CONSUMER PREFERENCE FOR BEEF PURCHASES AT THE TRADITIONAL MARKET IN MAGELANG CITY

Lutfi Hidayah[1], Sri Hidayati[1,a], Mohamad Haris Septian[1]
[1]*Faculty of Agriculture, Tidar University, Central Java, Indonesia.*
[a]*email: hidayati_sree@yahoo.com*

Abstract
This study aimed to identify and examine the characteristics and attitudes of consumers' preferences towards buying beef in the traditional markets of Magelang City: Gotong Royong Market, Rejowinangun Market, and Kebonpolo Market. The research was conducted in December, 2022. The research method used was descriptive analysis. The number of respondents was 100 people and sampling was done using the purposive sampling method. The data obtained were analyzed using the validity test, reliability test, descriptive analysis, and Fishbein multi-attribute analysis. The results of the validity test and reliability test show the validity and reliability of all available question items. The research results show that consumer characteristics are in the age group of 41-65 years, female, senior high school (SMA) graduate, working as an entrepreneur, having a total monthly income of IDR 500,000-IDR 1,500,000. Consumer preference decisions are ruby and chili red meat colors, small amounts of fat, top meat parts, and meat prices equal to their quality. The Fishbein multi-attribute analysis resulted in a total score of 61.00, which means that consumers of the Traditional Market in Magelang City fall into the neutral or normal category for beef attributes such as color, amount of fat, portion, and price.
Keywords: beef, consumer, traditional market, preference

PREFERENSI KONSUMEN TERHADAP PEMBELIAN DAGING SAPI DI PASAR TRADISIONAL KOTA MAGELANG

Abstract
Penelitian ini bertujuan untuk mengetahui dan mengkaji karakteristik serta sikap preferensi konsumen terhadap pembelian daging sapi di Pasar Tradisional Kota Magelang, yaitu Pasar Gotong Royong, Pasar Rejowinangun, dan Pasar Kebonpolo. Penelitian dilaksanakan pada bulan Desember 2022. Metode penelitian yang digunakan adalah deskriptif analitik. Jumlah responden sebanyak 100 orang dengan metode pengambilan sampel purposive sampling. Data yang diperoleh dianalisis menggunakan uji validitas, uji reliabilitas, analisis deskriptif, serta analisis multi atribut fishbein. Hasil uji validitas dan uji reliabilitas menunjukkan dari keseluruhan item pertanyaan yang tersedia valid dan reliable. Hasil penelitian menunjukkan bahwa karakteristik konsumen cenderung pada kelompok umur 41-65 tahun, berjenis kelamin wanita, pendidikan terakhir Sekolah Menengah Atas (SMA), pekerjaan wirausaha, dan memiliki jumlah pendapatan/bulan Rp500.000-Rp1.500.000. Keputusan preferensi konsumen cenderung menyukai warna daging merah hati dan merah cerah, sedikit lemak, bagian daging atas, serta harga daging sesuai kualitas. Hasil analisis multi atribut fishbein menghasilkan total skor 61,00, yang berarti konsumen Pasar Tradisional Kota Magelang masuk ke dalam kategori netral atau biasa terhadap atribut daging sapi seperti warna, jumlah lemak, bagian, dan harga.
Kata kunci: daging sapi, konsumen, pasar tradisional, preferensi

INTRODUCTION

Beef is a source of animal protein with relatively high nutritional content, such as water content (77.65%), fat content (4.7%) and protein content (18.7%), which is higher than lamb (14.8%) and pork (14.8%) meat (Rohmah *et al.,* 2018). The total Indonesian beef consumption in 2021 was around 2.2 kg/capita, an amount that exceeds the consumption of lamb (about 0.4 kg/capita) and pork (about 1 kg/ capita) (Pahlevi, 2022). Consumption of beef animal protein, which is higher compared to other meat-producing ruminants, can be influenced by several factors, such as population growth, food availability, and awareness of animal protein consumption (Fatmawati *et al.*, 2016).

Various meat-based products such as satay, meatballs, sausages, and so on raise the perceptions and preferences of consumers. Preference attitudes will be in accordance with the consideration of product purchasing

decisions based on said product's attributes. It is important for consumers to know about beef attributes because they are the basis for the source of information about the quality of the products being sold.

Consumer preferences appear more at buying and selling locations in traditional market areas compared to modern markets because: 1) the location is easier to reach; 2) offered prices are cheaper than in modern markets; 3) easier communication between traders and consumers; and 4) meat cuts that can be adjusted according to consumer's request. Success in a product's sales does not depend on the seller's attitude but on the consumer's decision to buy the product. Therefore, a high product attribute value is needed to encourage a positive purchase decision. This research aimed to find and examine the characteristics and attitudes of consumers' preferences in buying beef at the Traditional Market in Magelang City.

RESEARCH METHODS
Location

The research was conducted in December 2022 at traditional markets in Magelang City, namely: Kebonpolo Market, Rejowinangun Market, and Mutual Cooperation Market. The consideration behind choosing these markets was because these three traditional markets sell a variety of staple needs including beef and many beef traders. The sampling calculation would be easier, and the data obtained would be more accurate.

Validity and Reliability Test

The validity and reliability test are a further method used after the data from the panelist questionnaire was obtained. A good quality questionnaire is viewed from a high level of accuracy (validity) and level of truth (reliability).

1. Validity Test

According to Sugiyono (2017), the data that has been obtained can then be analyzed using the construct validity method using simple correlation.

$$r = \frac{n \sum XY - (\sum X)(\sum Y)}{\sqrt{[n \sum X^2 - (\sum X)^2][n \sum Y^2 - (\sum Y)^2]}}$$

Information:
- r : Coefficient of the questions' validity
- n : Number of respondents

X : The score obtained by the item questions
Y : The total score of the answers of each respondent

2. Reliability Test

According to Hidayat (2020), the reliability test is a research instrument test with the aim of knowing whether the quality of the questionnaire is reliable or not.

$$\alpha_{it} = \left(\frac{k}{k-1}\right)\left(1 - \frac{\sum S_i^2}{S_t^2}\right)$$

Information:
- α_{it} : Coefficient *cronbach alpha*
- $\sum S_i^2$: Total variance score valid item
- k : Number of question items
- S_t^2 : Variance of total score grain

Data Analysis Technique
1. Descriptive Analysis

According to Sugiyono (2014), descriptive analysis method is method data analysis with describe and describe a data in a sample population so that it can answer problems in the hypothesis regarding consumer characteristics

2. Fishbein Multi Attribute Analysis

According to Sumarwan (2004), analysis from multi attribute method fishbein will describe the condition of consumer attitudes towards purchasing decisions of a product in terms of product attributes (bi) and evaluation interest attribute it (ei).

$$Ao = \sum_{i=1}^{n} bi.ei$$

Information:
- Ao = attitude consumers to buy meat cows at the Traditional Market in Magelang City
- bi = level of consumer confidence in product attributes
- ei = level consumer interest in product attributes

RESULTS AND DISCUSSION
Magelang City Traditional Market Condition

The city of Magelang is geographically located in the midst of hills and mountains. According to BPS City of Magelang (2022), the area of Magelang City is 18.54 km^2 consisting of three sub-districts and seventeen sub-districts, namely South Magelang District (7.13 km^2), Central Magelang District (5.12 km^2), and North Magelang (6.29 km^2).

Topographically, Magelang City is at an altitude of 354.17 meters above sea level (BPS, 2022). According to the Population and Civil Registry Office (2023), the approximate Magelang City population in 2022 was 127,965 people.

Traditional markets have an important role in the country's economic growth because most people still buy their daily necessities there rather than at modern markets (Angkasawati & Milasari, 2021). The traditional markets in Magelang City that were selected for this research were the Gotong Royong Market, Rejowinangun Market, and Kebonpolo Market. In 2022, Rejowinangun Market has the highest food ingredients sales, by selling 11.8 tons of rice; 30,405 tons of fruits; 269.67 tons of vegetables; 15 tons of beef; 17.65 tons of purebred chicken and duck eggs; 17.72 tons of fish; and 9,850 liters of palm cooking oil (Magelang City Industry and Trade Office, 2023).

Meat sales, especially beef in the three market locations can be easily found because they are highly accessible to customers. Sellers get their beef from the Canguk Slaughterhouse (RPH). The number of cattle slaughtered at Slaughterhouses (RPH) in Magelang City was around 4,132 heads in 2019; around 3,325 heads in 2020; and around 3,933 heads in 2021 (BPS, 2023).

Validity and Reliability Test

The validity and reliability test on consumer preferences for purchasing beef in Magelang's traditional markets was done using distributed questionnaires to 15 panellists and then analyzed using SPSS version 29.0 and Microsoft Office Excel.

1. Validity Test

The results of the product attribute validity test are related to the level of trust and the level of interest in buying beef in the market of the Traditional City of Magelang served in Table 1. Based on Table 1, the questionnaire test on the validity test of the two variables, namely the level of confidence (X) and the level of importance (Y) of the beef attributes, shows the information status in all numbers of the item is valid. The question items used in this study are 1) meat colour; 2) amount of fat; 3) meat parts; and 4) the price of meat. The description of testing an item number can be considered valid when the obtained r_{count} results are higher from r_{table} coefficient (Yusup, 2018).

2. Reliability Test

Results of the product attribute reliability test in the Magelang traditional market are shown in Table 2. The questionnaire test on the reliability test of the level of confidence (X) and the level of importance (Y) of beef attributes shows that the information status of each variable was reliable or consistent and stable. The description of testing an item number is considered valid when the results coefficient of the Cronbach alpha obtained is greater than the predetermined coefficient of 0.6 (Puspasari & Puspita, 2022).

Table 1. Beef Attribute Validity Test Results

Variable	Item No	r_{count}	r_{table}	Information
Trust (X)	1	0.70	0.51	Valid
	2	0.77	0.51	Valid
	3	0.75	0.51	Valid
	4	0.82	0.51	Valid
Interest (Y)	1	0.59	0.51	Valid
	2	0.73	0.51	Valid
	3	0.75	0.51	Valid
	4	0.64	0.51	Valid

Source: Primary Data Analysis (2022)

Table 2. Beef Attribute Reliability Test Results

Variable	*Cronbach alpha*	≥/<	Coefficient	Information
Trust (X)	0.7	>	0.6	reliable
Interest (Y)	0.6	≥	0.6	reliable

Source: Primary Data Analysis (2022)

Analysis of Consumer Characteristics

Based on the conducted research, the data analysis results on the characteristics of beef consumers in Traditional Markets in Magelang City using Microsoft Office Word and Microsoft Office Excel software can be seen in Table 3.

1. Age

Age is one of the consumer characteristics that has a major influence in determining decision-making regarding the preference for a product. This statement is in accordance with the opinion of Sari *et al.* (2020), that age is part of consumer characteristics that can influence the decision to purchase a product. Based on Table 3, it shows that the highest percentage of beef consumers is aged 41-65 years. This age group is considered to have started paying attention to health conditions by adopting a healthier lifestyle (Rasmikayati *et al.*, 2020).

2. Gender

The results in Table 3 show that the percentage of the female sex is higher (82%) than males (18%). Women play a greater role in household affairs, including buying food ingredients and beef (Nugroho & Simamora, 2021). Purchasing decisions, especially food products, are dominated by women (Engel *et al.*, 1998).

3. Level of Education

The level of education is able to influence a person's way of thinking in making decisions about the quality of products purchased (Yanti, 2011). Based on the research results in Table 3, it can be concluded that the level of education with the highest percentage of buying beef is high school graduates (44%). Respondents with a high school diploma tend to start thinking rationally about consuming processed foods, especially beef (Wardandy *et al.*, 2022).

Table 3. Characteristics of Beef Consumers

No	Information	Percentage (%)
1	**Age**	
	20-40 years	19
	41-65 years	69
	>65 years	12
2	**Gender**	
	Man	18
	Woman	82
3	**Level of education**	
	No school	2
	SD	33
	Junior High School	10
	Senior High School	44
	Diploma (D1/D2/D3)	4
	Bachelor (S1/S2)	7
4	**Work**	
	IRT	28
	Employee	10
	Businessman	55
	Freelance Daily Workforce (THL)	3
	Pension	3
	Farmer	1
5	**Total income/month**	
	< IDR 500,000	4
	IDR 500,000-IDR 1,5000,000	47
	IDR 1,500,001-IDR 3,000,000	37
	IDR 3,000,001-IDR 5,000,000	7
	IDR 5,000,001-IDR 8,000,000	3
	> IDR 8,000,000	2

Source: Primary Data Analysis (2022)

4. Work

The type of work a consumer can be a determining factor in the decision to purchase an item or service to be purchased. Based on the results of the research in Table 3, the highest percentage of jobs in buying beef is entrepreneurship (55%). The consumers in this study tend to work as entrepreneurs for beef-based processed products (senerek soup, soup, and meatballs) as well as beef retailers who resell them. The type of work influences the fulfillment of food ingredients such as beef (Wirahady & Azis, 2021).

5. Total Income

Based on Table 3, the average monthly income of consumers who buy the most beef is IDR 500,000-IDR 1,500,000, where 47% of them work as entrepreneurs, IRT, THL, employees, and farmers. Consumers from the three markets have relatively low monthly incomes but still buy beef even though the purchase amount is not large (1 ounce to 1 kg) because it will be processed and resold. The amount of consumption of a product can be affected by income (Wirahady & Azis, 2021).

Consumer Preference Decisions

Based on the conducted research, the differences in beef product purchasing decisions data were analyzed using Microsoft Office Word and Microsoft Office Excel software (Table 4).

1. Flesh Color

Based on Table 4, the colors of beef preferred by consumers at the Magelang City Traditional Market are liver red (50%) and bright red (50%). These results indicate that there are two levels of consumer beef preference that are balanced in the Magelang City Traditional Market. Red hearts and bright red colors are preferred by consumers because of their fresh physical appearance and quality. Gunawan (2013) stated that good meat has a bright red color. species, age, and the meat-cutting method are factors that can affect the color of beef. Respondents did not like red-brown and pink-colored meat because they perceived that the beef had undergone preservation

and lowered its freshness quality. An unattractive color display was also avoided by consumers when purchasing beef (Tahuk *et al.*, 2020).

2. Total Fat

The amount of fat can affect a person's preferences in making purchasing decisions, especially beef. Based on Table 4, the amount of fat most preferred by beef consumers at Traditional Markets in Magelang City is a little fat (49%) because it was considered to have a savory taste, low cholesterol content, and is relatively healthier. Consumers show less preference for beef with high-fat content because they believe that consuming it can negatively impact some health factors. The increasing amount of fat in beef is seen by consumers as bad because it has a high cholesterol content (Hidayat, 2020). Lean beef is also less preferred because it is considered to lack a natural savory taste when processed.

3. Meat Section

Based on Table 4, the portion of beef most preferred by consumers at the Magelang City Traditional Market is the top portion (74%). Respondents prefer and like the upper part of the meat because it is easy to process, there is more meat, and it doesn't take long to process. The parts of beef that the respondents liked included ribs, quadriceps, hamstrings, hasin, has outside, and t-bone.

4. Meat Prices

Based on Table 4, the price of beef that is most preferred by consumers at the Traditional Market in Magelang City is the price according to quality (98%) because it is considered to have guaranteed quality. The price of meat is equal to the quality offered by traders if the beef has a bright red color, a distinctive meat aroma, a chewy texture, no slimy and sticky texture, and clearly visible meat fibers (Al-Jabbar *et al.*, 2021*)*.

Consumer preference decisions tend to favor the color of red liver meat (50%) and bright red (50%), the small amount of fat (49%), the upper part of the meat (74%), and the price of meat according to quality (98%).

Table 4. Beef Product Attributes selected by Respondents

No	Beef Attribute	Percentage (%)
1	**Flesh Color**	
	Brownish red	0
	Heart red	50
	Bright Red	50
	Pink	0
2	**Total Fat**	
	Lots of Fat	5
	Little Fat	49
	No Fat	46
3	**Meat Section**	
	On	74
	Lower	26
4	**Meat Prices**	
	According to Quality	98
	Low	2

Source: Primary Data Analysis (2022)

Fishbein Multi-Attribute Analysis

The result of Fishbein multi-attribute analysis of beef purchasing decisions data at the Traditional Market in Magelang City, with Microsoft Office Word and Microsoft Office Excel software, is as follows.

1. Consumer Trust

The obtained results from the multi-attribute analysis Fishbein are presented in Table 5. The highest consumer trust value is on the beef price attribute (3.93). The value of consumer confidence (bi) in the high price attribute means that respondents have confidence that the price of beef chosen is according to quality. The price attribute is also considered the most easily considered attribute to determine beef quality. The attribute that respondents least trusted was the portion of beef (3.84).

2. Consumer Interests

The data obtained from the Fishbein multi-attribute analysis are presented in Table 6. The highest value of consumer interest is on the beef color attribute (4). The highest consumer interest value (ei) on the color attribute means that respondents consider the color of the selected beef more than other attributes. The attribute that was least considered by the respondents was the portion of beef (3.85).

3. Consumer Attitude

The calculation value index of consumer attitude (Ao) toward beef attributes at the Traditional Market in Magelang City is served in Table 7. The index value of consumer attitudes towards beef attributes considered in making beef purchasing decisions are color, price, fat amount, and beef parts with a total score of 61.00, which means that beef consumers in the Traditional Market of Magelang City are grouped in the neutral or ordinary category.

Beef color is ranked first, which means that this attribute is the easiest to identify directly by respondents. The color attribute is the most important consideration when respondents decide to buy beef (Hidayat, 2020). They perceive that the darker the beef color, the better and more guaranteed the quality (Tahuk *et al.,* 2020). The second rank of the evaluation score is the price attribute. Price can be a reference for buying a product because it shows the quality of the product being sold, including beef (Hidayat, 2020).

The attribute of the fat content is ranked third as an indicator of beef purchase decision-making by respondents because identifying beef fat amount can be quite difficult, therefore customers often give less attention to this attribute. Fat can affect the taste, aroma, and texture of meat because a large or small amount of fat can make the taste and aroma more savory and the texture of the meat becomes more tender when cooked (Gunawan, 2013). The most recent attribute respondents consider when making a decision to buy beef was the portion size. The respondents indicate that they pay less attention to the specific parts of the meat and focus more on the overall portion of beef (Hidayat, 2020). When beef is processed

into various dishes such as meatballs, satay, rendang, and others, the selection of beef parts can be adjusted to the respondent's preferences. (Putri, 2017). The beef parts'

quality can be determined chemically, physically, microbiologically, and organoleptic (Kurniawan *et al*., 2014).

Table 5. Consumer Confidence (bi) on Beef Attributes

Beef Attribute	Likert scale					Total	Average
	1	2	3	4	5		
Color	0[a]	2[a]	26[a]	50[a]	22[a]	100	3.92
	0[b]	4[b]	78[b]	200[b] –	110[b] –	392	
Total Fat	0[a]	4[a]	25[a]	51[a]	20[a]	100	3.87
	0[b]	8[b]	75[b]	204[b] –	100[b] –	387	
Part	0[a]	3[a]	28[a]	51[a]	18[a] –	100	3.84
	0[b]	6[b]	84[b]	204[b] –	90[b] –	384	
Price	2[a]	3[a]	18[a]	54[a]	23[a]	100	3.93
	2[b]	6[b]	54[b]	216[b] –	115[b]	393	

Source: Primary Data Analysis (2022)
Information:
[a] : the number of respondents (people) who chose the *Likert scale*
[b] : the result of multiplying the *Likert scale* by the number of respondents

Table 6. Interests Consumers ei) against Attribute Meat Cow

Beef Attribute	*Likert* scale					Total	Average
	1	2	3	4	5		
Color	0[a]	2[a]	23[a]	48[a]	27[a]	100	4.00
	0[b]	4[a]	69[b]	192[b]	135[b] –	400	
Total Fat	0[a]	4[a]	26[a]	45[a]	25[a]	100	3.91
	0[b]	8[b]	78[b]	180[b] –	125[b] –	391	
Part	0[a]	3[a]	27[a]	52[a]	18[a]	100	3.85
	0[b]	6[b]	81[b]	208[b] –	90[b]	385	
Price	3[a]	2[a]	18[a]	54[a]	23[a]	100	3.92
	3[b]	4[b]	54[b]	216[b] –	115[b]	392	

Source: Primary Data Analysis (2022)
Information:
[a] : the number of respondents (people) who chose the Likert scale
[b] : the result of multiplying the Likert scale by the number of respondents

Table 7. Consumer Attitudes toward Beef Purchases

Beef Attribute	Trust (bi)	Interests (ei)	Attitude (Ao)	Rating
Color	3.92	4.00	15.68	I
Total Fat	3.87	3.91	15,13	III
Part	3.84	3.85	14.78	IV
Price	3.93	3.92	15,41	II
	Total		61.00	

Source: Primary Data Analysis (2023)

CONCLUSION

Based on the analysis results and discussion, it can be concluded that:

1. Consumer characteristics tend to be in the age group of 41-65 years (69%), female (82%), senior high school education (44%), work as entrepreneurs (55%), and have an amount of income per month IDR 500,000-IDR 1,500,000 (47%).
2. Consumer preference decisions tend to like red liver (50%) and bright red meat (50%), a small amount of fat (49%), top meat (74%), and meat price according to quality (98%).
3. Consumer attitudes get a total score of 61.00, which means that it is in the neutral or normal category for beef attributes such as color, amount of fat, portion, and price.

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