KAJIAN PERILAKU PEDAGANG TERHADAP KUALITAS TELUR AYAM RAS YANG DIPASARKAN DI KABUPATEN MAGELANG

(The Study of Seller Characteristics on Egg Quality of Layer which marketed in District of Magelang)

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ABSTRACT

The research is aimed to know the seller characteristic like knowledgw, attitude, skill on layer egg quality which marketed by seller in Magelang.The matter of research were questioner, layer egg, paper, writing tools. The sample were taken purposively in traditional market of 21 subdistrict.The data was analyzed by one shoot case study to know seller characteristic on layer egg quality. The respondence were given by quetioner to answer.The questioner evaluated by likert analyze using T-O formula.(suryabrata,2005).To know the factors which effect seller characteristic on egg quality was analyzed by linear regression with formula : $Y = a_o + b_1X_1 + b_2X_2 + b3X3 + b_4X_4 + A$.To continue the analyzes if there were significant differences in the factor22 use F analyze.

The result of the research described that the knowledge aspect have 65,47 score that mean by the seller more less know about egg quality.The aspect of skill have score 51,77 that mean by the seller more less agree with egg grading, egg saving,egg treating, and egg transportation. In the skill aspect description that the seller have score 50,47.The score mean that the seller more less skillness in egg quality examination. There was a significant differences (P< 0,01) among seller old,education,selling time,and business scale on knowledge ($R^2=0,88$), attitude ($R^20,882$ and skill($R^2=0,811$).

Keywords :Seller, Characteristics,layer egg quality

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