THE INFLUENCE OF CONSUMER PREFERENCES, PRICE AND QUALITY OF BROILER CHICKEN ON DECISIONS PURCHASE AT RN FARM IN TUMPATAN VILLAGE DELI SERDANG

**Bagus Tarfiko Winata[1] , Anggia Sari Lubis[2], Indra Utama[3],
M. Dani Habra[4], Yulia Arfanti[5]**

[1234] Faculty of Economics and Business, Universitas Muslim Nusantara Al Washliyah, Medan, Indonesia
*Correspondence: bagus.tarfiko16@gmail.com

Abstract
The purpose of this study was to determine and analyze the effect of consumer preferences, price and quality of broiler chicken on purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang. This type of research is quantitative. The population in this study were consumers who made purchases at RN Farm Tumpatan Deli Serdang Village during March, namely 450 consumers. The sample was taken using the Slovin formula, so that the total number of respondents in this study was rounded up to 82 consumers who made purchases at RN Farm, Tumpatan Village, Deli Serdang. Data collection techniques in this study were observation, documentation and questionnaires with a Likert Scale data measurement scale. Data analysis techniques use validity, reliability and classical assumption tests. The data analysis method uses multiple linear regression with the help of the SPSS program. The results of this study partially show that consumer preferences have a positive and significant effect on purchasing decisions. Price has a positive and significant effect on purchasing decisions. The quality of Broiler Chicken has a positive and significant effect on purchasing decisions. Simultaneously, it shows that consumer preferences, price and quality of Broiler Slaughtered Chicken simultaneously influence purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang with an Fcount value (62.359) > Ftabel (2.72), and a significance value of 0.000 <0.05.

Keywords: Consumer Preferences, Price, Quality of Broiler Chicken, Purchase Decision

INTRODUCTION

Marketing plays an important role in the business of goods and services. Companies strive to maintain product quality with an appropriate brand image or *brand* in the eyes of consumers. Companies must have a marketing plan in order to achieve effective and efficient profits. In the business world, if a company fails to develop the right business strategy, the company will experience defeat in competition. Animal protein is important for increasing nutritional intake in the community, given the good nutritional content of chicken meat and is easily accessible to the community because it has a relatively low price compared to the price of other types of meat. The increase in chicken meat consumption is due to the increase in per capita income, population growth, and increased public understanding of the importance of fulfilling protein needs. The high consumption of chicken meat has not been matched by its availability.

Chicken meat is an animal food that is very popular with the public because the meat tastes delicious, nutritious, and affordable. This meat can be consumed and accepted by all groups of people and religions as a food that has high nutrition. Based on its nutritional content, broiler chicken meat and native chicken meat have the same protein content, about 37 grams/100 grams of material. Choosing the right chicken meat for consumption requires knowledge of the characteristics of good chicken meat. The advantages of chicken meat as a consumption material have caused a high preference from the public compared to other meats, (Septiawan & Noviani, 2023). Ranu Farm is one of the broiler producers in Tumpatan Village, Beringin District, Deli Serdang Regency, Ranu Farm is present in the midst of the surrounding Tumpatan Village community in providing broiler meat needs at a good price and product

Bagus Tarfiko Winata[1] , Anggia Sari Lubis[2], Indra Utama[3], M. Dani Habra[4], Yulia Arfanti[5]

quality provided by consumers or the surrounding community, understanding and knowledge of broiler meat products sold by Ranu Farm to consumers is an interesting study to research, actually consumers tend to buy broiler meat needs because of what factors influence purchasing decisions on broiler meat offered by Ranu Farm. Broiler meat is a product that has various attributes. These attributes include price, taste, quality, and purchase location. These various attributes can be used by consumers to choose a more preferred product called preference. Consumer preference can be measured by determining the purchase decision of a product attribute. The decline in people's purchasing power can cause a shift in consumer preferences for broiler meat. Family tastes influence consumers in purchasing, especially in chicken meat to be purchased. Differences in tastes in each family member lead to several product choices that become consumer preferences in making purchases (Latmawati et al., 2014). The following are the results of the pre-survey data distributed to 30 respondents, which can be seen in Table 1 below.

Table 1
Results of Consumer Preference Variable Pre-survey Data

No.	Statement	Agree	Percentage	Disagree	Percentage
1	I feel that Broiler Chicken at RN Farm in Tumpatan Deli Village does not smell fishy/rotten and is suitable for consumption.	15	50%	15	50%
2	So far, broiler chickens at RN Farm in Tumpatan Village, Deli Serdang are characterized by fresh meat (red in color) when sold to consumers.	13	43%	17	57%
3	As a consumer, I feel that RN Farm Tumpatan Deli Serdang Village when selling broiler chicken is in accordance with the quality expected by consumers.	18	60%	12	40%
4	I buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang because the size of the chicken meat provided is always in accordance with consumer expectations.	20	67%	10	33%

Source: Pre-survey Results, 2024

The results of the respondents' answers, there are still those who answered "disagree" from the statement "So far Broiler Cutlets at RN Farm, Tumpatan Deli Serdang Village have the characteristics of fresh meat when sold to consumers" as many as 17 people (57%). This result certainly states that consumer interest in Potong Broiler at RN Farm in Tumpatan Deli Serdang Village is still considered unfavorable. This happens because RN Farm Tumpatan Deli Serdang Village occasionally sells chicken meat that is less fresh as seen from the eyes of the chicken that is sold a little reddish, then the meat is slightly pale red in color and the chicken meat is displayed for sale to consumers who shrink easily and occasionally consumers get chicken meat sold that is not sold at the time of the previous day so that the

RN Farm Tumpatan Deli Serdang Village resells chicken meat to consumers. Therefore, current consumer preferences are still considered unfavorable because it can be seen from the interest of consumers who are still considered low to make purchasing decisions at RN Farm Tumpatan Deli Serdang Village. In addition, price is an attribute that influences consumers in making purchasing decisions, products that have lower prices are certainly a consideration for consumers before making a purchase (Sussman & Siegal, 2017). To see the results of the pre-survey data on the price variable, it can be seen in Table 2 below:

Table 2
Results of Pre-survey Data Price Variables

No.	Statement	Agree	Percentage	Disagree	Percentage
1	I always buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang because the products sold have cheap and affordable prices.	12	40%	18	60%
2	As a consumer, I buy Broiler Chicken at RN Farm in Tumpatan Village, Deli Serdang because the price given is in accordance with the quality of the product.	15	50%	15	50%
3	I buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang because the price given is in accordance with the benefits obtained.	19	63%	11	37%
4	I think the price of Broiler Chicken at RN Farm in Tumpatan Village, Deli Serdang is currently very affordable and cheaper than competing companies.	14	47%	16	53%

Source: Pre-survey Results, 2024

The results of the respondents' answers, there are still those who answered "disagree" from the statement "I always buy Broiler Slaughtered Chicken at RN Farm, Tumpatan Deli Serdang Village because the products sold have low and affordable prices" as many as 18 people (60%). The problem faced by consumers at this time is that the price of Broiler Cut Chicken at RN Farm, Tumpatan Deli Serdang Village is still considered expensive. This is because the sale of broiler chickens carried out by the RN Farm Tumpatan Deli Serdang Village still sees momentum or sees big days. As is the case at this time the price of broiler chicken reaches a price of approximately Rp. 30,000. The price of broiler chicken is sold at a high price because it sees the current situation and conditions that are about to enter the holy month of Ramadan and soon the Eid al-Fitr holiday. therefore, RN Farm Tumpatan Deli Serdang Village takes advantage of the momentum to sell broiler chicken at a price that is more expensive than usual in order to get excessive profits because consumers must also buy the chicken because of their daily needs.

Bagus Tarfiko Winata[1] , Anggia Sari Lubis[2], Indra Utama[3], M. Dani Habra[4], Yulia Arfanti[5]

Product quality can also influence purchasing decisions. This is supported by efforts to fulfill the needs and desires of consumers with the aim of providing an overview to customers. Product quality is the ability of an item to provide results or performance according to or even exceeding what consumers want (Kotler & Keller, 2016). Product quality is the overall combination of product characteristics resulting from marketing, production engineering and maintenance that enable the product to be used to meet customer or consumer expectations. The following are the results of the pre-survey data distributed to 30 respondents, namely consumers who buy Broiler Chicken at RN Farm, Tumpatan Village, Deli Serdang in Table 3 below:

Table 3
Results of Pre-survey Data on Broiler Quality Variables

No.	Statement	Agree	Percentage	Disagree	Percentage
1	I buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang because they are superior in terms of quality and quantity.	13	43%	17	57%
2	I think Broiler Chicken in RN Farm, Tumpatan Village, Deli Serdang is in accordance with the price and benefits obtained by consumers.	15	50%	15	50%
3	I buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang because they can be consumed at any time.	20	67%	10	33%
4	I feel that Broiler Chicken in RN Farm Tumpatan Village, Deli Serdang has superior quality than competitors' products.	19	63%	11	37%

Source: Pre-survey Results, 2024

The results of the respondents' answers, there are still those who answered "disagree" from the statement "I buy broiler chickens at RN Farm, Tumpatan Deli Serdang Village because they are superior in terms of quality and quantity" as many as 17 people (57%). This is because Broiler Slaughter Chickens at RN Farm Tumpatan Deli Serdang Village still have less than maximum quality. Currently the quality of Broiler Slaughter Chickens at RN Farm Tumpatan Deli Serdang Village still has poor quality. This can be seen in terms of quality which can still be said to be ordinary and also in terms of quantity it is also still said to be ordinary and there is no difference or advantage from competing companies.

Therefore, RN Farm Desa Tumpatan Deli Serdang must be able to provide the quality of broiler chickens that are still fresh (red in color) and if necessary the process of slaughtering these animals is carried out in front of the eyes of consumers so that it can make consumers more confident in the products being sold that the product is still feasible and still fresh and also safe for consumption so that the process of slaughtering animals in front of consumers' eyes can increase purchasing decisions at RN Farm Desa Tumpatan Deli Serdang. Morissan (2015), explains that purchasing decisions are the stage experienced by

consumers after the intention or desire to buy. Purchasing decisions are different from actual purchases. When a consumer chooses to buy a brand, the consumer still has to carry out the decision and make the actual purchase. The following are the results of the pre-survey data distributed to 30 respondents, namely consumers who purchased Broiler Chicken at RN Farm, Tumpatan Village, Deli Serdang in Table 4 below:

Table 4
Results of Pre-survey Data on Purchasing Decision Variables

No.	Statement	Agree	Percentage	Disagree	Percentage
1	I buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang because of the many choices and types of chicken meat provided.	22	73%	8	27%
2	I buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang because it is easy to find anywhere.	16	53%	14	47%
3	I can buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang anytime and anywhere.	11	37%	19	63%
4	I am facilitated in making payment transactions via transfer or cash at RN Farm, Tumpatan Village, Deli Serdang.	15	50%	15	50%

Source: Pre-survey Results, 2024

The results of the respondents' answers, there are still those who answered "disagree" from the statement "I can buy broiler chickens at RN Farm in Tumpatan Village, Deli Serdang anytime and anywhere" as many as 19 people (63%). The results of this statement state that currently consumer purchasing decisions are still inconsistent with RN Farm Tumpatan Deli Serdang Village. This is because there are phenomena that influence consumer purchasing decisions for Broiler Chicken at RN Farm in Tumpatan Village, Deli Serdang. As well as consumers are currently still constrained when they want to make purchases at night, because RN Farm Tumpatan Deli Serdang Village only conducts buying and selling transactions from morning to evening, namely at 06.00-18.00 WIB. In addition, RN Farm Tumpatan Deli Serdang Village still does not provide payment services for via transfers such as through Banks, Ovo, Dana, Shopee, or Qris to make it easier for consumers if they want to make a purchase but do not have cash. Therefore, in order to be able to increase purchasing decisions, RN Farm Tumpatan Deli Serdang Village should be able to open when consumers need it, especially during the momentum of holidays, besides that RN Farm Tumpatan Deli Serdang Village must be able to provide payment via transfer so that consumers do not have trouble when they want to make a purchase when they don't bring cash.

METHOD

The purpose of this study was to determine and analyze the effect of consumer preferences, price and quality of broiler chicken on purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang. This type of research is quantitative. The population in this study were consumers who made purchases at RN

Bagus Tarfiko Winata[1] , Anggia Sari Lubis[2], Indra Utama[3], M. Dani Habra[4], Yulia Arfanti[5]

Farm Tumpatan Deli Serdang Village during March, namely 450 consumers. The sample was taken using the Slovin formula, so that the total number of respondents in this study was rounded up to 82 consumers who made purchases at RN Farm, Tumpatan Village, Deli Serdang. Data collection techniques in this study were observation, documentation and questionnaires with a Likert Scale data measurement scale. Data analysis techniques use validity, reliability and classical assumption tests. The data analysis method uses multiple linear regression with the help of the *SPSS* program

RESULTS AND DISCUSSION
Multiple Linear Regression Analysis

To establish the hypothesis, researchers use multiple linear regression analysis to find the relationship between the independent variable and the dependent variable through the influence of consumer preferences, price and quality of Broiler Chicken on purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang. Based on the results of data processing with the SPSS program, the following results were obtained:

Table 5
Multiple Linear Regression Analysis Results

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	2.461	3.447		.714	.477		
	Consumer Preferences	.429	.124	.330	3.450	.001	.413	2.423
	Price	.250	.110	.161	2.278	.025	.754	1.327
	Quality of Broiler Chicken	.433	.083	.474	5.191	.000	.452	2.213
a. Dependent Variable: Purchase Decision								

Source: Research Results, 2024

Based on table 5, the multiple regression equation in this study is:

$$Y = 2.461 + 0.429 X_1 + 0.250 X_2 + 0.433 X_3 + e$$

Table 5 shows that the calculation obtained a constant value (a) of 2.461, b1 of 0.429**,** b2 of 0.250 and b3 of 0.433, so that the multiple linear regression equation $Y = 2.461 + 0.429 X_1 + 0.250 X_2 + 0.433 X_3 + e$. From the regression equation it can be concluded that:

1. Constant (a) = 2.461 means that if the variable consumer preference, price and quality of Broiler Chicken is 0, the purchase decision is 2.461.
2. The regression coefficient of the consumer preference variable = 0.429 means that if the consumer preference variable increases by 1 unit, the purchasing decision variable will increase by 0.429.
3. Price regression coefficient = 0.250 means that if the price variable increases by 1 unit, the purchasing decision variable will increase by 0.250.
4. The regression coefficient of the Broiler Slaughter Chicken quality variable = 0.433 means that if the Broiler Slaughter Chicken quality variable increases by 1 unit, the purchasing decision variable will increase by 0.433.

Test t (Partial)

The t test (Partial) is to see the effect of the independent variables partially on the dependent variable. From the results of SPSS testing, the t test values are as follows:

Table 6
Partial t Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.461	3.447		.714	.477		
	Consumer Preferences	.429	.124	.330	3.450	.001	.413	2.423
	Price	.250	.110	.161	2.278	.025	.754	1.327
	Quality of Broiler Chicken	.433	.083	.474	5.191	.000	.452	2.213
a. Dependent Variable: Purchase Decision								

Source: Research Results, 2024

Based on the t test results above, the t table value at df = n-k-1 = 82-3-1 = 78 at a significant level of 5% (0.05) is 1.9908. Thus, to find out partially, the multiple regression equation can be arranged as follows:

1. The value obtained from the table above is the t-count> t-table value (3.450> 1.9908) and is significant at 0.001 less than 0.05, meaning that consumer preferences have a positive and significant effect on purchasing decisions.
2. The value obtained from the table above is the t-count> t-table value (2.278> 1.9908) and is significant at 0.025 less than 0.05, meaning that price has a positive and significant effect on purchasing decisions.
3. The value obtained from the table above is the t-count> t-table value (5.191> 1.9908) and is significant at 0.000 less than 0.05, meaning that the quality of Broiler Chicken has a positive and significant effect on purchasing decisions.

F Test (Simultaneous)

The F (Simultaneous) test is used to determine whether the independent variables together simultaneously affect the *dependent variable*. From the results of testing *SPSS Version 25.00*, the Anova value in the F test is as follows:

Table 7
Simultaneous F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	925.671	3	308.557	62.359	.000[b]
	Residuals	385.951	78	4.948		
	Total	1311.622	81			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Broiler Quality, Price, Consumer Preferences						

Source: Research Results, 2024

THE INFLUENCE OF CONSUMER PREFERENCES, PRICE AND QUALITY OF BROILER CHICKEN ON DECISIONS PURCHASE AT RN FARM IN TUMPATAN VILLAGE DELI SERDANG

Bagus Tarfiko Winata[1] , Anggia Sari Lubis[2], Indra Utama[3], M. Dani Habra[4], Yulia Arfanti[5]

From table 7, the F_{count} value is 62.359. With α = 5%, dk numerator : 3, dk denominator: 82-3 (5%; 3; 79; Ftable 2.72) obtained F_{tabel} value of 2.72. From this description, it can be seen that F_{count} (62.359) > F_{tabel} (2.72), and a significance value of 0.000 <0.05, it can be concluded that consumer preferences, price and quality of Broiler Chicken have a simultaneous effect on purchasing decision variables.

Determination Coefficient Test

The determination coefficient is located in the Model Summary table and is written R *Square*. For multiple linear regression, you should use adjusted R Square or written *Adjusted* R *Square* because it is adjusted for the number of variables used in the study, the value of R *Square / Adjusted* R *Square* is said to be good if it is above 0.5 because the value of R *Square* ranges from 0 to 1. The results of the coefficient of determination analysis in this study are:

Table 8
Determination Coefficient Test Results

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.840[a]	.706	.694	2.224
a. Predictors: (Constant), Broiler Quality, Price, Consumer Preferences				
b. Dependent Variable: Purchase Decision				

Source: Research Results, 2024

Based on table 8, it can be seen that the adjusted coefficient of determination (R Square) is 0.706, this means that 70.6% of the *dependent variable* can be explained by the *independent variable* while the rest is explained by other variables outside the variable under study.

The Effect of Consumer Preferences on Purchasing Decisions

According to Simamora (2016), consumer preference is a person's choice or interest in expressing whether or not they like a product. According to Simamora (2016), there are several indicators or things that must be passed until consumers form a preference or it can be said that consumers already have a loyalty to the company, namely 1) Product characteristics that are different from other similar products, 2) Attractive design and color, 3) Match the quality, 4) Match the size.

The results of this study obtained a t-count> t-table value (3.450> 1.9908) and a significant value of 0.001 smaller than 0.05, meaning that consumer preferences have a positive and significant effect on purchasing decisions. This research has previously been conducted by Zainal (2022), Rifaldi & Santoso (2024) which states that consumer preferences have a positive and significant effect on purchasing decisions.

The Effect of Price on Purchasing Decisions

According to Kotler and Armstrong, (2016) price is an exchange rate that is usually equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time and place. According to Kotler and Armstrong (2016), there are four measures that characterize price, namely price affordability, price compatibility with product quality, price compatibility with benefits, and price according to ability or price competitiveness. The results of this study obtained a t-count> t-table value (2.278> 1.9908) and a significant value of 0.025 smaller than 0.05, meaning that price has a positive and significant effect on purchasing decisions. Previous research has been conducted

by Sjachriatin and Hariani (2020), Andriani (2021), Khilmiana (2023) which states that price has a positive and significant effect on purchasing decisions.

The Effect of Broiler Chicken Quality on Purchasing Decisions

Product quality is a condition about an item that will be sold to consumers by having high quality in the process of using the product. (Mari Ci & Raynond, 2021). According to Tjiptono (2017) explains that this product quality dimension includes 6 indicators consisting of *Performance* results, *Features, Reliability, Conformance to Specfication, Durability, Perceived quality*. The results of this study obtained a t-count> t-table value (5.191> 1.9908) and a significant value of 0.000 smaller than 0.05, meaning that the quality of Broiler Slaughtered Chicken has a positive and significant effect on purchasing decisions. The results of this study have previously been studied by Sjachriatin and Hariani (2020), Andriani (2021), Khilmiana (2023) which state that product quality has a positive and significant effect on purchasing decisions.

The Effect of Consumer Preferences, Price and Quality of Broiler Chicken on Purchasing Decisions

According to (Astuti et al., 2021) purchasing decisions are actions taken to overcome problems that occur and must be faced or are steps taken to be able to achieve goals as quickly as possible at the most efficient cost possible. According to Kotler and Keller (2016) there are five indicators of purchasing decisions made by consumers, namely *product choice (*product choice), *brand choice (*brand choice), *dealer choice (choice of* channeling place), *purchase timing (purchase time)*, *payment method* (payment method). The results of this study state that the value of F_{count} (62.359)> F_{tabel} (2.72), and a significance value of 0.000 <0.05, it can be concluded that consumer preferences, price and quality of Broiler Cut Chicken have a simultaneous effect on purchasing decision variables. The adjusted coefficient of determination (R Square) is 0.706, this means that 70.6% of the *dependent variable* can be explained by the *independent variable,* while the rest is explained by other variables outside the variables studied.

CLOSING

Conclusion

Based on the results of the analysis and discussion of the influence of consumer preferences, price and quality of Broiler Chicken on purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang, the following conclusions can be drawn:

1. The partial t test results show that consumer preferences have a positive and significant effect on purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang.
2. The partial t test results show that price has a positive and significant effect on purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang.
3. The partial t test results show that the quality of Broiler Chicken has a positive and significant effect on purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang.
4. The results of the simultaneous F test show that consumer preferences, price and quality of Broiler Chicken simultaneously influence purchasing decisions at RN Farm, Tumpatan Village, Deli Serdang.

REFERENCES

Andriani, A. (2021). Effect of Price and Quality of Broiler Chickens on Consumer Purchasing Decisions at UD. Alhamdulillah, Daya Market, Makassar City = Effect of Price and Quality of Broiler Chickens on Consumer Purchasing Decisions in the UD Alhamdulillah, Daya Market, Makassar City (Doctoral dissertation, Hasanuddin University).

Astuti, R., & Hakim, M. A. (2021). The Effect of Halal Labeling and Product Availability on Consumer Purchasing Decisions at 212 Mart in Medan City. *Maneggio: Scientific Journal of Master of Management*, *4*(1), 1-10.

Bagus Tarfiko Winata[1] , Anggia Sari Lubis[2], Indra Utama[3], M. Dani Habra[4], Yulia Arfanti[5]

Khilmiana, N. (2023). Analysis of the influence of taste, price, product quality and promotion on purchasing decisions for frozen chicken at the Yamiku kiosk in Pekalongan (Doctoral dissertation, UIN KH Abdurrahman Wahid Pekalongan).

Kotler, P. Armstrong, G, (2016), Principles of Marketin, 12th Edition, Volume 1 Translation Bob Sabran Jakarta: Erlangga.

Kotler, P. Keller, K.L. (2016), Marketing Management Volume I 12th Edition. Jakarta: Erlangga.

Mari Ci, A., & Raynond. (2021). The Effect of Product Quality and Promotion on House Purchase Decisions at Golden City Residence Batam City. *JOURNAL OF SCIENCE: Student Scientific Journal*, *3*(3), 3.

Morissan. (2015). Advertising: Integrated marketing communications. Jakarta, Indonesia: Kencana Prenada Media Group.

Rifaldi, M. F., & Santoso, S. (2024). The Effect of Consumer Preferences on Purchasing Decisions (Case Study at ALEGRA Coffee Shop in Villa Nusa Indah). *PANDITA: Interdisciplinary Journal of Public Affairs*, *7*(1), 47-55.

Septiawan, I., & Noviani, N. (2023). Factors Affecting the Purchasing Behavior of Rn Farm Slaughtered Chicken in Tumpatan Village, Beringin District, Deli Serdang Regency. *Journal of Agro Nusantara*, *3*(2), 131-136.

Simamora, H. (2016). Marketing Research. Publisher Gramedia Utama Jakarta

Sjachriatin, E. S. E., & Hariani, M. (2020). Analysis of Consumer Experience, Location, Price Perception and Product Quality on Purchasing Decisions for Slaughtered Chicken in Mojokerto Modern Market. GOLD, 3(1), 63-81.

Sussman, S. W., & Siegal, W. S. (2017). Informational influence in organizations: An integrated approach to knowledge adoption. Information Systems Research, 14(1), 47-65.

Tjiptono, F. (2017). Service Management Realizing Excellent Service. Yogyakarta: CV. Andi Offset.

Zainal, M. A. (2022). Characteristics and Consumer Preferences in Purchasing Broiler Meat in Jember Regency (Doctoral dissertation, Jember State Polytechnic).