Analysis of Household Consumer Preferences Based on Horse Meat Attributes in Determining Purchases at Traditional Markets in Jeneponto Regency

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ABSTRACT

Jeneponto Regency is one of the largest horse sales centers in South Sulawesi. Horse has considerable potential as a source of meat for food. Horse meat can be obtained from traders in traditional markets at a price of around IDR 150.000/kg. The preference of horse meat consumers is a person's choice of likes or dislikes towards the choice of horse meat products consumed. Consumers pay attention on various kinds of attributes attached to horse meat that are used as considerations in making purchasing decision. This study aimed to analyze consumer preferences for horse meat and the effect of consumer preferences for horse meat at Traditional Markets in Jeneponto Regency on consumer decisions. This research was carried out at traditional markets in Jeneponto Regency, namely Tolo Market and Karisa Market in December 2021. The method used in this research is a quantitative approach. The focus of this study was to reveal household consumer preferences based on horse meat attributes with a sample of 168 household consumer respondents, consisting of 100 respondents analyzed by using Cochran Q-Test analysis and 68 respondents analyzed by using regression analysis. The results indicated that there were five attributes that were most preferred by consumers, namely X1 (red liver, high fat content, lower part, cheap), X2 (brownish red, low fat content, upper part, standard), X3 (brownish red, high fat content, upper part, cheap), X4 (brownish red, no fat, lower part, standard), and X5 (liver red, no fat, lower part, standard) and the influence of consumer preferences in this case the 5 attributes that have been combined on the purchasing decisions had a significant and positive effect of 73.8%, the value of Sig. F is 0.000 so that it is less than alpha 0.05, and the t-count value of X1 (8.446), X2 (4.865), X3 (5.468), X4 (7.774), X5 (8.741) is greater than the t table value of 1.667.

Keywords: *Horse meat, consumer preferences, attributes.*

INTRODUCTION

Livestock has a contribution towards the socio-economics of some Indonesian people [1]. The improvement of welfare and public awareness of nutritional sources, especially from animal protein, also increases the demand for livestock products [2]. Human needs for protein, fat, vitamins, and minerals can be met by consuming food from plant and animal sources. One of the animal sources that need attention and potential for meat production is horse livestock. Horse can be an alternative provider of meat and have considerable potential as a source of food that has very high protein content. Technically, the potential of horse is not much different from that of cattle, where the carcass of horse [3] reaches 125 kg, with offal reaching 20% of the carcass compared to cattle which reach an average of 156.4 kg. In terms of quality, horse meat has its own advantages, where the fat content is only 4.1% compared to beef which reaches 14.0%, while the protein content is almost the same, namely horse has 18.1% while beef has18.8%, much higher from goat meat which is only 16.6% with a fat content of 9.2% [4].

South Sulawesi is one of the provinces in Indonesia which becomes the center of horse breeding development. Jeneponto Regency is one of the largest horse sales centers in South Sulawesi and Jeneponto Regency is the largest potential horse population compared to other districts in South Sulawesi [5]. Horses have considerable potential as a source of meat for food [6]. The total population of horses in South Sulawesi can be seen in the Table 1.

Table 1. Livestock Population of Regencies/Municipalities in South Sulawesi in 2018

No	Regency/Municipality	Horse	Percentage (%)
1	Selayar	4.062	2.04
2	Bulukumba	29.428	14.80
3	Bantaeng	16.938	8.52
4	Jeneponto	92.945	46.7713
5	Takalar	720	0.36
6	Gowa	9.151	4.601
7	Sinjai	2.605	1.31
8	Bone	11.192	5.63
9	Maros	7.163	3.602
10	Pangkep	10.211	5.131
11	Barru	3.346	1.68
12	Soppeng	4.220	2.12
13	Wajo	2.693	1.352
14	Sidrap	226	0.11
15	Pinrang	1.088	0.54
16	Enrekang	89	0.04
17	Tanah Toraja	694	0.35
18	Palopo	0	-
19	Luwu	0	-
20	North Luwu	1.796	0.90
21	East Luwu	0	-
22	Makassar	54	0.02

23	Pare-Pare	6	0.003
24	North Toraja	85	0.04
	Total	198.712	100

Source: BPS, 2018 [7]

Based on Table 1, it can be seen that the largest population of horses in South Sulawesi Province is Jeneponto Regency which consists of 92.945 horses. This shows this area is tremendously potential for horse breeding and has become a regional icon for a long time. In the present, consumers expect horse meat according to their preferences. The selling of horse meat in the traditional market of Jeneponto Regency with various attributes will influence consumer buying decisions. In purchasing horse meat, consumers will always pay attention on the attributes attached to horse meat. Therefore, horse meat producers or marketers in Jeneponto Regency are required to know what the consumers' preferences are and provide the best according to consumer preferences for horse meat.

Horse meat can be obtained from traders in traditional markets such as Tolo Market and Karisa Market at a price of around IDR 150.000/Kg. Consumers who are increasingly selective in making choices when buying horse meat becomes one of thoughts for producers to maximize customer satisfaction. The analysis of household consumer preference of horse meat are very important for develop production of horse as a livestock potential to increase the economic of community.

MATERIALS AND METHODS

This research was conducted at Tolo Traditional Market and Karisa Traditional Market in Jeneponto Regency in December 2021. The method used was a quantitative approach with a sample of 168 household consumers consisting of 100 respondents for the Cochran Q-Test analysis and 68 respondents for the regression analysis.

The data analysis method used was descriptive statistical type, namely by using Cochran Q Test Analysis and Regression Analysis. The purpose of using Cochran Analysis is to explore consumer preferences for horse meat in the Jeneponto Regency Traditional Market. Meanwhile, Regression Analysis is used to analyze the influence of household consumer preferences on consumer purchasing decisions at the Jeneponto Regency Traditional Markets. The attributes of horse meat used in this study are present in Table 2.

Table 2. Attributes of Horse Meat

Attributes (X)	Indicators
Color of Horse Meat (X1)	Brownish red, red liver, bright red and pink.
Fat Content of Horse Meat (X2)	High fat content (high fat attached to the meat). Low fat content (low fat attached to the meat). No Fat (Meat is free from fat).
Meat of Horse (X3)	**Upper part** (hamstrings, ribs, tenderloin, sirloin, cape, lamosir, cover/hamstring, blade, T-B4eone, horse nose, horse tongue, tail, neck, head). **Bottom** (brisket, flank, shank, silverside, knuckle,
Price of Horse Meat (X4)	Cheap, Standard, Expensive

To know more varied consumer preferences, a combination of attributes of horse meat was carried out by using the Cochran Q-Test analysis which can be seen in Table 3.

Table 3. Combination of Research Attributes for Cochran Q-Test Analisis Analysis

Attribute Combination	Combination Indicators
K1	Bright red, high fat content, Upper part, Standard
K2	Brownish Red, High Fat Content, Lower part, Expensive
K3	Red liver, High fat content, Lower part, Cheap
K4	Pink, No fat, Upper part, Expensive
K5	Brownish red, Low fat content, Upper part, Standard
K6	Bright red, High fat content, Lower part, Expensive
K7	Red liver, High fat content, Upper part, Expensive
K8	Red liver, Low fat content, Upper part, Expensive
K9	Bright red, No fat, Upper part, Cheap
K10	Brownish red, High fat content, Upper part, Cheap
K11	Brownish red, No fat, Lower part, Standard
K12	Pink, High fat content, Upper part, Expensive
K13	Red liver, No fat, Lower part, Standard
K14	Pink, High fat content, Lower part, Standard
K15	Bright red, Low fat content, Lower part, Expensive
K16	Pink, Low fat content, Lower part, Cheap

After Cochran Q-Test was conducted, it was found that the five attributes of horse meat that had been combined were the most preferred by consumers, namely K3 (X1 Red liver, high fat content, lower part, cheap), K5 (X2 Brownish Red, Low fat content, upper part, standard), K10 (X3 Brownish red, high fat content, upper part, cheap), K11 (X4 Brownish red, no fat, lower part, standard), and K13 (X5 Red liver, no fat, lower part, standard). Furthermore, regression analysis will be carried out to analyze the influence of consumer preferences on consumer purchasing decisions. The variables were measured based on the results of the exploration of consumer preferences using the Cochran Q-Test analysis. The variables in this study can be seen in Table 4.

Table 4. Research Variables for Regression Analysis

Variables (X)	Research Indicators
Consumer preferences based on a combination of horse meat attributes	K3 (X1) = Red liver, High fat content, Lower part, cheap K5 (X2) = Brownish red, low fat content, upper part, standard K10 (X3) = Brownish red, high fat content, upper part, cheap K11 (X4) = Brownish red, no fat, lower part, standard K13 (X5) = Red liver, no fat, lower part, standard
Consumer Decision (Y)	1. I buy horse meat in the traditional market according to my needs. 2. I buy horse meat because it contains high nutrition and has a

good taste after processing.

3. I buy horse meat because the price is in line with my needs.
4. I will make repeat purchases when I feel satisfied with horse meat.
5. I will recommend horse meat to others.

RESULTS AND DISCUSSIONS

Respondent Characteristics

This study used 168 respondents obtained from household consumers from Tolo Traditional Market and Karisa Market, Jeneponto Regency. The characteristics of the respondents in this study were assessed based on gender, age, education, occupation, income level, and number of family members. Information on the characteristics of respondents in this study can be seen in Table 5.

Table 5. Respondent Characteristics

No	Characteristics	Number (Person)	Percentage (%)
1	Gender		
	Male	66	39.29
	Female	102	60.71
2	Age		
	20-30	21	12.5
	31-40	36	21.43
	41-50	54	32.14
	51-60	42	25
	61-70	15	8.93
3	Education		
	Elementary School	48	28.57
	Junior High School	33	19.64
	Senior High School	53	31.55
	D3 (Associate Degree)	4	2.38
	D4/S1 (Bachelor)	30	17.86
4	Occupation		
	Housewife	54	32.14
	Enterpreneur	7	4.17
	Civil Servant/Honorary Staff	19	11.31
	Farmer	38	22.62
	Others:	50	29.76
5	Income Level		
	<Rp1.000.000	63	37.5
	Rp1.000.000 – Rp2.000.000	60	35.71
	>Rp3.000.000	45	26.79

6	Number of Family Members		
	2-4 people	102	60.71
	5-8 people	66	39.29
7	Number of Horse Meat Consumption		
	< 2 Kgs	110	65.47
	2-4 Kgs	35	20.83
	> 4 Kgs	23	13.70

Source: Primary data after processing, 2022.

Based on Table 5, it can be seen that the number of female respondents was 102 people, while the male respondents were 66 people. This is because it is women who usually purchase (in this study at traditional markets) because they have an important role in regulating household consumption. In addition, women tend to pay more attention on the needs and health of their family members and are more sensitive to stimulation, both in the form of information and promotions related to the offer of horse meat in traditional markets. Therefore, it can be stated that the role of women in making a decision to purchase horse meat is extremely large. However, it is possible for men to pay attention on household consumption, including maintaining family health. This is in accordance with the opinion [8] that women are more dominant than male respondents because women purchase for daily necessities more often than men.

Respondent characteristics based on age can be seen that the majority of respondents aged 41-50 years of 32.14% and 51-60 years of 25%. This age group is a group that can already distinguish which product quality is good for consumption, thus, they will think rationally in making purchasing decisions for a product. The rational meaning is that consumers at that age can, on average, consider the attributes that become their preferences. This is in accordance with the opinion [9] that the age of 40-60 years is classified as an adult and has experience in buying and has rational thinking in making decisions, namely at that age consumers can consider buying fresh meat products and processed products they want. This is in line with research [10] that age is one of the factors that tremendously affect work productivity related to work ability and mindset.

Respondent characteristics based on education can be seen that the majority of respondents' education level is senior high school with the number of respondents 31.55%. This shows that the average level of education of the respondents is quite high. With broad knowledge, consumers will pay attention on nutritional factors and the importance of health, one of which is the addition of high animal protein, including horse meat. This is in accordance with opinion of [11] that a person's education is extremely influential in choosing the food ingredients to be used. The higher the level of education possessed by a person, the higher the knowledge and information possessed by that person. This affects a person's response in considering something in making decisions.

A person's occupation is closely related to the food the person will consume. Based on Table 5, it can be seen that the most horse meat consumers are housewives, namely 32.14%. The housewife is the person who plays the most role in determining consumption, especially in choosing and determining the food consumed. This is because the daily activities of housewives

are taking care of the household and managing expenses for various household needs, including shopping for horse meat. Hence, housewives are the decision makers in purchasing horse meat representing the household. This is in accordance with the opinion [12] that housewives tend to have more time than working mothers where the time is mostly used to take care of household needs such as shopping for family consumption.

The level of respondent's household income who buys horse meat is various. The income of respondents who buy horse meat at most has a household income level per month of <IDR 1.000.000 namely 37.5%. Household income is the total income of working family members. The amount of income received by respondents will be taken into consideration in the purchasing decision-making process and consumption patterns, so that it affects the purchasing power of respondents towards horse meat. The higher the income of horse meat consumers, the greater the opportunity for consumers to buy horse meat of the quality that suits their preferences. This is in accordance with the opinion [13] that income has a significant effect on consumption patterns, thus higher income will increase meat consumption patterns.

Based on the number of family members, it can be seen in Table 5 that respondents who buy horse meat have a variety of family members. Based on the research results, the majority of respondents who bought horse meat had 2-4 family members, namely 60.71%. The number of family members is usually a consideration in purchasing horse meat. The more the number of family members, the more or varied tastes in buying horse meat, so that each family member will influence the decision process in buying horse meat. This is in accordance with the opinion [14] that the more number of family members there are in a family, the more meat purchased will be. The family becomes an attraction for other family members because the family has a role in making decisions to purchase products and services.

Based on the number of horse meat consumption in Table 5, it can be seen that most of the respondents stated that their family consumed horse meat < 2 kg/month. Horse meat consumption in this study is horse meat consumption per household/month; then it is converted to per capita/month by dividing household horse meat consumption by the number of household members. The results obtained that the average consumption of horse meat is 0.66 kg/capita/month. This is in accordance with the opinion [15] that consumption of horse meat increases every year. The increasing consumption of horse meat can be seen in 2008, the consumption was 0.08 Kg/capita/Year; in 2009, it was 0.29 Kg/capita/Year; in 2010; it was 0.30 Kg/capita/Year and in 2011, it was 0.31 Kg/capita/Year. From 2008 − 2009, there was an increase of 21.43%, from 2009 − 2010 and 2010 − 2011 there was an increase of 1.02%.

Consumer Preferences Based on Horse Meat Attributes in Traditional Markets in Jeneponto Regency (Cochran Q-Test Analysis)

The Cochran Q-test can be used to determine various attributes that are considered valid by removing attributes that are considered invalid based on the statistical criteria used. In the research questionnaire, the Cochran Q test provides closed questions (yes and no) to respondents.

Based on Table 6, it reveals that from 100 respondents, there are several combinations of attributes that are most preferred by all respondents, namely the third combination (red

liver, high fat content, lower part, cheap), the fifth combination (brownish red, low fat content, upper part, standard), the tenth combination (brownish red, high fat content, upper part, cheap), the eleventh combination (brownish red, no fat, lower part, standard), and the thirteenth combination (red liver, no fat, lower part, standard). Based on the results of the exploration on several combinations of horse meat attributes, five combinations of attributes became the consumers preferences of horse meat in the Jeneponto Regency Traditional Markets. This is in line with research [14] that the meat color attribute is one of the indicators of consumers in seeing the quality of the meat to be purchased. Consumers also, before buying meat, pay attention on what part of the meat to buy because the tastes of each individual are different and consumers will keep buying meat if the price and quality are in line with what is obtained.

Table 6. Consumer preferences for the combination of horse meat color attributes, horse meat fat content, horse meat part, and horse meat price.

Attribute Combination		Dislike (1)	Like (2)	Total
Bright red, high fat content, Upper part, Standard	K1	74	26	100
Brownish Red, High Fat Content, Lower part, Expensive	K2	8	92	100
Red liver, High fat content, Lower part, Cheap	K3	0	100	100
Pink, No fat, Upper part, Expensive	K4	75	25	100
Brownish red, Low fat content, Upper part, Standard	K5	0	100	100
Bright red, High fat content, Lower part, Expensive	K6	66	34	100
Red liver, High fat content, Upper part, Expensive	K7	66	34	100
Red liver, Low fat content, Upper part, Expensive	K8	41	59	100
Bright red, No fat, Upper part, Cheap	K9	73	27	100
Brownish red, High fat content, Upper part, Cheap	K10	0	100	100
Brownish red, No fat, Lower part, Standard	K11	0	100	100
Pink, High fat content, Upper part, Expensive	K12	73	27	100
Red liver, No fat, Lower part, Standard	K13	0	100	100
Pink, High fat content, Lower part, Standard	K14	13	87	100
Bright red, Low fat content, Lower part, Expensive	K15	73	27	100
Pink, Low fat content, Lower part, Cheap	K16	34	66	100

Source: Primary data after processing, 2022.

The Influence of Consumer Preferences on Consumer Purchasing Decisions (Regression Analysis)

Multiple regression analysis was used to determine the direction of the relation between the independent variable and the dependent variable. The regression equation can be seen from the table of coefficient test results based on SPSS output on the four independent variables combined, namely horse meat color, horse meat fat content, horse meat body part, and horse meat price on the dependent variable, namely consumer decisions. The following is a summary table of multiple linear analysis.

The correlation coefficient test (R) was conducted to know how close the relation between the independent variables, namely horse meat color, horse meat fat content, horse meat body part, and horse meat price on consumer decisions. The results of the correlation coefficient test in SPSS 25 are as follows:

Table 7. Coefficient of Determination (R)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.859[a]	.738	.717	1.26042

Source: SPSS 25 output after processing, 2022.

Based on Table 7, it can be seen that the R Square value of the regression model is 0.738 (73.8%). This value means that the dependent variable (purchasing decision) can be explained by the independent variable, namely X1 (red liver, high fat content, lower part, cheap), X2 (brownish red, low fat content, upper part, standard), X3 (brownish red, high fat content, upper part, cheap), X4 (brownish red, no fat, lower part, standard), and X5 (red liver, no fat, lower part, standard) the remaining 26.2% was explained by other variables outside the study such as determination of location, taste, aroma and so forth.

The F-test was conducted to determine whether the combined independent variables, namely horse meat color, horse meat fat content, horse meat body part, and horse meat price jointly affected the dependent variable, namely consumer purchasing decisions (Y). The results of the analysis can be seen in the following Table.

Table 8. Simultaneous Test (F Test)

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	278.135	5	55.627	35.015	.000[b]
Residual	98.497	62	1.589		
Total	376.632	67			

Source: SPSS 25 output after processing, 2022.

Based on the results of statistical tests in Table 8, it can be seen that the value of Sig. F is 0.000 so it is less than alpha 0.05, it can be concluded simultaneously the independent variables that have been combined, namely horse meat color, horse meat fat content, horse meat body part, and horse meat price affect consumer purchasing decisions.

The t-test was conducted to know the combined independent variables, namely horse meat color, horse meat fat content, horse meat body part, and horse meat price affect the dependent variable, namely consumer purchasing decisions (Y). In the process of testing carried out in this research, it was done by looking. The decision-making criteria are as follows:

1) If the value of t count > t table, the independent variable has a significant effect on the dependent variable.

2) If the value of t count < t table, the independent variable does not have significant effect on the dependent variable.

Table 9. Partial test (t test)

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig, |
	B	Std. Error	Beta		
(Constant)	8.194	1.600		5.121	.000
X1	3.106	.368	.721	8.446	.000
X2	1.999	.411	.514	4.865	.000
X3	1.985	.363	.558	5.468	.000
X4	2.641	.340	.691	7.774	.000
X5	3.157	.361	.732	8.741	.000

Source: SPSS 25 output after processing, 2022.

Based on the results of the t test in Table 9, it can be proven as follows:

1. X1 produces a t-value coefficient of 8.446 while the significant value is 0.000 which means 0.000 <0.05, while the t-count value is greater than t table, namely 8.446> 1.667. From these results, it can be concluded that there is a significant effect of X1 (red liver, high fat content, lower part, cheap) on purchasing decisions.

2. X2 produces a t-value coefficient of 4.865, while the significant value is 0.000, which means 0.000 <0.05, while the t-count value is greater than t table, namely 4.865> 1.667. From these results it can be concluded that there is a significant effect of X2 (brownish red, low fat content, upper part, standard) on purchasing decisions.

3. X3 produces a t-value coefficient of 5.468, while the significant value is 0.000 which means 0.000 <0.05, while the t-count value is greater than t table, namely 5.468> 1.667. From these results, it can be concluded that there is a significant effect of X3 (brownish red, high fat content, upper part, cheap) on the value of purchasing decisions.

4. X4 produces a t-value coefficient of 7.774, while the significant value is 0.000 which means 0.00 <0.05, while the t-count value is greater than t table, namely 7.774> 1.667. From these results, it can be concluded that there is a significant effect of X4 (brownish red, no fat, lower part, standard) on the value of purchasing decisions.

5. X5 produces a t-value coefficient of 8.741, while the significant value is 0.000 which means 0.00 <0.05, while the t-count value is greater than t table, namely 8.741> 1.667. From these results, it can be concluded that there is a significant effect of X5 (red liver, no fat, lower part, standard) on the value of purchasing decisions.

Regression Equation

Based on the results of multiple linear regression in this study, the variables of X1 (red liver, high fat content, lower part, cheap), X2 (brownish red, low fat content, upper part, standard), X3 (brownish red, high fat content, upper part, cheap), X4 (brownish red, no fat, lower part, standard), and X5 (red liver, no fat, lower part, standard) on purchasing decisions (Y). All attributes that have been combined have a significant effect on purchasing decisions due to the attributes of color, price, fat content, meat portion and horse meat price according to their preferences. The better the quality of horse meat according to their tastes or

preferences both in terms of color, fat content, meat body part, and meat price that they have combined will certainly affect purchasing decisions.

The regression equation model obtained in the form of standard form regression equation is as follows:

$$Y = 8.194 + 3.106X_1 + 1.999X_2 + 1.985X_3 + 2.641X_4 + 3.157X_5 + e$$

a) The constant value of 8.194 indicates that if the value of X1 (red liver, high fat content, lower part, cheap), X2 (brownish red, low fat content, upper part, standard), X3 (brownish red, fat content, upper part, cheap), X4 (brownish red, no fat, lower part, standard), and X5 (red liver, no fat, lower part, standard) is constant, then the value of purchasing decisions (Y) is 8.194.

b) The value of the regression coefficient of the X1 variable is $\beta1 = 3.106$. The positive value indicates that if X1 is in accordance with consumer expectations, it will increase purchasing decisions for horse meat at the Jeneponto Regency Traditional Markets.

c) The value of regression coefficient of X2 is $\beta2 = 1.999$. This positive value indicates that if X2 is in accordance with consumer expectations, it will increase purchasing decisions for horse meat at the Jeneponto Regency Traditional Markets.

d) The value of the regression coefficient of the X3 variable is $\beta3 = 1.985$. This positive value indicates that if there is an increase in the attributes of horse meat, it will increase purchasing decisions for horse meat at the Jeneponto Regency Traditional Markets.

e) The value of the regression coefficient of the X4 variable is $\beta4 = 2.641$. This positive value indicates that if X4 is in accordance with consumer expectations, it will increase purchasing decisions for horse meat at the Jeneponto Regency Traditional Markets.

f) The value of regression coefficient value of X5 variable is $\beta5 = 3.157$. This positive value indicates that if X5 is in accordance with consumer expectations, it will increase purchasing decisions for horse meat at the Jeneponto Traditional Markets.

Based on the research results, it shows that X1 (red liver, high fat content, lower part, cheap), X2 (brownish red, low fat content, upper part, standard), X3 (brownish red, high fat content, upper part, cheap), X4 (brownish red, no fat, lower part, standard), and X5 (red liver, no fat, lower part, standard) have a positive and significant effect on purchasing decisions, from the value of t arithmetic, the value of the regression coefficient on the variable is positive, meaning that there is a positive/unidirectional effect between product quality and purchasing decisions. The results of this study are in line with [16] showing that product quality has a significant positive effect on purchasing decisions because a company is stated to have good quality if it has a positive effect on the company, including increasing sales and improving the company's image in the eyes of the public on the use of the product.

CONCLUSIONS

Based on the results and discussions that have been stated, it can be concluded as follows:

1. Consumer preferences based on the attributes of horse meat that have been combined, there are five most preferred by consumers, namely the third combination (X1 red liver, high fat content, lower part, cheap), the fifth combination (X2 brownish red, low fat

content, upper part, standard), the tenth combination (X3 brownish red, high fat content, upper part, cheap), the eleventh combination (X4 brownish red, no fat, lower part, standard), and the thirteenth combination (X5 red liver, no fat, lower part, standard).

2. In terms of influence of consumer preferences in this case the 5 attributes that have been combined on purchasing decisions, they have a significant and positive effect of 73.8% and the F test calculation can be concluded that X1 (red liver, high fat content, lower part, cheap), X2 (brownish red, low fat content, upper part, standard), X3 (brownish red, high fat content, upper part, cheap), X4 (brownish red, no fat, lower part, standard), and X5 (red liver, no fat, lower part, standard) holistically have a simultaneous effect on purchasing decisions.

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