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Analysis of Demand for Domestic Chicken Meat Consumption in North Sulawesi Province, Indonesia

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Annotation: Chicken meatis a popular food source for the people of Indonesia, even the world. This fact is accompanied by the large amount of chicken meat that has been consumed by the Indonesian people, which is 2.14 million tons and continues to increase based on a survey by the Central Statistics Agency (BPS) in 2018.The increase in demand for chicken meat products in Indonesia is not only influenced by the increase in population, but also by prices, incomes and tastes of the Indonesian people. Based on BPS data, national chicken meat production in Indonesia, between 2012 and 2020 continues to experience a significant increase, but specifically for native chicken meat products, it is still far below the increase in chicken meat production in general. This is also the case in North Sulawesi Province, which is the location of this research. This research, which was conducted in early to mid-2021, aims to analyze demand (the influence of price, income and taste variables) on the consumption of free-range chicken meat in North Sulawesi. The sample in this study were domestic chicken meat consumers in North Sulawesi Province. The results showed that partially or simultaneously the variables of demand used in this study, namely: price, income and taste have a positive effect on the consumption of native chicken meat in North Sulawesi Province.

Keywords: Price, Income, Taste, Consumption.

INTRODUCTION

Chicken is an animal that is very much needed in fulfilling food, both meat and eggs for the sustainability of people's lives. Especially for the supply of chicken meat in Indonesia, it really contributes to the effort to meet the nutritional needs of the community which comes from animal protein. Chicken meatis a popular food source for the people of Indonesia, even the world. This fact is accompanied by the large amount of chicken meat that has been consumed by the Indonesian people, which is 2.14 million tons and continues to increase based on a survey by the Central Statistics Agency (BPS) in 2018 (Rinjani, 2019).It is not surprising that the demand for chicken meat is always increasing from time to time along with the increase in population. In addition to the products that can be accepted by all people, the price of chicken meat products is relatively affordable when compared to the price of meat that can be consumed by the community, people's income and tastes for this product are also the triggers for increasing demand for chicken meat products.

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In business activities, this chicken farm in addition to providing economic benefits for farmers also plays a role in providing jobs for the surrounding community. Most of the business activities of chicken farming, especially in North Sulawesi Province, are still dominated by people's businesses, however, the supply of chicken meat has now begun to shift from conventional transactions to transactions that use technology and communication media. The use of technology and communication media can of course increase the effectiveness of transactions so as to reduce production costs, besides that it can also provide up-to-date information on quantity, quality, productivity, price, income and tastes for these products.

Based on BPS data (Table 1), national chicken meat production in Indonesia, between 2015 and 2020 continues to increase, but specifically for native chicken meat products, it is still far below the increase in broiler meat production. In 2015, the production of purebred chicken, which almost reached 1.7 million tons, continued to increase to more than 3.2 million tons, while the production of native chicken meat tended to decline. Domestic chicken meat production in 2015 reached more than 299 thousand tons while production in 2020 fell to 293,139.53 tons.

Table 1. National Chicken Meat Production Data (Tons), 2015-2020

Category	2015	2016	2017	2018	2019	2020
Chicken	1,628,307.00	1,905,497.28	3,175,853.00	3,409,558.00	3,495,090.53	3,275,325.72
Free-range Chicken	299,772.95	284,987.77	300,128.90	287,156.48	292,329.20	293.139.53
T total	1,928,079.95	2,190,485.05	3,475,981.90	3,696,714.48	3,787,419.73	3,568,465.25

Source: Central Bureau of Statistics (BPS), 2021

A similar situation also occurs in the province of North Sulawesi, which is the location of this research, where the amount of broiler meat production in this area is still far above the amount of free-range chicken meat production between 2015 and 2021 (Table 2). In fact, according to Argosangad (2021), native chicken meat products have a higher nutritional value when compared to purebred chicken.

Table 2. Data on Chicken Meat Production in North Sulawesi (Tons), 2015-2021*

Category	2015	2016	2017	2018	2019	2020	2021
Chicken	7,195.04	7,309.94	7,937.19	9945.93	10,995,17	7,937.19	13,044,20
Free-range Chicken	2,560.97	2,596.89	2,612.22	2,636.41	2,701.35	3,026.35	3116,660

Note: *Temporary Figures

Source: Central Bureau of Statistics (BPS) and Department of Agriculture and Livestock of North Sulawesi Province, 2021

The increase in the production of purebred and local chicken meat is certainly greatly influenced by the demand for chicken meat both nationally and at the provincial level, especially in North Sulawesi Province. According to the Industry and Trade Office of North Sulawesi Province (2021), the demand for chicken meat can be seen from the price of purebred chicken in trading centers in North Sulawesi Province which increased by 10.02%, from Rp. 25,450 per kilogram to Rp. 28,000 per kilogram, while the price of native chicken is Rp. 55,000 per head and even more. Based on these data, it also indicates the ability of the people in the area to buy these products because they are supported by the increasing income of the people and their appetite for consuming these products.

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Purpose Study

1. To analyze the effect of price partially on the consumption of native chicken meat in North Sulawesi Province.
2. To analyze the effect of income partially on the consumption of native chicken meat in North Sulawesi Province.
3. This study aims to determine the effect of partial taste on the consumption of native chicken meat in North Sulawesi Province.
4. To determine the effect of price, income and taste simultaneously on the consumption of native chicken meat in North Sulawesi Province.

THEORITICAL REVIEW

Demand Theory

In economics, demand is the amount of goods and services that consumers want or are able to buy at a certain price level and period. In terms of demand, there are at least three important elements, namely the quantity demanded and able to be purchased by consumers, what consumers want for goods or services followed by the ability to buy goods or services at a specified price, the quantity demanded is demanded. is a continuous purchase order so it must be expressed in units of time.

In economic analysis it is considered that the demand for an item is mainly influenced by its price level. Therefore, in demand theory, the main analysis is the relationship between the amount demanded for an item and the price of the item (Sukirno, 2013). If someone says demand, then what is meant is a request accompanied by purchasing power of an object. This demand is usually expressed by a demand curve (Kadariah, 1994).

Demand is a number of goods purchased or requested at a certain price and time, or something that a person wants to have in order to fulfill his life needs (Ristania, 2007).According to the Center for Domestic Trade Policy (2013), demand shows the amount of goods demanded in a certain market at a certain price level at a certain income level and in a certain period.

Factors Affecting Demand

According to Ramadhani (2021), there are several factors that influence the demand for a product. These factors are:

1. the price of goods or services,
2. buyer income,
3. The price of the related goods or services whether they are complementary and purchased together with other goods or substitute goods and purchased, not the product,
4. The tastes or preferences of consumers that can drive demand,
5. Consumer expectations. Where this will refer to whether consumers believe the price of the product will rise or fall in the future,
6. Number of buyers in the market.

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Price

The price of a good or service is a determinant of consumer demand. The higher the price of a good or service, the less goods or services demanded by consumers. Conversely, the lower the price of an item or service, the more goods or services consumers demand (Economics ID, nd). It is further explained that this is in accordance with the law of demand which states that if the price of goods increases with a ceteris paribus condition (other conditions remain the same), the quantity demanded of goods will decrease. Meanwhile, if the price of a good decreases, the quantity demanded will increase.

Income

The amount of income of a person / consumer will affect the number of requests. If the amount of income decreases, the demand will also decrease, and vice versa. The relationship between income and the quantity of goods demanded is unidirectional (positive). This assumption applies to normal goods, while for inferior goods (low quality goods) an increase in the amount of income will reduce the amount of demand for inferior goods (Economics ID, nd).

Appetite

Taste is one of the determinants of demand, consumer tastes are subjective depending on the consumer's assessment of a desired/needed good or service. In addition, consumer tastes are usually influenced by traditions and beliefs. Increased consumer appetite for an item will result in an increase in demand for that item. Conversely, when consumer tastes decrease, consumer demand for an item will decrease (Economics ID, nd).

Hypothesis and Research Model

Research Hypothesis

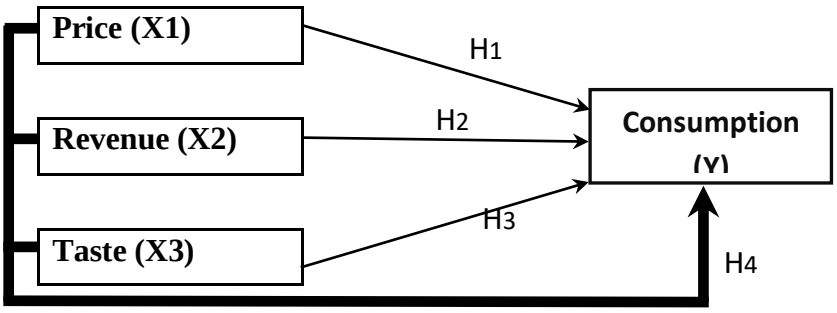
H1: It is suspected that the price has an effect on the consumption of native chicken for the people in North Sulawesi Province.

H2: It is assumed that income has an effect on domestic chicken consumption for people in North Sulawesi Province.

H3: It is suspected that taste influences the consumption of native chicken for people in North Sulawesi Province.

H4: It is suspected that price, income and taste affect the consumption of native chicken for people in North Sulawesi Province

Figure 1. Research Model



Source :*Literature reviews*, 2021

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METHODSTUDY

Types of research

The type of research used is quantitative research and associative research. According to Sutama (2016) quantitative research is closely related to social survey techniques including structured interviews and structured questionnaires, experiments, structured observations, content analysis, formal statistical analysis and many more.

Population, Sample, and Sampling Technique

Population

According to Nazir (2005) Population is a group of individuals with qualities and characters that have been determined by the researcher. These characteristics, characteristics, and qualities are referred to as variables. He divided the population into two, namely the finite population and the infinite population. According to Margono (2004) Population is the entire data that is the center of attention of a researcher within a predetermined scope and time. Population is related to data, if a human provides data, the size or number of the population will be the same as the number of humans. The population in this study were customers of native chicken meat products in North Sulawesi Province.

Sample

Sugiyono (2008) argues that the sample is a part of the whole as well as the characteristics possessed by a population. According to Riduwan, (2007) The sample is part of the population that has certain characteristics or circumstances to be studied. The sample in this study was 100 customers who were able to buy and often consume native chicken products in North Sulawesi Province.

Sampling Technique

The sampling technique according to Sugiyono (2017) states that purposive sampling is a sampling technique with certain considerations. According to Margono (2004), the selection of a group of subjects in purposive sampling is based on certain characteristics that are considered to have a close relationship with previously known population characteristics. This technique is used to ensure that only samples that have certain characteristics that have been determined by the researcher will be taken as samples. Because the total population is not known for certain, in determining the sample size using the unknown population formula (Frendy, 2011).

$$n = \frac{Z^2}{4\mu^2}$$

Description:

n = sample size

Z = the level of confidence of the sample required in the study (at = 5% or the degree of confidence is determined 95% then Z = 1.96).

= margin of error, tolerable error rate (10%)

By using the above formula, the following calculation is obtained:

$$n = \frac{1.96^2}{\text{-------}}$$

n = 96.40 n = 97 respondents

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$4(0,1)^2$

From the results of these calculations, it is known that the minimum sample size required is 97 respondents, but in this study, researchers distributed 125 questionnaires and those who returned and were declared valid were 100 questionnaires from 100 respondents.

Data and Data Sources

Sources of data in this study using primary data and secondary data. Primary data is data obtained directly from respondents based on research questionnaires. Secondary data is data obtained from the internet as well as from related agencies such as the Central Statistics Agency (BPS), the Department of Agriculture and Livestock of North Sulawesi Province and scientific research journals that support this research.

Data collection technique

Data collection is an important activity for research activities, so the selection of data collection techniques must be careful. The data collection technique used in this research is a questionnaire (questionnaire). According to Arikunto (2006) a questionnaire is a written statement that is used to obtain information from the respondent in the sense of a personal report or things that he knows. Meanwhile, according to Sugiyono (2008), a questionnaire or questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The questionnaire or questionnaire used in this study is a closed type of questionnaire or direct questionnaire because the respondent only needs to put a mark on one of the answers that is considered correct.

Variable Operational Definition

1. Independent Variable (X). The independent variable (Sugiyono, 2016) is a variable that affects or is the cause of the change or the emergence of the dependent variable. The independent variables in this study are: Price (X1), Income (X2) and Taste (X3)
2. Bound Variable (Y). The dependent variable is a variable that gets the influence of the data because of the independent variable (Sugiyono, 2016). In this study the dependent variable is Consumption (Y)

Research Instrument Test

Measurement of variables is important for every research, because with the measurement of research variables can connect abstract concepts with reality. In this study using a Likert scale (Sugiyono, 2017)in the form of a checklist with answers on each instrument, as follows:

Table 3. Likert Skala Scale

Description	Symbol	Score
Strongly agree	SS	5
Agree	S	4
Neutral	N	3
Do not agree	TS	2
Strongly disagree	STJ	1

Source:Sugiyono, 2017.

RESEARCH RESULT

Validity Test Results

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Validity test is used to measure the validity or validity of a questionnaire (Ghozali, 2009). In this test using 100 respondents. It is known that N=100 = 0.195. The results of the validity test of the tested items are as follows:

Table 4. Validity Test Results

Variable	Items	rcount	rtable	Description
Price (X1)	X1.1	0.636	0.195	*Valid*
	X1.2	0.712		*Valid*
	X1.3	0.485		*Valid*
	X1.4	0.702		*Valid*
	X1.5	0.626		*Valid*
Revenue (X2)	X2.1	0.741		*Valid*
	X2.2	0.888		*Valid*
	X2.3	0.773		*Valid*
	X2.4	0.877		*Valid*
	X2.5	0.888		*Valid*
Taste (X3)	X3.1	0.608		*Valid*
	X3.2	0.693		*Valid*
	X3.3	0.817		*Valid*
	X3.4	0.798		*Valid*
	X3.5	0.740		*Valid*
Consumption (Y)	Y1	0.757		*Valid*
	Y2	0.711		*Valid*
	Y3	0.819		*Valid*
	Y4	0.741		*Valid*
	Y5	0.799		*Valid*

Source: Processed Data, 2021

Based on the results from the table above, it shows that all statement items from all variables are valid. This can be seen from the value of rcount> from the value of rtablethus each item statement about the above variables is valid.

Reliability Test

Test reliability is the extent to which the measurement results of a test instrument can be trusted. The measurement results must be reliable and in the sense that they must have a level of consistency and stability (Suryabrata, 2004). From the results of the reliability test obtained a table as below:

Table 5. Reliability Test Results

Variable	Alpha Cronbach's	rtable	Description
Price (X1)	0.632		*Reliable*
Revenue (X2)	0.891		*Reliable*

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Taste (X3)	0.782	0.195	*Reliable*
Consumption (Y)	0.822		*Reliable*

Source: Processed Data, 2021

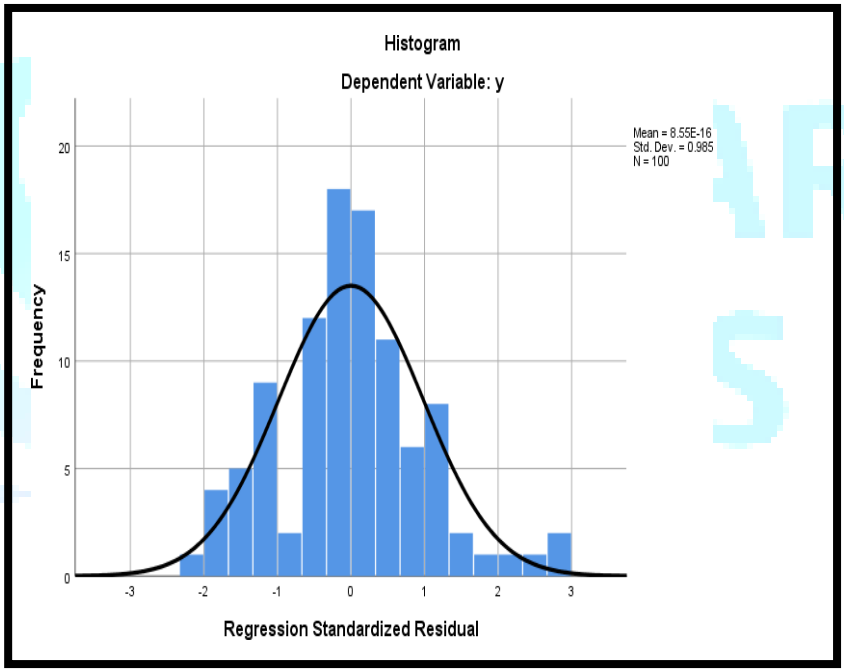
The results of reliability testing on the variables of Price, Income and Taste with Cronbach's Alpha as shown in table 5 show that all statements in this research instrument are reliable. Where Croncbach's Alpha > from the rtable, the result is reliable.

Classic assumption test

Normality test

The normality test is to see whether the residual value is normally distributed or not. A good regression model is to have a normally distributed residual value. So the normality test is not carried out on each variable but on the residual value. According to Ghozali (2016) the normality test is carried out to test whether in a regression model, an independent variable and a dependent variable or both have a normal or abnormal distribution.

Figure 2. Histogram of Normality Test



Source: Processed Data, 2021

The histogram graph is said to be normal if the data distribution is bell shaped, not skewed to the left or not skewed to the right (Santoso, 2015). The histogram graph above is not skewed to the left or right so that the histogram graph is declared normal.

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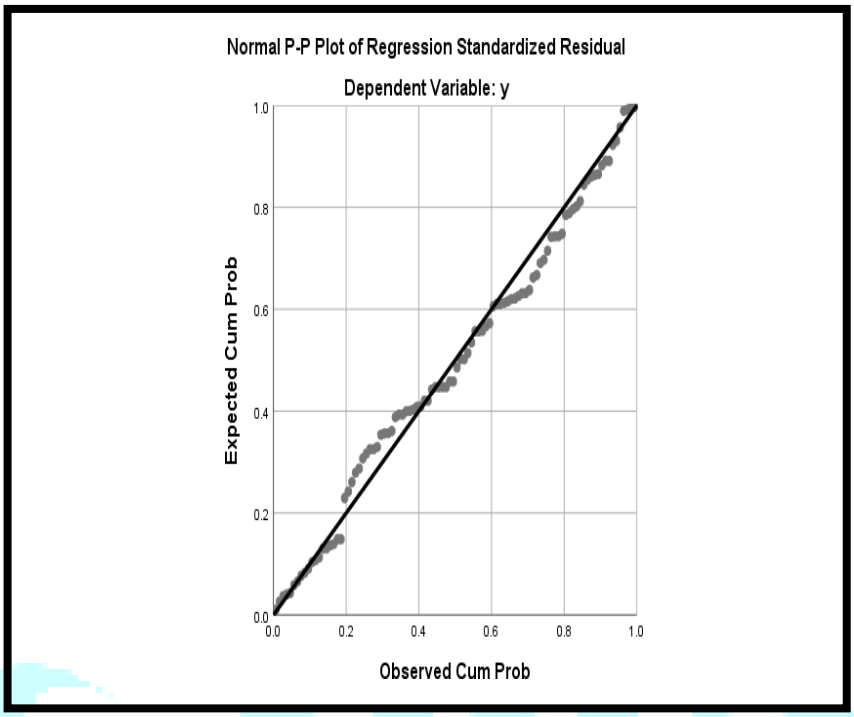

Figure 3. Normal P-Plot Normality Test

Source: Processed Data, 2021

The P-Plot graph is said to not meet the normality assumptions if the items spread far along the diagonal line and follow the direction of the diagonal line (Ghozali, 2016). The P-Plot chart above spreads and follows around the diagonal line. Thus the graph above can be stated to be normally distributed.

Table 6. KS . Normality Test Results

		Unstandardized Residual
N		100
Normal Parameters, b	*mean*	.0000000
	Std. Deviation	1.87996208
Most Extreme Differences	*Absolute*	.070
	Positive	.070
	negative	-.064
Test Statistics		.070
asymp. Sig. (2-tailed)		0.200c,d

Source: Processed Data, 2021

If the significance is below 0.05 then there is a significant difference and if it is above 0.05 then there is no significant difference. It can be seen in the table of 6 numbers Asymp Sig. (2-tailed) of 0.200 > from 0.05, it can be concluded that all data variables are normally distributed.

Multicollinearity Test

The purpose of the multicollinearity test is that the multicollinearity test aims to test whether the regression model found a correlation between the independent variables (independent), Ghozali (2016). An indication of multicollinearity is if the VIF is more than 10 and if the VIF is less than 10, there is no multicollinearity.

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Table 7. Multicollinearity Test

Model		Collinearity Statistics		Description
1	(Constant)	Tolerance	VIF	
	X1	0.644	1.554	There is no multicollinearity
	X2	0.672	1,489	There is no multicollinearity
	X3	0.570	1,755	There is no multicollinearity

Source: Processed Data, 2021

Based on the table above, the tolerance value for all variables (Price: 0.644, Income: 0.672, and Taste: 0.570) > from a predetermined value of 0.1. The VIF value of all the variables in the table has a value of less than 10. Based on these results, it can be concluded that there is no multicollinearity between variables in this study.

Heteroscedasticity Test

Heteroscedasticity test is a condition where there is an inequality of variance from the residual of one observation to another observation. If the residual variance from one observation to another observation is still called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model is that there is no heteroscedasticity. This test method looks at the points on the Scatterplot graph, if the points on the Scatterplot graph spread without forming a certain pattern then homosceasticity occurs but if the dots form a certain pattern then heteroscedasticity occurs. The following are the results of the heteroscedasticity test:

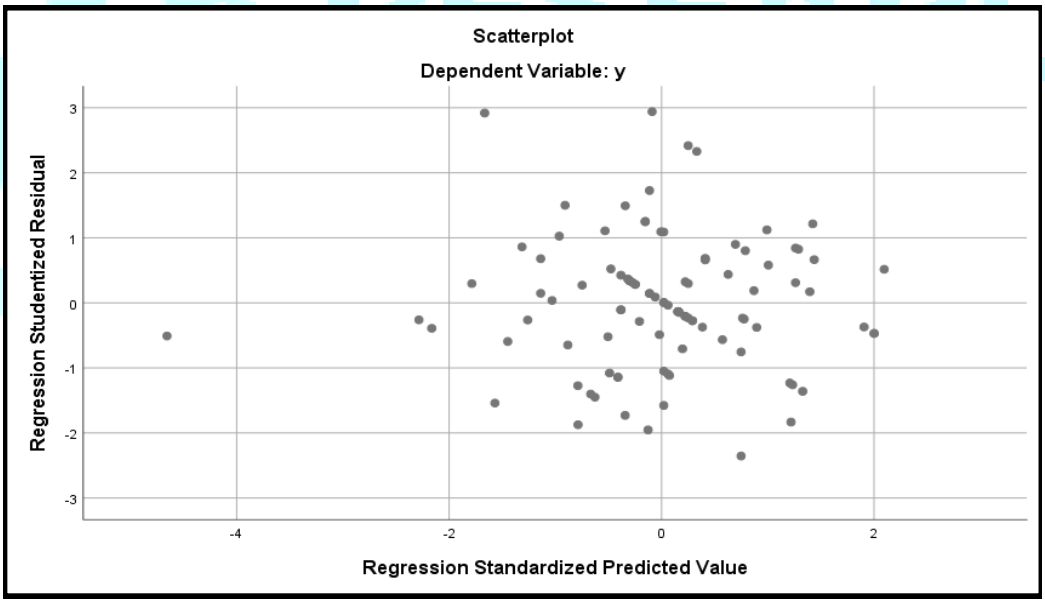

Figure 4. Graph of Heterodastisity Test Scatter Plot

Source: Processed Data, 2021

Based on Figure 4, it can be seen that the points spread randomly and do not form a certain clear pattern and also that the points are spread across numbers 0 and Y, so it can be concluded that there is no heteroscedasticity.

Multiple Linear Regression Analysis Test

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Table 8. Multiple Linear Regression Analysis Test Results

Coefficientsa						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.847	1,835		1.551	0.124
	x1	0.185	0.109	0.150	1,703	0.092
	x2	0.422	0.083	0.437	5.069	0.000
	x3	0.263	0.092	0.268	2.864	0.005

Source: Processed Data, 2021

Based on table 8, it can be seen that the constant value is 2.847 and for 1 of 0.185 while 2 is 0.422 and 3 is 0.263, so that the multiple linear regression equation can be obtained as follows:

Y= 2.847+0.185X1 + 0.422X2 +0.263X3

From the multiple linear regression equation above, it can be interpreted as follows:

1. (coefficient value of X1) is 0.185 and has a positive sign, this explains that price X1 has a positive value on consumption (Y).
2. (coefficient value of X2) is 0.422 and is positive, this explains that X2 Income has a positive effect on Consumption (Y).
3. (coefficient value of X3) is 0.263 and is positive, this explains that X3 Taste has a positive value to Consumption (Y).

or it can be concluded:

H1 : There is an effect of Price (X1) on Consumer Consumption (Y)

H2 : There is an effect of Income (X2) on Consumer Consumption (Y)

H3 : There is an influence of taste (X3) on consumer consumption (Y)

H4 : There is an effect of Price (X1), Income (X2) and Taste (X3) on Consumer Consumption (Y)

Hypothesis test

T Test (Partial Significance Test)

The test is carried out by comparing tcount with ttable (Santoso, 2013). This test was conducted to partially test the significance of the role of the independent variable on the dependent variable.

1. if the value of sig <0.05, or tcount > then ttable then there is an effect of variable X on variable Y
2. if the value of sig > 0.05, or tcount < then ttable then there is no effect of variable X on variable Y

The partial T-Test formula is as follows:

ttable = $t(\alpha/2 ; n – k – 1)$

= $t(0.05/2) = 0.025$

= $t(0.025 ; 97) = 1.984$

n is the number of respondents 100 and k for the number of variables X = 3, so the t table results for the T test is 1.984.

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1. Price Effect (X1) to Consumption (Y). t valuecountPrice variable (X1) is 1.703 while ttableof 1.984 which means the value of tcount< from ttable. This explains that the independent variable is Price (X1) partially has no significant effect on the dependent variable, namely Consumption (Y).
2. Income Effect (X2) to Consumption (Y). t valuecountIncome variable (X2) of 5,069 while ttableof 1,984 which means the value of tcount> from ttable. This explains that the independent variable, namely Income (X2) partially has a significant effect on the dependent variable, namely Consumption (Y).
3. Effect of Taste (X3) to Consumption (Y). t valuecount Taste variable (X3) is 2,864 while ttableof 1.984 which means the value of tcount> from ttable. This explains that the independent variable is Taste (X3) partially has a significant effect on the dependent variable, namely Consumption (Y)

F Uji test

This F test was conducted to test the effect of all independent variables on the dependent variable.

Ho: There is no effect of Price, Income and Taste on Consumption.

Ha: There is an effect of Price, Income and Taste on Consumption

1. If the value of sig < 0.05 or Fcount > Ftable, then there is a simultaneous effect of the X variable on the Y variable.
2. If the value of sig < 0.05 or Fcount > Ftable, then there is no simultaneous effect of the X variable on the Y variable.

Ftable = F(k ; n – k) = F(3 ; 97) = 2.70

Table 9. F Test Results (Simultaneous Significance Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	378,859	3	126,286	34,649	0.000b
	Residual	349,891	96	3.645		
	Total	728,750	99			

Source: Processed Data, 2021

Effect of Price (X1), Income (X2), and Taste (X3) on Consumption (Y)

Based on the results of the above test, it is known that the significance value for the effect of X1, X2, and X3 simultaneously on Y is 0.000 <0.05 and the value of Fcount is 34,649 > Ftable 2.70, so it can be concluded that H4 is accepted which means there is an effect of X1, X2 and X3 simultaneously against Y. Thus, it can be concluded that Ho is rejected and Ha is accepted.

Correlation Coefficient (R)

The correlation test aims to determine the level of closeness of the relationship between variables expressed by the correlation coefficient (R). The basis for decision making is as follows:

1. If the significance value is < 0.05 then it is correlated.
2. If the Significance value > 0.05 then nocorrelated.

Table 10. Correlation Coefficient Results (R)

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Correlations					
		Price	Income	Appetite	Consumption
Price	Pearson Correlation	1	.455**	.572**	.503**
	Sig. (2-tailed)		.000	.000	.000
	N	100	100	100	100
Income	Pearson Correlation	.455**	1	.546**	.652**
	Sig. (2-tailed)	.000		.000	.000
	N	100	100	100	100
Appetite	Pearson Correlation	.572**	.546**	1	.593**
	Sig. (2-tailed)	.000	.000		.000
	N	100	100	100	100
Consumption	Pearson Correlation	.503**	.652**	.593**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	100	100	100	100

**. Correlation is significant at the 0.01 level (2-tailed).
Source: Processed Data, 2021

From the table above shows that:

1. The magnitude of the correlation coefficient (r) Price (X1) is 0.503 with a significance of 0.000. So it can be concluded that the correlation of the Price variable (X1) to the Consumption variable (Y) is in the form of a positive relationship which has a moderate degree of correlation.
2. The magnitude of the correlation coefficient (r) Income (X2) is 0.652 with a significance of 0.000. So it can be concluded that the correlation of the income variable (X2) to consumption (Y) is in the form of a positive relationship that has a strong correlation degree.
3. The magnitude of the correlation coefficient (r) Taste (X3) is 0.593 with a significance of 0.000. It can be concluded that the correlation between the variables of Taste (X3) on Consumption (Y) is in the form of a positive relationship which has a moderate degree of correlation.

Coefficient of Determination (R^2)

The coefficient of determination (R2) aims to measure how much the independent variable contributes to the dependent variable.

Table 11. Results of the Coefficient of Determination (R^2)

Model Summaryb					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.721a	.520	.505	1.909	1.456

Source: Processed Data, 2021

From the table above, it is known that the correlation coefficient is 0.520 or equal to 52%. So it can be concluded that the effect of the variable price (X1), income (X2) and tastes (X3) on the variable consumption (Y) is 52%. While the remaining 48% is influenced by other factors not examined in this study.

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DISCUSSION

Effect of Price on Consumption

Based on hypothesis 1, the t-count is 1.703 < from t table of 1.984 with a significance level of 0.092 > of 0.05 and the regression coefficient value is 0.150, so it can be concluded that hypothesis 1 is rejected and the price variable (X1) has no effect on the consumption variable. This means that price is not one of the factors that increase consumption (Y) of native chicken meat products. The overall results of respondents' responses to the Price variable with a score of 3.82, are classified as standard, this shows the effect of the price of native chicken meat products so that suggestions for local chicken meat products companies must increase their prices in a way that further highlights something unique and easy. remembered by consumers of these free-range chicken meat products.

Effect of Income on Consumption

Based on the test results, it is shown that the tcount value of the Income variable (X2) is 5.069 while the ttable is 1.984, which means the tcount > ttable with a significance of 0.000 <0.005 and a coefficient value of 0.437. This explains that the independent variable Income partially has a significant effect on the dependent variable Consumption (Y). Hypothesis 2 which states that income has a partial effect on consumption is proven. The overall results of respondents' responses to the income variable with a score of 4.10 are high, this shows the influence of income is very good in terms of consumer assessment.

Effect of Taste on Consumption

Based on the results of hypothesis testing 3, it is obtained from the results of tcount 2.864 while ttable is 1.984, which means that the value of tcount > from ttable with a significance level of 0.005 and a regression coefficient value of 0.268 so that it can be concluded that hypothesis 3 is accepted. This shows that the variable Taste (X3) is one of the factors that increase consumer consumption of free-range chicken meat products. The better the quality of native chicken meat products, the higher the consumption of native chicken meat products. Even though, the results of all respondents to the Selera variable are classified as standard with a score of 3.71, this shows that respondents in this area agree that the taste for free-range chicken meat products is good. Even so, suggestions for domestic chicken meat product producers continue to improve the quality of their products.

Effect of Price, Income and Taste on Consumption

Based on the test of hypothesis 4 obtained from the results of Fcount > from Ftable, which is 34,649 with Ftable 2.70 with a significance level of 0.000 <0.05 so it can be concluded that Hypothesis 4 is accepted which means that there is an effect of Price X1, Income X2 and Taste X3 simultaneously on Consumption Y. There is an overall result of respondents' responses to the Consumption variable which is classified as high with a score of 3.99. It can be concluded that the advantages of the three variables still have an effect on the Consumption variable.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the study, several conclusions can be drawn as follows:

1. The results of testing the first hypothesis show that the variable Prices partially affect domestic chicken consumption for people in North Sulawesi Province.
2. The results of testing the second hypothesis show that the variableIncome partially affects domestic chicken consumption for people in North Sulawesi Province.

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3. The results of testing the third hypothesis show that the variableTaste partially affects domestic chicken consumption for people in North Sulawesi Province.
4. The results of testing the fourth hypothesis show that the variablePrices, income and tastes simultaneously affect the consumption of native chicken for the people in North Sulawesi Province.

Suggestion

Based on the results of the research and the conclusions described above, the suggestions for this research are as follows:

1. The domestic chicken farming business provides profitable prospects in the future, as evidenced by the increasing demand for domesticated chicken meat products in North Sulawesi Province.
2. Continuous promotion of the fulfillment of nutrition and public health in consuming free-range chicken meat products.
3. There needs to be good management in handling and managing native chicken in North Sulawesi so that the supply of native chicken can be fulfilled.
4. It is better if there is cooperation with financial institutions such as banks in supporting the domestic chicken farming business in North Sulawesi.

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