (Ahmed & Mustapha, 2020), which found that consumers in Nassarawa tend to avoid small and medium-sized chicken in favor of larger sizes. Preference for larger food products suggests that consumers associate them with better quality, higher visual appeal, and greater satisfaction. Consumers also prefer fresh broiler chicken meat over frozen broiler chicken meat, as indicated by the utility value for the fresh form attribute level, which is 0.553. This also supports the study by Khotimah dan Mayulu (2019), which found that 68% of broiler chicken consumers in Samarinda City preferred fresh broiler chicken carcasses. The preferred carcass size for consumers is broiler chicken cut into 8 pieces, with a utility value of 0.048.

The importance value of broiler chicken meat also needs to be considered to understand which attributes are deemed important by consumers. The importance value is a measure used to identify the attributes that consumers prioritize.

Table 9. Importance Value of Broiler Chicken Meat Attributes

No.	Attribute	Percentage (%)
1.	Price	18.301
2.	Color	31.400
3.	Size	13.821
4.	Form	26.711
5.	Carcass Size	9.767

Source: Primary Data of the Study, 2024

Based on Table 9, it can be seen that the most important attribute when purchasing broiler chicken meat is the color of the meat, with a value of 31.400%. This is consistent with the statement by (Jannah, 2022), who mentions that color is a factor that visually influences food and affects consumer preference. According to (Imran, Kamarulzaman, Latif, & Mohd Nawi, 2014), understanding consumer preferences regarding the color of chicken meat can help explain their purchasing choices; consumers who consider poultry color as an important selection criterion tend to have stronger preferences for chicken meat. The second most important attribute is the form of the broiler chicken meat, with a value of 26.711%. Price ranks third as an important attribute, with a value of 18.301%. This aligns with the statement by (Neima, Sirwan, & Hameed, 2021) That low prices and ease of purchase make chicken meat a preferred choice for consumers. The fourth most important attribute is the size of the chicken meat, with a value of 13.821%. The fifth most important attribute is the size of the broiler chicken carcass, with a value of 9.767%.

Price Attribute

The price attribute is the third most important attribute considered by consumers. In this study, its importance value is 18.301%. Ismanto et al. (2018) State that price is a product's exchange value for its benefits. The price of broiler chicken meat in traditional markets in Magelang City has experienced uncertain price increases and decreases. In this study, broiler chicken meat prices are categorized as <Rp32,000, Rp32,000 – Rp35,000, and >Rp35,000.

Respondents prefer the price range of Rp32,000 – Rp35,000 for broiler chicken meat. However, respondents also favor a price of <Rp32,000 for the chicken meat. They are not averse to this price range because they feel it offers good value for the quality of the meat. On the other hand, consumers do not favor a price greater than Rp35,000, as they tend to prefer lower prices with good quality. This aligns with the opinion of (Sianturi, Juwita, Hasyim, & Situmorang, 2016), who state that evaluating alternatives, especially price, involves consumers processing information about different types of chicken meat choices to make their final decision.

Color Attribute

The color attribute is the first and most important attribute considered by consumers. The importance value of the color attribute in this study is 31.400%. Consumers consider color the most important attribute because it helps assess the chicken meat's quality and freshness. This is consistent with the statement by Mujayin (2020), who mentions that the color of the meat is the first attribute noticed. The color of broiler chicken meat can indicate whether the product is still fresh or not. In this study, the color of the broiler chicken meat has three levels: white, yellowish-white, and yellow.



Figure 1. Broiler Chicken Skin Color

Source: Author, 2024

The preferred color of broiler chicken meat among consumers is white. Consumers choose this color because it indicates fresh broiler chicken meat. This is consistent with the statement by Djaja et al. (2015), who mention that characteristics of fresh or good quality chicken meat include a skin color that is white to slightly yellowish, pink, shiny, and clean. This color attribute is always considered in purchasing because it influences consumer preference. This aligns with Jannah (2022) statement that color is a factor that visually affects food and influences consumer preference.

Size Attribute

The size attribute is the fourth most important attribute considered by consumers. The importance value of the size attribute in this study is 13.821%. Consumers purchase broiler chicken meat based on the desired weight to meet family needs. This is consistent with the statement by Ismanto et al. (2018), who states that, in addition to the requirement for fresh meat with good color, the size of the meat is also considered important. In this study, the size of the broiler chicken meat has three levels: < 1.3 kg, 1.3 – 1.8 kg, and > 1.8 kg.

The most preferred size of chicken meat by consumers is the large size, i.e., > 1.8 kg. Consumers also prefer medium-sized broiler chicken, in the range of 1.3 – 1.8 kg. Consumers choose larger broiler chickens because it has thicker meat and is considered to be worth the price paid. This aligns with a study by (Aisyah, 2023), which found that consumers prefer larger chickens over smaller ones because the price is more affordable.

Form Attribute

The form attribute is the second most important attribute considered by consumers. The importance value of the form attribute in this study is 26.711%. In this study, broiler chicken meat has two levels: frozen and fresh. Consumers also consider the form attribute when purchasing broiler chicken meat. The choice between fresh or frozen chicken meat depends on household needs. Generally,

chicken meat sold in traditional markets is not frozen like in supermarkets. However, buyers can purchase frozen chicken if the fresh stock runs out or for future use. In this study, consumers prefer fresh broiler chicken over frozen. The difference in the levels of the form attribute also reflects different product characteristics. This is in line with the statement by (Khotimah dan Mayulu (2019), who mentions that freshly frozen broiler chicken carcasses are reddish-white with a relatively soft texture and a slightly fishy odor. In contrast, frozen broiler chicken carcasses stored for two days are usually bluish-white, have a firm texture, and a non-fishy odor.

Carcass Size Attribute

The carcass size attribute is the least important attribute considered by consumers. The importance value of the carcass size attribute in this study is 9.767% (Table 9). A carcass is the part of the chicken that does not include the head, neck, or feet and is commonly purchased by consumers. This is consistent with the statement by Ulupi et al. (2018), who mentions that a carcass is part of the chicken body after slaughtering, feather removal, blood drainage, and organ removal, excluding the head, neck, and feet. In this study, the size of the broiler chicken carcass has three levels: whole carcass, cut into four pieces, and cut into eight pieces (Figure 2).

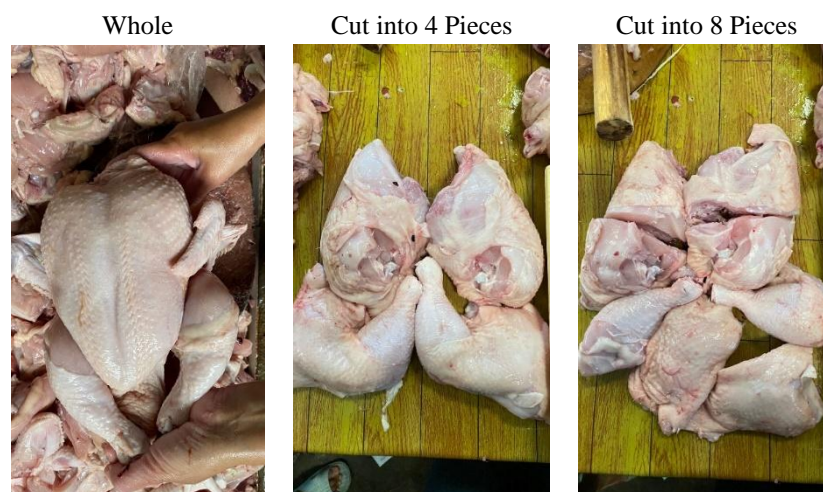


Figure 2. Broiler Chicken Carcass Size

Source: Author, 2024

As shown in Table 8, the most preferred level for the carcass size attribute by consumers is the carcass cut into eight pieces, followed by the carcass cut into four pieces. Consumers prefer chickens that are cut into eight pieces because the size of the carcass can still be divided into several smaller pieces, and the portions are not too large. This aligns with the statement by Jamal dan Lewi (2019), who mentions that consumers often request the chicken cut into smaller pieces, sometimes asking for one chicken to be cut into 8, 12, or even 16 pieces.

CONCLUSION

Based on the results of the study on consumer preferences for broiler chicken meat in the traditional markets of Magelang City, it can be concluded that the attributes most preferred by consumers are broiler chicken meat priced between Rp32,000 – Rp35,000, white-colored meat, broiler chicken weighing > 1.8 kg, fresh in form, and the carcass size cut into eight pieces. Based on the relative importance order, the most important attributes for consumers when purchasing broiler chicken are color, form, price, size, and carcass size.

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