



## Community Preferences of Meat Consumption by Types in Mataram City

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<http://dx.doi.org/10.18415/ijmmu.v7i1.1350>

### **Abstract**

The development of the livestock sub-sector which is increasing in line with the increase in people's income causes an increase in the consumption of food sources of protein, especially animal protein such as animal products. This study aims to determine community preferences in Mataram City for the type of meat consumed. This research uses the survey method. The data used are primary and secondary data obtained through recording, interview, and observation techniques. The selection of research locations was done based on the purposive sampling method, namely in six villages in Mataram City, with the number of samples in this study were 100 respondents. The analytical method used is descriptive analysis.

Based on the results of the study found that the most consumed meat by respondents was broiler as much as 61 respondents, then those who chose to consume beef as much as 21 respondents (21%), who consumed Domestic hen meat by 16 respondents (16%) and who chose other meat (pork) as much as 2 respondents or 2%. The reasons for buying meat by respondents were quite diverse, including 1) because of lower prices 2) easier to obtain 3) because the taste was considered better, 4) preferred by family members, and 5) safer for consumption.

**Keywords:** *Preferences; Meat consumption; Mataram City*

### **Introduction**

The development of the livestock sub-sector which is increasing in line with the increase in people's income causes an increase in the consumption of food sources of protein, especially animal protein such as animal products. The level of consumption of animal protein is influenced not only by its availability but also by the level of population income, city residents who earn enough tend to consume adequate meat and eggs, while those on low incomes tend to consume protein from cereals (Ariningsih, 2008 in SUHUBDY (2013). The development of the level of beef consumption per capita of Indonesian people from 1993 to 2015 fluctuated and tended to rise. In 1993 the level of Indonesian beef consumption was 0.704 kg/capita/year, rising to 2.40 kg/capita/year in 2015. Meanwhile, consumption of purebred broiler per capita/year for Indonesian people in 2017 was 5.68 kg per capita/year, an increase of 573 grams (11.2%)

compared to the previous year's consumption. As for the consumption of 782 grams of Domestic hen per capita/year, up 156 grams (24.9%) from the previous year. The increasingly mushrooming culinary which is based on broiler meat, from roadside stalls to shopping centers, make broiler meat consumption experiencing an upward trend throughout 2013-2017.

Various efforts have been made by the government to improve the quality of human resources owned, to get the quality of Indonesian human resources that are healthy and sufficient in nutrition, besides consuming vegetable protein sources, it is also necessary to increase consumption of animal protein sources from livestock because they contain essential amino acids which cannot be supplied by other foodstuffs. Animal food that is able to support the improvement of nutrition, namely beef, mutton, broiler and others.

The expenditure of Indonesian people for foodstuffs (46.45%) is smaller compared to non-foodstuffs (53.55%). One of the people's food needs can be met from protein that can be obtained from several commodity groups, namely grains, fish, meat, eggs and milk, and beans (Indonesian Central Statistics Agency, 2015).

In general, around 60% of national meat consumption is in the provinces of West Java, DKI Jakarta, Central Java, Yogyakarta, and East Java. The highest level of meat consumption per capita is in the areas of DKI Jakarta, Bali, and East Kalimantan, which is 4.7 grams/capita/day. For the ASEAN country, such as Malaysia, Thailand and the Philippines, on average consume animal protein above 10 grams/capita/day, whereas in developed countries like Japan, Australia, and New Zealand the average consumption has reached above 20 grams/capita/day (Department Agriculture 2005).

Mataram City is the capital of the province of West Nusa Tenggara with a population of approximately 420,000 people, a city that is quite fast-growing, as a regional trade center, of course, the need for meat as a source of animal protein will increase compared to other regions, this can be seen from the data BPS in 2015 regarding the total expenditure per capita per month according to groups of goods and types of regions, obtained figures for the purchase of meat/meats for urban areas are Rp. 20,788 per month, greater than the purchase of meat/meats for rural areas of Rp. 11. 613 per month. (NTB in Figures, BPS 2015).

## ***Methodology***

The study was conducted in Mataram City, West Nusa Tenggara Province with a survey method That took place from September to December 2019. The study population was housewives in Mataram City. Data collection is done through an interview process using a list of questions (questionnaire). Purposive Sampling location determination is a technique of deliberate sample determination with certain considerations. The research will be conducted in six districts, namely Selaparang District, Sekarbela District, Sandubaya District, Mataram District, Cakranegara District, and Ampenan District. Each Subdistrict is represented by 1 (one) village as a research sample. The number of respondents in each village was conducted using the stratified random sampling method, which is a technique for randomly determining the sample of members by taking into account the levels (strata) in the members of the population.

The level of population members in this study uses a grouping of welfare levels determined by Statistic of Mataram Municipality (BPS Mataram City) consisting of Pre-Prosperous Families (Pre-KS), Prosperous Families I (KS-I), Prosperous Families II (KS-II) and Prosperous Families III (KS-III).

The variables observed in this study were the age of the respondent, level of education, type of work, income level, number of family members, type of meat purchased, frequency of purchase of meat, amount of meat purchased and the reasons why they bought meat.

## ***Results and Discussion***

Respondents' preferences in choosing the meat Age group Age is one of the factors that can affect a person's life both physical abilities and patterns of thought and behavior. Age affects the level of public awareness of the importance of consuming foods that contain protein. The following table shows consumers' preferences for meat types by age group.

**Table 1. Types of meat choices purchased by age group**

Age group	Type of meat				Amount (person)	Percentage
	Beef	Broiler	Domestic hen	Other		
<25	0	2	2	0	2	2 %
25 – 44	12	31	5	2	52	52 %
45 – 59	5	17	4	0	32	32 %
>60	4	12	5	0	14	14 %
Total	21	61	16	2	100	100 %

Source: primary data processed

Table 1 above shows that respondents from the age group of 25 years to 44 years prefer broiler as the main choice of 31 respondents, while those who choose beef are 12 respondents. For the age group of 45 years to 59 years, there were 17 people choosing broiler meat while those who chose cows were 5 respondents.

A person's taste for goods/services is closely related to age, the more mature a person's age, the decision to consume an item is more selective. Age is also one of the factors that influence a person in deciding to accept everything new from a product/service (Kotler, 2002).

### **Level of education**

The level of education is one of the factors that influence one's ability to develop themselves, the level of education determines how much community awareness is in achieving adequate nutrition of livestock origin food.

**Table 2. Types of main choice meat purchased by education level**

Education level	Type of meat				Amount (person)	Percentage
	Beef	Broiler	Domestic hen	Other		
Elementary School	0	3	1	2	6	6 %
Junior High School	0	16	2	0	18	18 %
Senior High School	13	20	7	0	40	40 %
Academy	5	15	5	0	25	25 %
University	2	7	1	0	10	10 %
Master	1	0	0	0	1	1 %
Total	21	61	16	2	100	100 %

Source: primary data processed

Table 2. The above shows that of the 40 respondents who were educated in high school, as many as 20 respondents chose broilers as their main meat choice, 13 people chose beef and 7 respondents chose Domestic hen meat. Of the 10 respondents educated with S1, 7 people chose purebred broiler as the main choice, 2 people chose beef and 1 person chose Domestic hen meat. While out of the 6 respondents educated in elementary school, there are 3 people choosing broilers, 1 person choosing Domestic hen and 2 people choosing other meat (pork).

The level of education in addition to determining a person in receiving knowledge and information can also affect the values adopted, ways of thinking, ways of thinking and even perceptions of a problem. Respondents who have better education will be very responsive to information. also, education influences respondents in determining product and brand choices (Sumarwan, 2003).

### Type of work

**Table 3. Types of main choice meat purchased by type of work**

Type of work	Type of meat				Amount (person)	Percentage
	Beef	Broiler	Domestic hen	Other		
Civil servant	5	18	5	0	28	28 %
Private employee	5	11	1	0	17	17 %
Entrepreneur	2	8	3	0	13	13 %
Housewife	7	21	5	2	35	35 %
The trader	2	3	2	0	7	7 %
Total	21	61	16	2	100	100 %

Source: primary data processed

In table 3. The above shows that of the 35 respondents who did not work (housewives), as many as 21 people chose broiler as the main choice, 7 people chose beef, 5 people chose Domestic hen meat and 2 respondents chose meat other (pork). Whereas respondents who work as civil servants, as many as 18 people choose broil broiler and 5 people choose beef and Domestic hen meat.

Respondents who have diverse work backgrounds will bring up behavior to their preferences in making meat-buying decisions. The tendency of respondents to prefer broiler meat is because of the reason that prices are lower and easier to obtain, and adjusted to the financial situation and the number of family members.

### Household income level

Income is a reward received by someone from work he does to make a living, income is usually received in the form of money. Income is a material resource that is very important for respondents because with that income respondents can finance their consumption including consumption of meat.

**Table 4. Types of main choice meat purchased based on household income**

Household income (IDR)	Type of meat				Amount (person)	Percentage
	Beef	Broiler	Domestic hen	Other		
< 1.000.000	0	5	0	0	5	5 %
1.000.000 – 2.000.000	1	26	7	1	35	35 %
2.000.000 – 3.000.000	2	12	5	1	20	20 %
3.000.000 – 4.000.000	7	15	3	0	25	25 %
> 4.000.000	11	3	1	0	15	15 %
Total	21	61	16	2	100	100 %

Source: primary data processed

From the data in Table 4. It can be seen that respondents with income below one million Rupiahs to those who earn four million Rupiahs prefer to buy purebred broiler rather than beef and Domestic hen meat, while those who earn four million and above, 11 respondents choose meat cows, 3 people chose purebred broiler and one person chose Domestic hen meat.

### Number of family members

The number of family members greatly determines the number of family needs, the more family members, means the more the number of family needs that must be met, the number of

family members can have a strong influence on the buying behavior of an item, family members influence each other in purchasing and consumption decisions.

**Table 5. Types of main meat purchased according to the number of family members**

number of family members	Type of meat				Amount (person)	Percentage
	Beef	Broiler	Domestic hen	Other		
2 persons	4	1	1	0	6	6 %
3 persons	9	3	2	0	14	14%
4 persons	4	28	9	2	43	43 %
5 persons	4	15	4	0	28	28 %
6 persons	0	5	0	0	5	5 %
7 persons	0	3	0	0	3	3 %
8 persons	0	1	0	0	1	8 %
Total	21	61	16	2	100	100 %

Source: primary data processed

In table 5. It can be seen that 21 respondents who chose beef had several family members between 2 to 5 family members, while 61 respondents who chose purebred broiler, on average they had a total of 4 to 5 family members.

The more the number of family members in a household, the greater the amount of meat needed by the family. Also, the more the number of family members, the possibility of decision making is influenced by family members will be greater so that the characteristics of these respondents need to be considered in to know the decision-making process in consuming meat.

## Prosperity level

To find out the level of community welfare, the National Family Planning Coordinating Board (BKKBN) has conducted a program called Family Data Collection, which is aimed at obtaining data on the basis of population and family in the framework of development and poverty alleviation programs. The phases of a prosperous family are as follows:

### 1. Pre-prosperous Family

Namely, families that have not been able to meet basic needs (basic need) to a minimum, such as the need for spiritual, food, clothing, shelter, health and family planning, conducting religious services by each family member, generally the whole family, eat twice or more in a day, all family members have different clothes at home, work, school or travel, the widest part of the floor is not from the ground if the child is sick and or couples of childbearing age want to take family planning to be taken to health facilities.

## 2. Prosperous Family I

Namely, families who have been able to meet their basic needs at a minimum but have not been able to meet their social-psychological needs such as the need for education, family planning, the interaction of the living environment and transportation. In the prosperous family I basic needs have been met but the social-psychological needs have not been met.

## 3. Prosperous Family II

That is, the family besides being able to fulfill its basic needs, has also been able to meet its development needs such as the need to save and obtain information.

## 4. Prosperous Family III

Namely, families who have been able to meet all basic needs, psychological social needs and family development, but have not been able to make regular contributions to society such as material donations and play an active role in community activities.

**Table 6. Types of main choice meat purchased based on welfare level**

Welfare level	Type of meat				Amount (person)	Percentage
	Beef	Broiler	Domestic hen	Other		
Pre-prosperous family	0	10	0	0	10	10 %
Prosperous family I	2	26	6	2	36	36 %
Prosperous family II	10	15	3	0	28	28 %
Prosperous family III	9	10	7	0	26	26 %
Total	21	61	16	2	100	100 %

Source: primary data processed

Based on table 6. above, most of the meat chosen by the people of Mataram City as the main choice for consumption is broiler, 61 respondents or 61%, while those who choose beef as the main choice are 21 respondents and broiler meat 16 %, there were 2 respondents did not choose between the three types of meat, they chose pork as the main meat choice, this happened because the respondent was non-Muslim. In the Pre-prosperous family, 10 people chose broilers, while there was no beef and Domestic hen, in the Prosperous family I group, 26 people chose broilers, while 2 people chose beef and 6 respondents chose Domestic hen. The selection of broiler as the main choice in meat consumption is more because the price of beef and domestic poultry is relatively expensive compared to the price of the broiler. Meanwhile, to change the choice of meat to be purchased, if they do not get the first choice of meat, respondents choose not to buy other meat, and this is rarely found because the availability of broiler meat in the market is quite fulfilled.

This shows that the respondent's need for certain types of meat such as beef in Mataram City is not too much, while for the type of broiler meat is still very necessary and quite a lot of

requests for the fulfillment of community meat needs. This can provide information to producers about how much meat the respondent wants, which ultimately the producer can estimate the number of products that must be sold to the market so that the meat stock is not excessive or deficient.

### Frequency of meat purchases

In making meat purchases, some respondents have a specific schedule for making purchases, but there are also those who make uncertain purchases. The frequency of meat purchases by respondents can be seen in the table below

**Table 7. Frequency of meat purchases**

Frequency of meat purchases	Amount (person)	Percentage
Everyday	7	7 %
Once a week	15	15 %
Every two weeks	13	13 %
Once a month	27	27 %
Not necessarily	38	38 %
Total	100	100 %

Source: primary data processed

Table 7. shows that the frequency of buying meat by respondents varies, the majority of respondents' buying frequency is uncertain, as many as 38 people. This shows that respondents are not too often or only sometimes in consuming meat. Respondents who make purchases do not necessarily mean that respondents do not have specific schedules in making meat purchases, but it also depends on their financial condition.

Respondents who buy meat every day there are only 7 respondents, with reasons for wanting a balanced menu for the family every day, also the type of meat purchased is purebred broiler whose price is much cheaper. The reason respondents buy meat once a week or biweekly, among them saying that their family likes a varied diet every day, so they only buy meat once a week or fortnight. Whereas for respondents who buy meat once a month, they also consider their current financial situation.

### Reasons for buying meat

One of the respondents' important behaviors to know is the reason for buying meat when shopping.



**Table 8. Reasons for buying meat**

Reasons for buying meat	Amount (person)	Percentage
It tastes better	8	8 %
The price is cheaper	56	56 %
Easier to get	24	24 %
Safer for consumption	1	1 %
Preferably family members	11	11 %
Total	100	100 %

Source: primary data processed

Table 8. above shows that the majority of respondents bought meat for the reason that the price was cheaper by 56 respondents, and as many as 24 respondents bought meat because it was easier to obtain, this shows that respondents preferred the lower price because it was related to the amount income from the family and the number of family members the family has so that their family's animal protein needs can be met.

### ***Conclusion***

These results showed that: 1) The preference for meat consumption in Mataram City is illustrated by the type of meat consumed, the frequency of purchasing meat, and the amount of meat consumed. The type of meat consumed consists of beef, purebred broiler, and Domestic hen, the more dominant meat consumed by the community is purebred broiler meat; the frequency of purchasing meat is included in the relatively frequent category. 2) Factors that influence consumer preferences for meat are the price of meat to be purchased, the price of meat substitutes and the number of family members in their families. 3) Reasons for buying meat by respondents are determined by several things, namely the price of meat sold cheaper, the ease of how to obtain meat in the market, preferably family members and security in consuming the meat.

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