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Factors Affecting Demand for Purebred Chicken Eggs

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Abstract

The demand for purebred chicken eggs is a demand in the market which can have several factors, which in this research are factors such as price, income, number of family members and consumer tastes. This research aims to determine what factors influence the district's demand for purebred chicken eggs. Baranti. This research uses a quantitative type of research. The data used is primary and secondary. Sampling was carried out using Simple Random Sampling, and the number of samples was calculated using the Ferdinand formula, as many as 40 consumers of purebred chicken eggs were interviewed via questionnaire. The data analysis method used is multiple linear regression. The results of this research show that the F Test (Simultaneous) of all Independent variables (X) has a significant effect on the dependent variable Demand (Y). Meanwhile, the T-Test (Partial) variable Price (X1) and variable Number of Family Members (X3) do not have a significant influence on the Demand variable (Y), while the Income variable (X2) and Consumer Taste Variable (X4) have a considerable influence on the Demand Variable (Y) purebred chicken eggs in Kec. Baranti with a substantial value of 0.000 < 0.05 and a calculated F value of 13,905 > F Table 2.87.
Keywords: Purebred chicken eggs, demand, production, consumption

A. Introduction

Economic activities are becoming increasingly complex as a guide to developing a more sophisticated and modern life. Economic activities mainly include production, consumption and trade activities. Economic activities, on both micro and macro scales, always start with interactions between producers and consumers (Abiyani, 2022). The main problem in the economy is the long period in the production process, production costs, population pressure, and farming systems, but there is an important problem, namely the marketing of production results (Kurniyawan, et al., 2022).

Eggs are a food that contains a source of animal protein and are delicious and easy to digest, considering that the Indonesian population still spends more on food than non-food, this is in line with the importance of food for survival (Murdani, 2018). Indonesian people generally meet their protein needs by consuming eggs. There are so many benefits of eggs in human life that eggs are highly recommended for consumption by children who are growing (Unmabsi & Afriyatna, 2021). More and more people do the business of raising egg-laying chickens as a main or side business (Agus, et al., 2013). South Sulawesi is one of the trading centre areas that has a large level of commodity sales, one of the commodities that is needed and has had a very large increase in sales is eggs (Hamzah, 2017). South Sulawesi has the largest egg production, number 7 out of the top 10 chicken egg production by province. South Sulawesi experienced a decline in production in 2020 amounting to 193,926.71 tonnes, in 2021 amounting to 191,589.15 tonnes, and in 2022 amounting to 188,248.24 tonnes (BPS, 2022).

Demand is related to the amount of demand in the form of price, demand shows how large or small the demand for a good or service is from consumers. The number of commodities demanded in the market at a predetermined price is based on a certain amount of income and in a certain period (Rahmita et al., 2023). Demand shows the quantity of goods/products demanded in a particular market at a price level at a certain income level and period. Demand will occur when consumers need a product/goods followed by purchasing power to obtain that product (Nababan & Novester, 2022). One factor that influences demand is the level of public consumption.

Based on the average consumption of purebred chicken eggs in South Sulawesi, Sidenreng Rappang Regency is one that experienced an increase in consumption of purebred chicken eggs in 2019 by 2,131 kg, in 2020 by 2,260 kg and in 2021 by 2,313 kg per capita per week (BPS, 2021). The Ministry of Agriculture, through the Directorate General of Animal Husbandry and Animal Health, said that Sidrap Regency is one of the largest production centres for laying hens (layers) in South Sulawesi Province. The President, through the Ministry of Agriculture, in his statement gave directions on how to increase the productivity of poultry eggs and the Ministry of Agriculture continues to encourage egg and broiler chicken breeders to develop well so that fluctuations in supply and public demand can be met. Based on the background above, the author is interested in researching "Factors that Influence the Demand for Purebred Chicken Eggs in the District. Baranti."

B. Methodology

Types of research

The type of research used in this research is quantitative. According to Imron (2019), quantitative research methods are a systematic investment in phenomena by collecting data that can be measured using statistical, mathematical or computational techniques. Quantitative is research data in the form of numbers and analysis using statistics.

Population and Sample

The population is all individuals who are a source of information which is expected to provide clarity of the required data (Sugiyono, 2021). The sample is part of the number and characteristics of the population itself, therefore the sample taken from the population must be truly representative (Sugiyono, 2019). The sample size that will be taken in this research using the Ferdinand formula is as follows:

n = K x 10

Information :

n = Number of Samples

K = Number of Independent Variables

10 = Sample size used

Based on Ferdinand's formula, the sample size is obtained as follows:

$$n = 4 \times 10$$

$$n = 40$$

According to Sugiyono (2020), purposive sampling is a data sampling technique that is based on certain considerations, where sampling is carried out by selecting samples/respondents who consume purebred chicken eggs. This research sample consisted of 40 respondents.

Data Analysis Techniques

According to Sugiyono (2017), Multiple Linear Regression Analysis is used to describe the condition of the dependent variable, if two or more variables are independent (free). Multiple linear regression equation, as follows.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + i$$

As for testing data analysis, they are as follows:

a. Validity Test

A validity Test is a test used to measure whether an instrument is valid or not. The validity of an instrument shows how well the instrument measures the object it is intended to measure (Sarmigi, 2020).

b. Reliability Test

A reliability test is a test used to check/prove the accuracy, precision/accuracy indicated by the research instrument (Sheptya & Tri, 2020).

In Multiple Linear Regression Analysis, two types of measurements are taken, namely as follows:

a. Classical Assumption Test

a) Normality Test

The Normality Test is a test that aims to test whether in the form of regression variable X and variable Y have a normal/not distribution (Ningsih, 2019).

b) Multicollinearity Test

The multicollinearity test is a test that aims to test whether, in the form of regression, there is a relationship between the independent variables. A good form of regression should not have a relationship between the independent variables (Dukalang, 2019).

c) Heteroscedasticity Test

The Heteroscedasticity Test is a test that aims to see whether, in the form of regression, there is an inequality in the residual variance of one observation to another observation. If the residual from one observation to another observation is static/fixed, then it is called commodasticity and if it is different it is called heteroscedasticity (Ningsih, 2019).

b. Multiple Linear Regression Test

a) Uji T

The test (partial) is a test used to find out how each independent variable influences the dependent variable (Rahayu & Susanto, 2018).

b) Uji F

The f test (simultaneous) is a test that shows if all independent variables included in the model have a joint influence on the dependent variable (Ningsih, 2019).

c) Coefficient of Determination Test (R^2)

The coefficient of Determination (R^2) is a test that measures how far the model's ability to explain the dependent variable (Dukalang, 2019).

C. Findings and Discussion

Factors that Influence the Demand for Purebred Chicken Eggs in Kec. Baranti

The analysis was used to determine the factors that influence the demand for purebred chicken eggs in the district. Baranti is a multiple linear regression. The purpose of this analysis is to find out how the independent variables have an impact on the dependent variables in this case, namely Price (X1), Income (X2), Number of Family Members (X3), Consumer Tastes (X4), and Demand (Y) for purebred chicken eggs in District. Baranti.

Data Analysis Testing

1. Validity Test

The results of the validity test of this research are shown in the following table:

Table 1. Validity test results (Correlations)

Item	Rhitung	Table	Information
Price (X1)			
P1	0,573	0,312	Valid
P2	0,602	0,312	Valid
P3	0,541	0,312	Valid
P4	0,463	0,312	Valid
P5	0,538	0,312	Valid
P6	0,784	0,312	Valid
Income (X2)			
P1	0,674	0,312	Valid
P2	0,764	0,312	Valid
P3	0,859	0,312	Valid
P4	0,546	0,312	Valid
Number of Family Members (X3)			
P1	0,461	0,312	Valid
P2	0,691	0,312	Valid
P3	0,726	0,312	Valid
P4	0,859	0,312	Valid
Selera Konsumen (X4)			
P1	0,603	0,312	Valid
P2	0,812	0,312	Valid
P3	0,761	0,312	Valid
P4	0,543	0,312	Valid
Demand (Y)			
P1	0,488	0,312	Valid
P2	0,847	0,312	Valid
P3	0,814	0,312	Valid
P4	0,623	0,312	Valid
P5	0,548	0,312	Valid

Source: Primary Data, 2024

Based on the table above, shows that all the questions used in this research questionnaire are valid for measuring the variables Price (X1), Income (X2), Number of Family Members (X3), Consumer Taste (X4), and Demand (Y) among consumers of purebred chicken eggs. Amounting to 40 respondents in Baranti District. The validity test can be said to be valid if the value of r calculated > r table, where in this study the r table used is 0.312 and the significant value is <0.05 (5%), as explained by Anggraini et al (2022) that in decision making in a validity test with criteria where r calculated > r table then the questionnaire items are declared valid, and vice versa if r calculated < r table, then the research instrument is considered invalid.

2. Reliability Test

The reliability test results of this research are shown in the following table:

Table 2. Reliability Test (Reliability Statistics)

Variable	Cronbach' Alpha (>0,60)	Number of Instrument Items	Information
X1	0,634	6	Reliable
X2	0,667	4	Reliable
X3	0,618	4	Reliable
X4	0,618	4	Reliable
AND	0,694	5	Reliable

Source: Primary Data, 2024

Based on the table above, shows that each instrument item in each variable is said to be reliable/suitable for use in measuring the variable Price (X1) with 6 question items, Income (X2) with 4 question items, Number of Family Members (X3) with 4 question items, Consumer Taste (X4) with 4 question items and Request (Y) with 5 question items. It can be proven by looking at Cronbach's Alpha value for each variable in this study, showing that the value is greater than 0.60, so all variables are reliable.

Classical Assumption Test

1. **Normality Test**

Results of the normality test with Histogram testing and *P-Plot* can be seen in the image below:

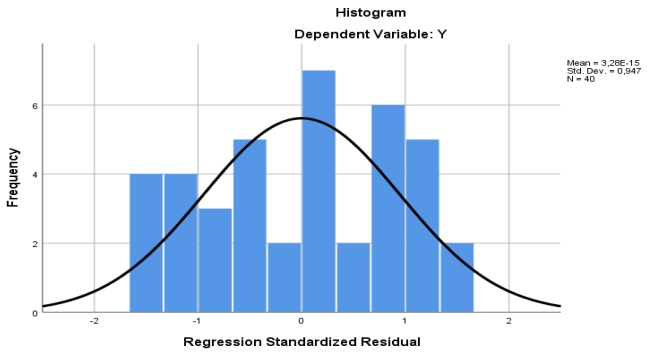

Figure 1. Histogram Normality Test
source: Primary Data, 2024

In the image above, the histogram normality test in this study shows a line that curves upwards to form a mountain, so it can be concluded that the data in this study is normally distributed. If the histogram curve has a mountain/bell shape, it can be said that the data used is normally distributed (Sitepu et al., 2018).

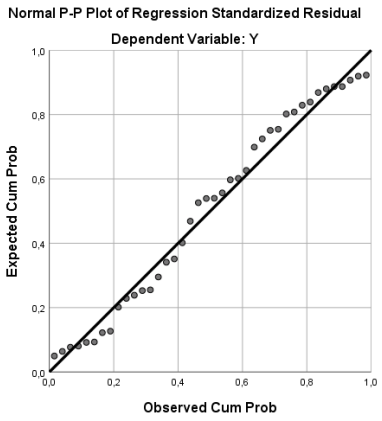

Figure 2. Normality Test *P-Plot*
Source: Primary Data, 2024

The image above shows the results of the normality test *P-Plot* in this study shows that the points are spread along the diagonal line as is the distribution. So it can be said that the residual is normal according to the theory according to Priyatno (2023), with a normality test using a graph, namely by looking at the distribution of data on the diagonal line in the Normal graph. *P-Plot* where if the points are spread around the line and follow the diagonal line then it can be said that the residual value is normal.

2. Multicollinearity Test

The results of the multicollinearity test can be seen in the table below:

Table 3. Multicollinearity Test Results

Variable	Tolerance Value (>0.1)	Mark *VIF* (<10)
X1	.849	1.178
X2	.936	1.068
X3	.701	1.427
X4	.767	1.304

Source: Primary Data, 2024

In the table above, the results of the multicollinearity test show that in column *VIF* all values are < 10 and for table *Tolerance* all values for each variable are > 0.1, so it can be concluded that multicollinearity does not occur. Based on the signs that there is multicollinearity, it is by looking at the values *VIF* And *Tolerance*. If the value *VIF is* 0 and *Tolerance* >0.1, then it is stated that multicollinearity does not occur. In line with research from Effiyaldi et. al (2022) if the multicollinearity test results are free from problems after testing, then it can be said that the regression model that has been tested is feasible and meets the requirements for a study.

3. Heteroscedasticity Test

The results of the heteroscedasticity test can be seen in the table below:

Table 4. Heteroscedasticity Test Results

Variable	Say.
Price (X1)	0,701
Income (X2)	0,754
Number of Family Members (X3)	0,390
Selera Konsumen (X4)	0,778

Source: Primary Data, 2024

The table above shows that the variable X1, the theory according to Nizhamuddien (2019), the heteroscedasticity test can be carried out using the *Glazes.* The Geljser test was carried out to regress the value's *absolute residual* towards other independent variables, if the significant value is above 0.05, then there is no problem of heteroscedasticity.

Multiple Linear Regression Test

1. Uji T

According to Ningsih (2019), the t-test is used to see the significance of the influence of independent/partial independent variables on dependent/independent variables by assuming other variables are constant. The level of significance (*a)* used is 0.05. The t-test results can be seen in the table below:

Table 5. T Test (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Say.
	B	**Std.Error**	**Beta**		
Constant	11.039	1.061		10.401	.000
Price	-.092	.048	-.219	-1.919	.063
Income	.150	.037	.442	4.070	.000
Number of Family Members	-.340	.058	-.734	-5.874	.000
Consumer Tastes	.230	.066	.418	3.487	.001

Source: Primary Data, 2024

From the multiple linear regression equation, it can be said that:

a) The constant value of the regression coefficient is 11,039.

b) The regression coefficient value (β_1) is -0.092, where every additional unit of the Price variable (X1), will cause a decrease in the variable Y (Demand) by -0.092 units.

c) In the regression equation above, it shows that the magnitude of the regression coefficient at (β_2) is 0.150, this shows that by increasing the Income variable (X2), the Y variable (Demand) will increase by 0.150 units.
d) In the regression equation above, it shows that the magnitude of the regression coefficient at (β_3) is -0.340, this shows that increasing the variable Number of Family Members (X3) will cause a decrease in the variable Y (Demand) by -0.340 units.
e) In the regression equation above, it shows that the magnitude of the regression coefficient at (β_4) is 0.230, this shows that by increasing the Consumer Taste variable (X4), it will increase Variable Y (Demand) by 0.230 units.

The t-test (Partial) measures the influence of variables (X1) Price, (X2) Income, (X3) Number of Family Members and (X4) Consumer Taste on (Y) Demand partially. The calculated t value is obtained from the t table value with a *degree of freedom* (df = n-k-1), where n = number of samples and k = number of variables. The t-test in this study uses a significant value of 0.05 and a value of df = 40-4-1 = 35, so the tt-table value is 2.030.

The basis for decision-making in the t-test according to Rahmawati & Illiyin (2021), is:

a) T count < T table, Ho is accepted and Ha is rejected, then there is no relationship between the independent variable and the dependent variable.
b) T count > T table, Ho is rejected Ha Accepted, then there is a relationship between the independent variable and the dependent variable.

Based on the t-test table and theory above, the t-test results obtained in this study are as follows:

a) Price (X1)

The independent variable Price (X1) partially has a calculated t value that is smaller than the t table value, namely -1.919 < 0.230, thus indicating that Ho is accepted while Ha is rejected. So the independent variable Price (X1) does not have a significant influence on the dependent variable Demand (Y) according to the t-test decision-making.

The price hurts demand because the high price of an item will cause consumers to switch to other products that have the same benefits. This is by the theory according to Murdani (2018), that the price of purebred chicken eggs hurts the demand for purebred chicken eggs. This is because eggs are an item that is related to price and if the price rises, consumers will switch to buying other goods that have the same function and nutritional content as purebred chicken eggs. Another similar study, namely research by Fridayanti, et al (2018), stated that the price of purebred chicken eggs does not affect the demand for purebred chicken eggs.

b) Income (X2)

The independent variable Income (X2) partially has a calculated t value greater than the t table value, namely 4.070 > 0.230, thus indicating that Ho is rejected while Ha is accepted. So the independent variable Income (X2) has a significant relationship or influence on the dependent variable Demand (Y) according to the tt-test decision-making.

Income has a significant effect on the demand for broiler eggs because consumer income is one of the factors that influence egg demand. An increase in income tends to increase demand because consumers have the high purchasing power to buy necessities/products, including purebred chicken eggs. This is to the theory according to Babay (2019), the amount of a person's income will influence the size of a consumer's purchasing power, the greater a person's income, the greater their ability to purchase their needs. If income increases, demand for purebred chicken eggs will also increase.

c) Number of Family Members (X3)

The independent variable Number of Family Members (X3) partially has a calculated t value that is smaller than the t table value, namely -5.874 < 0.230, thus indicating that Ho is accepted while Ha is rejected. So the independent variable Number of Family Members (X3) does not have a significant influence on the dependent variable Demand (Y) according to the t-test decision-making.

The number of family members does not affect the demand for purebred chicken eggs because not all family members like or often consume eggs and families with a large number of members prefer other foods as a source of protein that are cheaper or suit their tastes. This is to the theory according to Simatupang (2018), for those who have family members who do not consume eggs, the level of consumption of eggs will decrease for several reasons such as food preferences, consumption patterns and the availability of alternative protein sources which are more dominant. Even if the number of family members is large, if they choose other foods such as meat or fish, the demand for purebred eggs will not increase.

d) Selera Konsumen (X4)

The independent variable Consumer Taste (X4) partially has a calculated t value greater than the t table value, namely 3.487 > 0.230, thus indicating that Ho is rejected while Ha is accepted. So the independent variable Consumer Taste (X4) has a significant relationship or influence on the dependent variable Demand (Y) according to the t-test decision-making. Consumer tastes influence the demand for purebred chicken eggs because their eating tendencies and habits influence how much they consume and buy these eggs. This is by the theory according to Fridayanti et al (2018), that tastes partially have a significant influence on demand for chicken eggs due to consumers' liking for the distinctive taste of eggs, the nutritional content in eggs and the ease of buying eggs in their local area. With increasing consumer tastes, it will certainly encourage consumers to buy eggs sustainably so that demand for eggs will increase.

2. Uji F

The F test is carried out to test that all the independent variables studied have a joint/simultaneous effect on the fixed or dependent variables, with a significant level (*a*) used is 0.05 (Wahab et al., 2021). The f test in this research can be seen in the table below:

Table 6. F Test (Simultaneous)

Model		Sum Of Square	Df	Mean Square	F	Say.
1	Regression	10.232	4	2.558	13.905	.000[b]
	Residual	6.439	35	.184		
	Total	16.671	39			

Source: Primary Data, 2024

Based on the table above, it is found that the calculated f value from the results of the f/simultaneous test in this study is 13,905. The F test is used to compare the calculated f value with the table f value, where the table f value can be determined using a significant value of 0.05, df_1 = k-1 and df_2 = n-k where k is the number of variables and n is the number of samples (Armanda et al, 2023). So the f test in this study uses a significant value of 0.05 and obtains df_1 = 4-1 = 3 and df_2 = 40-4 = 36, so the f table value is 2.87

According to Faisal et al (2023), the basis for making f-test decisions is by looking at the following criteria:

a) F count < F table means the independent variable does not have a significant influence simultaneously on the dependent variable.
b) F count > F table means the independent variable has a significant effect simultaneously on the dependent variable.

By the theory above, it can be said that the results of the f test in this research are f count > f table with a value of 13,905 > 2.87, so it can be said that the variables Price (X1), Income (X2), Number of Family Members (X3), and Consumer Taste (X4) has a significant simultaneous effect on the Demand variable (Y).

3. Coefficient of Determination Test (R^2)

According to Babay (2019), the coefficient of determination shows how large the proportion of the contribution of the independent variables together is to the fixed or dependent variable. The results of the coefficient of determination test in this research can be seen in the table below:

Table 7. Coefficient of Determination test results (Model Summary)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.783[a]	.614	.570	.429

Source: Primary Data, 2024

Based on the table above, the result of the R ttestvalueis 0.614, then it can be said to be the R value^2 The resulting result is 0.614 or the equivalent of 61.4%. While the remaining 38.6% was influenced by other factors not found in this study (Rifaatin & Rofiuddin, 2023), R^2 shows the contribution of the free/independent variable to the dependent variable, which is described as a percentage. So it is said that the Demand variable (Y) is influenced by the Price Variable (X1), Income (X2), Number of Family Members (X3) and Consumer Taste (X4). Meanwhile, the remaining 38.60% is influenced by other variables outside the variables used in this research.

D. Conclusion

Based on the results of the research "Factors that Influence the Demand for Purebred Chicken Eggs in the District. Baranti" shows the F Test (Simultaneous) that all Independent variables (X) have a significant effect on the dependent variable Demand (Y). Meanwhile, the T-Test (Partial) variable Price (X1) and variable Number of Family Members (X3) do not have a significant influence on the Demand variable (Y), while the Income variable (X2) and Consumer Taste Variable (X4) have a significant influence on the Demand Variable (Y) purebred chicken eggs in Kec. Baranti.

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