ABSTRACT

Chicken meat is one of the food commodities widely consumed by the community and plays an important role in fulfilling the need for animal protein. The demand for chicken meat can be influenced by various factors, including price-related factors and consumer characteristics. Keude Krueng Geukueh Market is one of the markets that provides chicken meat to meet the needs of the community in Dewantara Subdistrict and its surrounding areas. Therefore, it is necessary to identify the factors influencing chicken meat demand in this market. This study aims to analyze the factors influencing the demand for chicken meat at Keude Krueng Geukueh Market, Dewantara Subdistrict, North Aceh Regency. The factors analyzed include chicken meat price, beef price, number of family members, income, and consumer preferences. This study employed a quantitative descriptive method using a survey approach. The data consisted of primary and secondary data. Primary data were collected through interviews using questionnaires administered to 50 chicken meat consumers selected through accidental sampling. The data were analyzed using multiple linear regression with the assistance of SPSS, along with classical assumption tests, the t-test, the F-test, correlation coefficient, and coefficient of determination. The results showed that, simultaneously, chicken meat price, beef price, number of family members, income, and consumer preferences had a significant effect on chicken meat demand, with a significance value of 0.000 < 0.05. Partially, chicken meat price and consumer preferences had a significant effect on chicken meat demand, while beef price, number of family members, and income had no significant effect. The coefficient of determination (Adjusted R Square) was 0.565, indicating that the five independent variables explained 56.5% of the variation in chicken meat demand, while the remaining 43.5% was explained by other factors outside the research model.

Keywords: Chicken meat demand, price, income, number of family members, consumer preferences.