



## Analysis of Perceptions and Likes for Chicken Nugget Products among Consumers in North Kayong, West Kalimantan

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### ABSTRACT

Currently, there is a tendency for consumers to prefer frozen food. This study aims to analyze the perceptions and preferences of chicken nugget products on consumers in North Kayong, West Borneo. The research uses a survey method by distributing questionnaires. The perceived variables tested were price perception, quality, organoleptic, and brand. Descriptive test using a Likert scale on each perception variable is used to determine the level of consumer perception. Spearman rank correlation test is used to determine the relationship of each perception variable. Data was obtained by distributing questionnaires to 103 respondents with an age range of 15 years to 50 years and domiciled in North Kayong Regency and the sample was selected purposively. Consumers of chicken nugget products in North Kayong Regency stated that they rarely consume as much as 69%. The reason consumers like nugget products are highest on the taste aspect. Consumer perceptions of chicken nugget obtained are very good.

**Keywords:** Chicken nuggets, Consumer perceptions, Survey method, Taste, West Borneo

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## 1. Introduction

The proliferation of culinary dishes made from chicken and the many variations of chicken meat processing currently cause an increase in chicken meat consumption every year. In addition, the price of chicken meat which is cheaper than other meats is also one of the causes of the increase in chicken meat consumption. Chicken meat has a high enough protein content to meet the animal protein needs of each individual, the essential amino acids contained in the composition of animal protein, especially in chicken meat, are very good for consumption because they are easily absorbed by the body. Chicken meat has a higher fat content than other livestock meat. The nutritional content of chicken meat per 100 g is 18.2 g protein, 25.0 g fat, 302 calories, and 55.9 g water [1]. Increasing income and advances in technology and consumer education levels affect the level of meat consumption. Currently, there is a tendency for consumers to prefer frozen food [2]. The practical aspect of not sacrificing nutritional value is a consideration today, especially for middle to upper

class consumers, this is because consumers tend to like food that is "ready to eat" and "ready to cook", for example sausage and nugget products [3].

Chicken nuggets are fast food products that are very popular and very much liked by the public, especially children. Nuggets are processed meat products that are ground, molded into squares, and given breadcrumbs, then stored in the refrigerator to maintain quality [4]. The National Standardization Agency [5] in SNI 6683:2014 defines chicken nuggets as processed chicken products made from a mixture of chicken meat with or without the addition of other food ingredients, with or without the addition of permitted food additives, molded (steamed molded or frozen molded), coated, with or without frying and frozen. To find out whether the nugget product is in accordance with consumers, various product information is needed that influences purchasing decisions. Purchasing decisions are determined by consumer perceptions of the product.

Perception is how individuals choose, interpret, and coordinate stimuli through the senses as a picture of an object that has a certain meaning and subjective truth [6]. Perception has components, namely knowledge, expectations, and evaluation. Perception is important because it can connect individuals with groups, marketer influences, and market situations. From the explanation above, the researcher has conducted research on the analysis of perceptions and preferences for chicken nugget products among consumers in North Kayong, West Borneo.

## 2. Method

This study was conducted in September 2021, which has a scope covering perceptions of chicken nugget products and preferences for processed chicken products among consumers in Kayong Utara Regency, West Kalimantan Province. The distribution of questionnaires was carried out using an online system. Respondents were consumers in North Kayong Regency aged 15-50 years with a sample size of 103 respondents who had and the reasons for never consuming chicken nugget products with brand X on preferences for chicken nugget products compared to chicken sausage products. The selection of chicken sausage as a comparison because it is a processed product from chicken meat products.

### 2.1 Data Analysis

#### 2.1.1 Data Types and Sources

This study uses two types of data, namely primary data and secondary data. Primary data is collected by distributing questionnaires to respondents in their respective locations using online methods. Secondary data collection is obtained through literature studies including mass media, books, journals, the internet, theses with previous research, government survey data, data on general conditions of the research area, and other data relevant to the research.

#### 2.1.2 Sampling Method

The descriptive method is the basic method of this research with the technique used is a survey. This study uses respondents with an age group of 15-50 years and living in North Kayong Regency selected using a purposive sampling technique, namely determining respondents based on certain considerations. The Slovin method is used to determine the number of respondents with a tolerance limit of 10% [7]. The following is the Slovin formula to find out the number of respondents:

$$n = \frac{N}{1 + Ne^2}$$

Information:

N = population size

n = number of samples

e = tolerance of sampling error 10% (0,1)

#### 2.1.3 Data Analysis and Processing Methods

##### a) Validity test

Before distributing the questionnaire used as a data collection instrument, a validation and reliability test was conducted first. Validity testing is a test that is useful for determining whether a measuring instrument is valid or not. The measuring instrument in question is the questions in the questionnaire. Testing was conducted on 26 respondents and calculated using the Statistical Product and Service Solution (SPSS) with the Pearson bivariate correlation method with a table r value = 0.388. The results of the validity test are declared valid or not based on the testing criteria, namely [8]:

- a. If r count  $\geq$  r table then the measuring instrument or questionnaire is declared valid.

b. If  $r \text{ count} \leq r \text{ table}$  then the measuring instrument or questionnaire is declared invalid.

#### b) Reliability test

Reliability test is a test to measure information on an indicator that does not change, or is consistent. A reliable measuring instrument if observations are made more than once, the results of the observations have the same possibility [9]. This study used Alpha Cronbach's reliability test analysis, with the Alpha Cronbach value indicator  $> 0.60$ , then the measuring instrument is reliable [10]. Reliability testing on the measuring instrument obtained results from variables X1, X2, and X3 stated as reliable. While variable X4, namely brand perception, was stated as unreliable because the value  $< 0.60$ , which means the variable cannot be repeated, but can still be used for this study.

#### c) Descriptive test and inference test

This study uses descriptive and inference tests to determine the results of the study. Descriptive statistics are data analysis by describing or depicting data that has been collected without intending to make conclusions that apply generally or generalizations [11]. Some of the data in the questionnaire use a Likert scale as the weight of the questions with a value range of 1 - 4. Respondents' answers from each indicator with a Likert scale of 1-4 will be averaged after weighting. The following formula for the range of values states the level of perception:

$$\text{Range of values} = \frac{\text{Highest value} - \text{Lowest value}}{N \text{ scale}}$$

Inferential Test used to analyze the relationship of each question to the questionnaire results. The inferential test used is the Spearman Rank correlation test to measure variables that have an ordinal scale. Measurement of the relationship is carried out on consumer characteristics variables with perception, consumer characteristics with preferences, and perception and preference. The following is the Spearman Rank correlation formula:

$$rs = 1 - \frac{6\sum d^2}{n(n^2 - 1)}$$

Information:

rs : Spearman correlation coefficient value;

d : Difference in value of two sets of variables; and

n : Total variables.

### 3. Discussion

#### 3.1. Respondent Characteristics

The questionnaire data obtained the number of consumers of chicken nugget products in North Kayong Regency obtained 103 respondents, based on gender, the number of men is less than women. Female respondents were obtained 59.2% or 61 respondents, while male consumers were 40.8% or 42 respondents. Based on the age of respondents who filled out the questionnaire, including 15-19 as many as 10 people or 10%, 20-25 as many as 74 people or 72%, 26-30 as many as 8 people or 8%, and 30-50 years as many as 11 people or 10%. The domicile of the most respondents was obtained from Simpang Hilir District as many as 51.5% or 53 people while the smallest number of respondents was in Kep.Karimata District amounting to 0 respondents. The last level of education of the respondents was mostly at high school level as much as 51.5% or 53 people, then bachelor's level as much as 38.8% or 40 people, and diploma level 9.7% or 10 people. The most respondents' jobs were students with 46%, employees 18.5%, civil servants 18%, private 14%, civil servants 10%, entrepreneurs 4%, housewives 3%, others 4%. The income or pocket money of the respondents was in accordance with the amount of income of the respondents. As many as 72.8% of respondents stated that they had consumed nugget products and 27.2% stated that they had never consumed nugget products. The reason for consumers not consuming the product the most was because the product was not available in the nearest store as much as 39.3% or 11 people. Other reasons were the price of the product as much as 25%, Not knowing the product 10.7%, Not knowing the product 10.7%, and others 14.3%. How often do respondents who stated that they had consumed nugget products, the majority stated that they rarely consumed 64% or 48 respondents. Then 16% stated that they did it every month, 14.7 stated that they did it every week, and the rest 5.3%. The frequency of consuming chicken nugget products for consumers who stated that they rarely consumed them was 69%, 16% stated that they consumed the product every month, consumers who consumed it every week were 14.7%, and those who consumed it every day were 1%. Based on the data, it was found that consumers prefer chicken nugget products compared to chicken sausages. As many as 75% choose chicken nuggets, and 25% choose chicken sausages. The biggest reason consumers like nugget products is the taste of nuggets, and chicken sausages for the same reason, namely the taste of the product. Changes over time in food

consumption patterns can be influenced by changes in income, changes in lifestyle, and changes in consumer awareness of the importance of food nutrition [12]

### 3.2. Consumer Perception of Price and Brand, Quality, and Organoleptic

#### 3.2.1. Consumer Perception of Price

The conditional price is the amount of money charged or charged to obtain a product or service [13]. Price perception is price information that can be understood by consumers and the price can determine the meaning of the product. Price is flexible, meaning that the price can be adjusted quickly according to market desires. Competitive prices are one of the differentiators of products with the same type of product and market [14].

Table 1 Consumer perception of price

No	Statement	Percentage (%)				Mean	Information
		1	2	3	4		
1	Affordable chicken nugget product price	0	17.3	68	14.7	2.97	Good
2	Chicken nugget product price according to the quality offered	0	4	74.7	21.3	3.17	Very good
3	Chicken nugget product price is more affordable compared to similar products from other brands	0	33.3	57.3	9.3	2.76	Good
4	Chicken nugget product price according to packaging quality	0	6.7	69.3	24	3.17	Very good
	Quantity					12.7	
	Average					3.02	Very good

#### 3.2.2. Perception of Product Quality

Consumer perception of the quality of chicken nugget products includes product quality and product packaging. Product quality is a characteristic of products and services that depends on the ability to satisfy implied or stated consumer needs [15].

Table 2 Perception of product quality

No	Statement	Percentage (%)				Mean	Information
		1	2	3	4		
1	The products received are always in good quality	0	2.7	64	33.3	3.30	Very good
2	The product packaging is always in good quality	0	2.7	68	29.3	3.25	Very good
3	The product quality doesn't change when fried	0	2.7	73.3	24	3.19	Very good
4	The packaging has a design that is easily recognizable	0	0	72	28	3.27	Very good
5	The packaging used is quite practical	0	5.3	69.3	25.3	3.18	Very good
	Quantity					16.19	
	Average					3.24	Very good

#### 3.2.3. Perception of Product Organoleptic

Consumer perception of the organoleptic of chicken nugget products includes taste, texture, aroma, and product shape. The organoleptic of a product affects the assessment of consumer purchases and satisfaction.

Table 3 Perception of product organoleptik

No	Statement	Percentage (%)				Mean	Information
		1	2	3	4		
1	Product has a strong chicken flavor	0	5.3	72	22.7	3.17	Very good
2	Product has a taste that suits your taste	0	2.7	72	25.3	3.23	Very good
3	Product has the right tenderness after being fried according to the packaging instructions	0	4	73.3	22.7	3.19	Very good
4	Product has the right size	0	4	74.7	21.3	3.17	Very good
5	Product has the right chicken aroma	0	1.3	78.7	20	3.19	Very good
	Quantity					15.95	
	Average					3.19	Very good

#### 3.2.4. Perception of Brand

Brand perception is the consumer's ability to identify a brand in different conditions. Brand perception has several influencing factors, namely consumer experience with the brand, the type of advertising used to promote, other consumer opinions, and economic changes [16].

Table 4 Perception of brand

No	Pernyataan	Persentase (%)				Mean	Information
		1	2	3	4		
1	Chicken nugget products are often advertides on television or media	1	12	56	30.7	3.16	Very good
2	Have provided promotion programs such as discounts and others	1	30.7	61.3	6.7	2.73	Good
3	Products are easy to find at the nearest store	0	20	62.7	17.3	2.97	Good
	Quantity					8.86	
	Average					2.95	Good

3.3. Consumer Perception Relationship

The level of consumer perception of price, quality, organoleptic, and brand is sought to determine whether there is a relationship between each perception variable. The variables are tested using Spearman's rank to determine each variable.

Table 5. Analysis of the relationship between price perception and quality, organoleptic, and brand

Spearman Correlation	Price Perception		Quality Perception	Organoleptic Perception	Brand Perception
Price Perception	Correlation Coefficient	1.000	.536**	.457**	.536**
	Sig. (2-tailed)	.	.000	.000	.000
	Jumlah (N)	75	75	75	75
Quality, organoleptic and brand perception	Correlation Coefficient	.578**	1.000	1.000	1.000
	Sig. (2-tailed)	.000	.	.	.
	Amount (N)	75	75	75	75

Based on the correlation analysis, there is a relationship between price perception and quality in chicken nugget products. Table 5 shows the correlation coefficient value obtained of 0.578. It shows that the two variables have a strong correlation, where the price perception variable has an influence on the perception of quality. So that the increasing price perception of chicken nugget products will increase the perception of product quality. Conversely, the lower the price perception, the lower the consumer's perception of product quality. Price can affect quality because consumers are sensitive to price, so price changes can affect the perception of product quality.

Correlation analysis shows a relationship between product price perception and organoleptic of chicken nugget product. The correlation coefficient value in Table 5 is 0.536. This shows that the price perception variable has a strong correlation with organoleptic, which means that the price perception variable has an influence on the organoleptic perception variable. So the higher the price perception, the higher the organoleptic perception. Thus, the lower the price perception, the lower the organoleptic perception. According to consumers, price can determine the taste, shape, and aroma of the product. So the higher the price of the product, the more the taste, shape, and aroma of the product are in accordance with consumer desires.

Based on Table 5, the correlation analysis shows the relationship between price perception and brand perception. The relationship or correlation of the price perception variable to brand perception gets a correlation coefficient value of 0.457. So that the relationship between the two variables has a sufficient correlation, meaning that price perception has an influence on brand perception. Increasing price perception will increase brand perception. Likewise, decreasing brand perception will decrease brand perception. Consumers consider that price can determine brand quality. So the more appropriate the price of the product, the better the brand. The higher the education of consumers, the more likely they are to choose quality products [17].

Tabel 6. Analysis of the relationship between perceived quality and organoleptic and brand

Spearman Correlation	Quality Perception		Organoleptic Perception	Merk Perception
Quality	Correlation Coefficient	1.000	.598**	.669**
	Sig. (2-tailed)	.	.000	.000
	Amount (N)	75	75	75
Organoleptic, Brand	Correlation Coefficient	.598**	1.000	1.000
	Sig. (2-tailed)	.000	.	.
	Amount (N)	75	75	75

Correlation shows a relationship between product quality perception and organoleptic perception of the product. The correlation coefficient value in Table 6 obtained is 0.598. The relationship or correlation of variables has a strong correlation, which means that the quality perception variable has an influence on organoleptic. The increasing consumer perception of quality will increase organoleptic perception. Likewise, the decreasing consumer perception of quality will decrease the organoleptic perception of the product. Thus, according to consumers, the higher the quality of the product, the taste, shape and aroma of the product will be appropriate for consumers. The perception of product quality towards the brand has a relationship based on the correlation analysis in Table 6. The correlation coefficient value obtained is 0.669. So that the two variables have a strong correlation, then the quality perception variable has a relationship to brand perception. Increasing the perception of product quality will increase brand perception. Conversely, the lower the perception of product quality, the lower the brand perception. According to consumers, good product quality comes from a good brand, for example, the quality of the Chicken Nugget product packaging is good, then the brand is good.

#### 4. Conclusion

Consumers of chicken nugget products in North Kayong Regency stated that they rarely consume them as much as 69%. As many as 27.2% stated that they never consume nugget products because the products are not available. Consumers' preference for processed chicken products stated that they prefer nugget products to chicken sausages. The reason consumers like nugget products the highest is in the taste aspect, which means that the taste aspect is the most determining factor in consumer preference for the product.

The perception of Chicken Nugget products among consumers in North Kayong Regency is very good. The types of perceptions that get an average value of very good include price perception, quality perception, and organoleptic perception. While the lowest perception value is in brand perception with a value of 2.95 or good. Based on the results of the analysis of the relationship between several variables, the perception of Chicken Nugget products has a relationship.

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