

ABSTRAK

Pasar tradisional memiliki peranan penting dalam perekonomian lokal, namun seiring berjalannya waktu keberadaan pasar modern telah mengubah pola belanja masyarakat dengan menawarkan layanan yang lebih baik. Perubahan ini turut memengaruhi keputusan pembelian daging ayam *broiler* yang banyak dikonsumsi oleh masyarakat Indonesia, termasuk di Jember. Keputusan pembelian daging ayam *broiler* di Pasar Tanjung Jember dipengaruhi oleh berbagai faktor seperti persepsi konsumen, kepuasan konsumen, pendapatan, dan frekuensi pembelian. Penelitian ini bertujuan untuk menganalisis perilaku konsumen serta faktor-faktor yang mempengaruhi keputusan pembelian. Metode penelitian menggunakan metode kuantitatif. Sebanyak 96 responden dipilih melalui teknik purposive sampling. Analisis data dilakukan dengan regresi linier berganda setelah melalui uji asumsi klasik. Hasil penelitian menunjukkan bahwa: (1). persepsi konsumen terhadap kualitas daging ayam *broiler* termasuk kategori positif (78%); (2). tingkat kepuasan konsumen berada pada kategori puas (79%); (3). mayoritas responden berasal dari golongan pendapatan rendah (41%) dengan frekuensi pembelian terbanyak adalah 2–3 kali per bulan (59%); (5). Uji simultan (F) menunjukkan bahwa seluruh variabel independen berpengaruh signifikan terhadap keputusan pembelian, sementara uji parsial (t) membuktikan bahwa variabel pendapatan konsumen dan frekuensi pembelian berpengaruh signifikan terhadap keputusan. Dengan demikian, variabel persepsi konsumen terhadap kualitas daging ayam *broiler* dan kepuasan konsumen tidak memberikan pengaruh yang signifikan terhadap keputusan pembelian daging ayam *broiler* di Pasar Tanjung Jember.

Kata kunci: bauran pemasaran, keputusan pembelian, frekuensi pembelian, pendapatan, perilaku konsumen

ABSTRACT

Traditional markets play an important role in the local economy; however, over time, the presence of modern markets has changed consumer shopping patterns by offering better services. This change has also influenced purchasing decisions for broiler chicken meat, which is widely consumed by Indonesian people, including those in Jember. Purchasing decisions for broiler chicken meat at Pasar Tanjung Jember are influenced by various factors such as consumer perception, consumer satisfaction, income, and purchase frequency. This study aims to analyze consumer behavior and the factors affecting purchasing decisions. The research employed a quantitative method. A total of 96 respondents were selected using purposive sampling. Data were analyzed using multiple linear regression after passing the classical assumption tests. The results showed that: (1) consumer perception of broiler chicken meat quality was categorized as positive (78%); (2) the level of consumer satisfaction was in the satisfied category (79%); (3) the majority of respondents belonged to the low-income group (41%) with the most frequent purchase rate being 2–3 times per month (59%). The simultaneous test (F-test) indicated that all independent variables significantly affected purchasing decisions, while the partial test (t-test) showed that consumer income and purchase frequency had a significant effect on purchasing decisions. Thus, consumer perception of broiler chicken meat quality and consumer satisfaction did not have a significant effect on broiler chicken meat purchasing decisions at Pasar Tanjung Jember.

Keywords: *consumer behavior, income, marketing mix, purchase frequency, purchasing decision*