



Analysis of Factors Affecting Demand for Kampung Chicken in Sidikalang

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Abstract. The demand for kampung chicken meat has increased due to awareness to consume organic chicken meat. This research aims to find out the factors that influence the demand for chicken meat in Sidikalang City. This research was conducted in Sidikalang City from May until June 2021 with primary data processing. The research method used is multiple regression analysis and deliberate sampling. The results showed that the demand for chicken meat in Sidikalang city was influenced simultaneously by the price of chicken meat, the price of broiler chicken meat, family income, age, number of family members, education level and taste level. As conclusion that a significant influence on the demand for chicken meat is the family income with a confidence level of 95%.

Keywords: demand, education, family member, income, organic chicken meat

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1. Introduction

States that consumption is actions taken by the decision-making process in obtaining, using economical goods or services that are influenced by the environment. In addition, another thing that affects consumption behavior is the economic status of the family [1].

Kampung chicken has its own advantages as a superior poultry commodity. Although the majority of chicken meat consumed in the market is broiler chicken, but the village chicken has its own absorbent market both meat and eggs. The taste of meat that is more savory and delicious than broiler chicken makes many consumers switch to eating chicken.

The pattern of relatively more natural maintenance than broiler chickens makes the existence of chicken meat increasing as a fulfillment of poultry meat consumption in the household. The price of kampung chicken higher than broiler chicken meat makes the moments of eating chicken kampung meat more special [2]. The existence of a healthy lifestyle pattern with the theme of lifestyle back to natural products (back to nature) also increases community fanaticism towards chicken meat. Consumer perception of the naturalness of chicken meat increases its economic value [3]. This indicates that chicken meat has its own advantages and places in consumer perception. The need for large quantities of chicken meat will generate demand [4].

The demand for chicken meat has increased due to awareness to consume organic chicken meat or chicken meat that does not go through the process of genetic engineering. Just like broilers that have gone through a process of genetic engineering. In addition, with the increasing number of residents means that the consumption of chicken meat needed. On the contrary, farmers are increasingly overwhelmed in supplying to meet demand. The price of chicken fluctuating is affected by high low demand. Imbalances in production and demand have an impact on price increases. Especially the price of chicken meat that is typical after experiencing price increases there has never been a decrease in price to the initial position. Although the fall still remains at the price above the beginning, unlike other agricultural commodities. If prices are too high then the purchasing power of consumers decreases and demand also decreases. Conversely, if the price is too low aka the manufacturer will experience a loss. Price control can be done by making an offer. Without these efforts the price of chicken meat will continue to rise and can cause demand to shift to its substitution product, broiler chicken meat. As a result, it can reduce the demand for chicken meat, especially in consumers who have tended to eat broiler chicken meat that is relatively cheaper. Economic theory describes the characteristics between the relationship between demand and price. The law of demand is essentially a hypothesis that the lower a price of a good, the higher the level of demand for goods will also increase for the goods. Conversely, the higher the price of the goods, the less demand for these goods [5].

2. Materials and Method

The location of the research was carried out in Sidikalang City and its surroundings. The traditional market in Sidikalang City is the main data source of this research. The time of data collection will be from May to June 2021.

2.1. Data Collection Method

The data collected in this study consisted of primary data and secondary data. Interviews and questionnaires were distributed to respondents to obtain primary data. The method of determining the consumer sample is carried out by the purposive method, namely taking respondents who are consumers who come to shop for kampung chicken meat at the traditional market of Sidikalang City.

2.2. Data Analysis Method

The data analysis method used in this research is descriptive method and regression analysis. Regression analysis is used to determine the effect of two or more independent variables on one dependent variable. Data processing is used using Excel 2007 and SPSS version 24.

3. Results and Discussion

3.1. Multiple Regression Results Table

Variable	Coefficient	t-count	P-value
Constant	-1,357	-0,398	0,692
Chicken Meat Prices	0,000019	0,392	0,697
Broiler Chicken Price	0,000021	0,553	0,582
Family Income Household	0,0000008,4	8,489	0,000*
Age	0,013	0,741	0,462
Number of Family Members	0,017	0,139	0,890
Education Level	0,162	0,525	0,602
Taste Level	-0,549	-1,951	0,056
$R^2 = 61,4\%$	$P\text{-value} = 0,000$		
$R^2 \text{ (adj)} = 56,2\%$	Durbin Watson statistic (d) = 1,474		
F hitung = 11,798			

3.2. Chicken Meat Prices

Based on the results of regression analysis, the price factor of chicken village has no significant effect on the demand for chicken meat because the value of significance of 0.697 is greater than the real level of $\alpha = 5$ percent. The regression coefficient value of 0.000019 means that if the price of chicken increases by one percent, it will not decrease the demand for chicken meat. So that the price change will not affect the demand for chicken meat in Sidikalang City. This is in line that the variable price of chicken meat does not have a significant effect on the demand for chicken meat in Surakarta City [6]. These results are differently shown in the variables in the price of chicken meat have a significant effect on the demand for chicken meat in mataram city at a real level of 5 percent [7].

The price of chicken meat does not have a significant effect on demand even though it is more expensive than broiler chicken because respondents are used to buying chicken meat at that price. Determination of chicken prices follows market price conditions (price taker). The price of chickens varies depending on the size of the chicken, the larger the size of the village chicken, the more expensive the price. The price of chicken villages in traditional markets tends to be stable starting from Rp.65,000-Rp.70,000 per kilogram. Respondents most bought chicken villages at a price of Rp.70,000 per kilogram and the average price of village chickens from the total respondents studied amounted to Rp.68,500 per kilogram.

3.3. Price of Broiler Chicken

Based on the results of regression analysis, the variable price of chicken village has a significance value of 0.582 greater than the real level of $\alpha = 0.05$, then the broiler chicken price variable has no significant effect on the demand for chicken meat in Sidikalang City. This suggests that broiler chicken meat is not a substitute item for chicken meat. Consumers are not affected by the cheaper price of broiler chicken because kampung chicken meat has its own positioning in consumer

perceptions such as better taste and nutritional content in chicken villages. This makes consumers do not make broiler chicken meat as a reason to switch or reduce the purchase of chicken village.

This is in line variable broiler chicken meat prices did not have a significant effect on the demand for chicken meat in the traditional market of Surakarta City because of the value of Prob. (sig t) 0.956 is greater than $\alpha=0.05$ [6]. In line where the variable price of buras chicken did not have a significant effect on the demand for buras chicken meat in Bogor Regency, it has a significance value of 0.172 greater than the real level of $\alpha = 0.05$. The price of broiler chicken also follows the condition of the market price (price taker) [8].

The price of broiler chicken is cheaper than the chicken village because of its fast growth time and many and relatively short harvest period. The price of broiler chicken per kilogram varies from Rp.30,000-Rp.36,000, the average broiler chicken price is Rp.32,450. Respondents bought the most broiler chickens at a price of Rp.30,000 at 58.34 percent and a price of Rp36,000 was 38.34 percent.

3.4. Family Income Household

Household income affects the purchasing power of consumers on a good / service. The higher a person's income, the more purchasing power increases and vice versa. The average consumer income is Rp.4,981,666.67. Based on the results of regression analysis, the income variable has a significance value of 0.000 smaller than the real level of 0.05, it was concluded that the family income variable had a significant effect on the demand for chicken meat in Sidikalang City. Income affects the demand for chicken meat because income reflects a person's purchasing power over an item. Consumers who have high incomes then the purchasing power of chicken meat is also high and vice versa.

The regression coefficient value of 0.0000008.4 and marked positive means that if consumer income increases by 1 percent, then the demand for chicken meat will also increase by 0.0000008.4. The initial hypothesis showed the same condition as the results of the study, namely income has a positive relationship to the demand for chicken meat, the greater the income of consumers, it will increase the amount of demand for chicken meat at any given price level.

This is in line t-calculated value of 6,576 greater than the t-table which is 1,674 so it is concluded that consumer income has a significant effect on the demand for chicken meat at a confidence level of 95 percent [10]. In addition, this is in line with Teuku's study which has a significance value of 0.000 smaller than the real level of 0.05 [8].

3.5. Age

Based on the results of regression analysis, the value of the significance of the test t age variable of 0.462 is greater than the real level of $\alpha = 5$ percent then the age variable has no significant effect on the demand for chicken meat. The age of respondents did not have a significant effect on the demand for chicken meat because of the consideration of taste and taste to eat chicken meat so that consumers both young and old alike liked chicken meat. This is in line which states that the age variable has no significant effect on the demand for buras chicken meat at a real level of 0.05 in Bogor Regency [8]. But in contrast that age variables have a real effect on the demand for chicken meat in surakarta city, if measured at a confidence level of 95% of the t-calculated value $> 2,240 > 1,674$ [6].

3.6. Number of Family Members

Variables in the number of family members had no significant effect on the demand for chicken meat because the value of the significance of the test t was 0.890 greater than the real level of $\alpha = 5$ percent. The number of family members does not have a significant influence on the demand for chicken meat in the traditional market of Sidikalang City. Consumers who have a large number of family members and little they will still buy buying chicken meat in addition to meeting the needs of animal protein also because the village chicken meat has a good taste to be processed. This is in accordance that kampung chicken meat is in high demand by the community because it tastes good, savory, not mushy and low in fat [10].

3.7. Education Level

Based on the results of regression analysis, the coefficient value of education level variables is 0.162 and marked positive. That is, consumers who have studied higher education are more demand for chicken meat than consumers who do not pursue higher education, which is 0.162 percent.

The variable level of education at the level of 95 percent confidence had no significant effect on the demand for chicken meat. Shown from the test significance value t 0.602 is smaller than 0.05. This is because the chicken meat of the village is a type of food that is relatively common in the people of Sidikalang City so that every community is used to consuming it. This is supported education did not have a significant effect on the demand for chicken meat in surakarta city at a confidence level of 95 percent [6].

3.8. Level of Taste

Based on the t test analysis that the probability value of the taste level is 0.056 greater than 0.05 which means that the level of taste does not have a significant influence on the demand for chicken meat. Based on data in the field, the people of Sidikalang City like chicken meat even though the

price is expensive. The results of regression analysis showed that the value of the coefficient of the taste level is -0.549 which means that every decrease in the level of appetite will have an impact on decreasing the number of requests by 0.549 kg. These results are in line that taste variables did not have a significant effect on the demand for chicken meat in Mataram City at a real level of 5 percent [7].

4. Conclusion

1. Consumers of chicken meat village majority of women with an age range of 41-50 years, have a family of four to five people. Consumers have married status with family income of Rp. 4,000,001-Rp.6,000,000 per month, the last level of education is high school and employment is Farmers.
2. The majority of village chicken meat consumers have planned the purchase of village chicken meat, the determinant of the purchase decision is the mother, the frequency of purchases within one month as much as 3-4 times. The main factors that determine the selection of village chickens to be purchased are the health of village chickens, respondents buy village chicken meat when there is a certain day or moment of celebration, consumers buy village chicken in traditional markets because they can choose which chicken to buy and shopping habits in traditional markets, and respondents buy village chicken meat because the taste of chicken meat is better.
3. A factor that has a significant effect on the demand for chicken meat is the family income factor. Factors in the price of chicken meat, broiler chicken meat price, age, number of family members, education level and taste level did not significantly affect the demand for chicken meat.

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