The Effect Of Preferences And Satisfaction On The Loyalty Of Local Chicken Meat Consumers
(Survey at Griya Pesona Praja Housing, Subang Regency)

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Abstract
This study aims to analyze consumer Preferences and satisfaction regarding local chicken meat, explore consumer loyalty towards this type of meat, and examine how Preferences and satisfaction impact consumer loyalty in Griya Pesona Praja Housing, Subang Regency. In detail, the local chickens referred to in this study are free-range chickens. The research was conducted in January 2024 at Griya Pesona Praja Housing, Subang Regency. The research utilized qualitative descriptive methods quantified through sampling and survey techniques involving 129 housewives in Griya Pesona Praja Housing, Subang Regency. Data analysis methods included Validity Test, Reliability Test, Classical Assumption Test, and Path Analysis. The research findings suggest that consumer Preferences partially did not have a significant effect and consumer satisfaction partially had a significant effect on consumer loyalty. Preferences and satisfaction simultaneously affect consumer loyalty. The results of the study show that consumers have a Preferences for free-range chicken meat products and are satisfied after buying free range chicken meat products. Consumers in this study are also considered loyal to free-range chicken meat products.
Keywords: Local Chicken Meat, Preferences, Satisfaction, Loyalty

I. Introduction

Industry is one of the main indicators of macroeconomic development. This is described as the manufacturing of items that meet people's necessities, such as food and consumer goods. The livestock subsector is one of the potential producers of animal food, and one of the most popular food ingredients is chicken meat. According to Bangkit et al. (2019), free-range chicken meat is one of the animal commodities that generate chicken meat that the Indonesian people prefer. Free-range chicken meat is one of the livestock commodities used to produce chicken meat that the Indonesian people prefer.

Free-range chicken meat has a savory and delicious taste (Sukmawati et al., 2015). The potential for the development of free-range chicken meat products is very promising, given the growing demand for animal protein, one of which comes from poultry meat, and the rapid development of the culinary industry today. Consumer appetite for free-range chicken meat is very high, so the demand for free-range chicken from year to year is increasing (Aman, 2011). There is an increasing demand for free-range chicken meat due to growth in the local economy, education, and nutrition consciousness.

Griya Pesona Praja is one of the housing units in Subang, precisely located in Cinangsi Village, Cibogo District. The population in this housing is heterogeneous, with many immigrants who have lived for a long time, so the population is quite dense. The results of observations show that the residents in this housing also mostly have consumers of free-range chicken meat as an option to meet their daily food needs. The findings of the observations indicate that the majority of the people living in this housing are also consumers of free-range chicken meat as a means of satisfying their daily nutritional needs. Customers in this dwelling can readily access or obtain free-range chicken meat goods since it is located close to the local market with the greatest potential for selling free-range chicken meat in Subang, the Subang City Traditional Market, which is just 4.9 kilometers away.

Consumers consider the characteristics of free-range chicken meat when determining their preferences and satisfaction with their decision to purchase free-range chicken meat. This will be the concern of producers and marketers of free-range chicken meat products. The findings of this study can reveal the preferences and satisfaction levels of free-range chicken meat consumers, providing an overview and evaluation not only for free-range chicken meat marketers in the Griya Pesona Praja and Subang areas, but for all free-range chicken meat marketers.

The hypothesis for this study is as follows :
1. The hypothesis of consumer preference versus the loyalty of village chicken meat consumers
H1 : consumer preference variables influence consumer loyalty variables
H0 : The consumer preference variable has no influence on the consumer loyalty variable
2. Consumer satisfaction hypothesis versus village chicken consumer loyalty
H1 : consumer satisfaction variables influence consumer loyalty variables
H0 : The consumer satisfaction variable has no influence on the consumer loyalty variable
3. The hypothesis of preference and satisfaction of consumers simultaneously against the loyalty of the consumer of chicken meat
H1: Consumer preference and satisfaction variables simultaneously influence consumer loyalty variables
H0: Consumer preference and satisfaction variables simultaneously have no influence on consumer loyalty variables

II. Methodology

This research was conducted in Griya Pesona Praja Housing, Subang, using a survey method with questionnaires distributed to 129 housewives from 192 households. The Slovin formula was used to determine the sample with a degree of inaccuracy tolerance of 5%. The study research scale used is likert scale. According to Sugiyono (2019), The likert scale is a measurement scale used to assess variables that have a certain level of strength or weakness. The analysis method used in this study is path analysis to determine the direct and indirect influence of Preferences and satisfaction on the loyalty of free-range chicken meat consumers.

2.1 Instrument Test
Before using the analysis model, the data from this study must be tested, which includes a validity and reliability test. We conducted this test on 129 sample respondents to verify the validity and reliability of the used instrument.

2.1.1 Validity Test
Validity tests measure the validity of a questionnaire (Sugiyono, 2019). The validity test in this study was conducted using the SPSS version 25 program. The criteria for determining the validity of tested data can be seen by calculating the r count and r table. If r counts exceed r table, the data is considered valid; otherwise, if r table < r counts, the data is deemed invalid. The r calculation result can be found in the correct item total correlation column.

2.1.2 Reliability Test
The reliability test establishes how closely measurements of the same object yield consistent outcomes (Sugiyono, 2019). The reliability test in this study is performed using the SPSS version 25 program with variables that have been declared reliable, specifically the Cronbach's alpha value. If the value of Cronbach's alpha > 0.6, the data is reliable, and vice versa, if the value of Cronbach's alpha < 0.6, then the data is not reliable.

2.2 Classical Assumption Test
Classical assumption tests are used to determine the presence or absence of residual normality, multicollinearity, and heteroskedastiness in regression models (Purnomo, 2017). The assumption tests that must be met in order for regression equations to be used properly (test the requirements of the analysis) are as follows:

2.2.1 Normality Test
The purpose of the normality test was to ascertain if the data from the dependent and independent variables that is, the data utilized for hypothesis testing were regularly distributed. The normality test carried out was the Kolmogorov-Smirnov one sample test. According to Machali (2015), the normality test is carried out using the Kolmogrov-Smirnov test with the following test criteria:
a. The significance is > 0,05 data is normally distributed.
b. The significance is < 0,05 data is not distributed normally

2.2.2 Multicollinearity Test
The multicollinearity test determines whether the regression model detects a correlation between independent variables. Duli (2019) states that the tolerance value can be used to make decisions about multicollinearity tests, where if the tolerance value is > 0,10 or the Variance Inflation Factor (VIF) value is < 10, then it means that there is no multicollinearity of the data being tested, on the other hand, if the tolerance value is > 0,10 or the VIF value is > 10, it means that there is multicollinearity with the data being tested.

2.2.3 Heteroscedasticity Test

The purpose of the heteroscedasticity test is to ascertain whether there is variance inequality between the residuals of two observations in the regression model. In the regression model, the condition that heteroscedasticity is absent must be satisfied. The heteroscedasticity test is used to ascertain the divergence from the classical assumption requirements in the regression model (Basuki, 2015). The decision-making on the heteroscedasticity test is that if the significance value is > 0.05, then heteroscedasticity does not occur, and if the significance value is <0.05, then heteroscedasticity occurs.

2.3 Path Analysis

According to Sani and Maharani (2013) in path analysis, the pattern of relationships between variables is analyzed to ascertain if a set of exogenous variables, or independent variables, has an impact on bound variables directly or indirectly. The exogenous variables in this study are Preferences (X1) and satisfaction (X2), followed by the endogenous variable, namely loyalty (Y). This analysis method uses the help of the SPSS version 25 program. The following is Figure 1 is the arrow path of path analysis in this study.
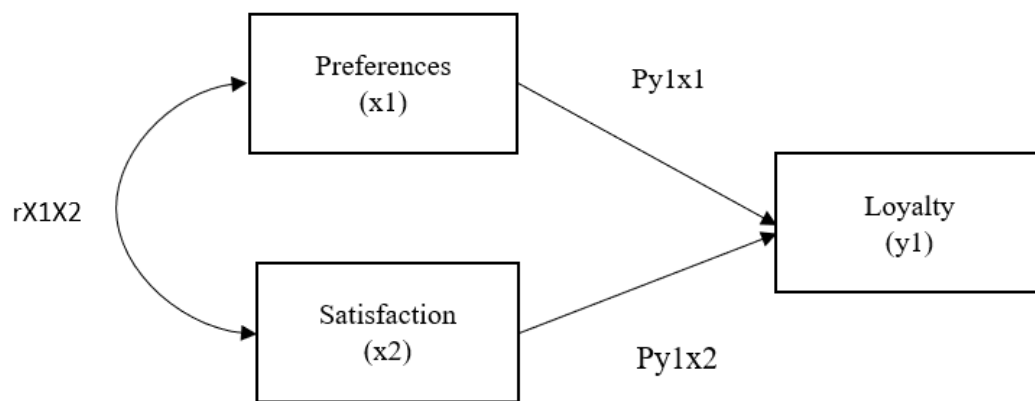

Figure 1: Path Analysis

2.3.1 Coefficient of Determination

The model's capacity to describe the degree to which the combined effect of independent variables (stimulants) influences dependent variables was assessed using the determination coefficient test, as indicated by the adjusted R-squared value (Ghozali, 2016). The values are between 0 and 1. In contrast, if the value is near 1 or away from 0, it indicates that the independent variables have the capacity to provide all the information required to predict the dependent variable. A small or near 0 coefficient of determination value indicates that the independent variables' ability to explain the dependent variable is very limited.

2.3.2 Simultaneous Test (F Test)

The F test is used to determine whether independent factors affect dependent variables simultaneously or jointly. The method used is to look at the magnitude of the significant probability value. According to Ghozali (2018), if the significant probability value is < 5%, then the independent variable or independent variable will have a significant effect together on the bound variable. The criteria of the F test are that if the F value is calculated > F table and if the probability (significance) is >0.05 (α), meaning that the independent variables simultaneously or together do not significantly affect the dependent variables; if the F is calculated < F table and if the probability (significance) is <0.05 (α), meaning that the independent variables simultaneously affect the dependent variables significantly.

2.3.3 Partial Test (T Test)

The purpose of the partial test is to determine if each independent variable has an impact on the dependent variable (Ghozali, 2018). The assessment criteria for the T Test are that if the T value is calculated > the T table and if the probability (significance) > 0.05 (α), then H0 is accepted, indicating that there is little to no significant impact of the partially (individual) independent variable on the dependent variable, while if the T value is calculated < the T table and if the probability (significance) is <0,05 (α), then H0 is rejected, indicating that the dependent variable is greatly impacted by the partially (individual) independent variable.

III. Results and Discussion

3.1 Respondent Characteristics

The characteristics of free-range chicken meat consumers analyzed consisted of age, type of work, and the income of housewives in a month. The following Table 1 shows the characteristics of free-range chicken meat consumers in Griya Pesona Praja Housing.

Table 1. Respondent Characteristics

Characteristics	Information	Frequency	Percentage (%)
Age (years old)	18 – 35	1	0,8
	36 – 45	46	35,7
	46 – 60	67	51,9
	> 61	15	11,6
Type of work	ASN/TNI/POLRI	10	7,8
	Housewife	108	83,7
	Employe	1	0,8
	Businessman	8	1,6
	Other	2	6,2
Income	< Rp 1.500.000	93	72,1
	Rp 1.500.000 – 4.500.000	31	24,0
	Rp 4.500.000 – 7.000.000	5	3,9
	> Rp 7.000.000	-	-

Age is one of the demographic factors that significantly affects consumer preferences and behavior (Kotler and Amstrong, 2018). In Table 1, most of the respondents in the research area who consume free-range chicken meat are 46–60 years old, followed by consumers aged 36–45 years, > 65 years, and 18–35 years. This means that the age of the respondents in consuming free-range chicken meat is classified as a very mature and productive age, where they are experienced housewives who generally have an obligation to determine their family's daily consumption so that they have their own Preferences and satisfaction with their loyalty in consuming free-range chicken meat.

The type of work affects the purchasing power, attitudes, and behavior of consumers towards certain products and brands (Solomon, 2017). Table 3 shows that most of the respondents are housewives, with a total of 108 consumer and a percentage of 83.7%. Respondents with other jobs are also housewives as their side jobs; in this case, they are housewives at the same time, so the suitability of the expected respondent criteria does not skyrocket. The criteria for housewife respondents are more attached to their families as food fulfillment needs; in this case, free-range chickens are their food fulfillment option.

The income of housewives who consume free-range chicken meat is mostly < Rp 1,000,000, which is as many as 93 people with a percentage of 72.1%. It is certainly their pure income if it is not combined with their husband's income completely, or at least the financial portion allocated to fulfill the family's daily food consumption. The level of consumer income can affect consumer purchasing power; according to research conducted by Danil (2013), the greater the income level, the higher the level of consumption expenditure.

3.2 Instrumen Test

3.2.1 Validity Test

The findings generated by the SPSS version 25 software proved validity after the data in this study underwent a validity test. If r calculation value > r table, then the research instrument is considered legitimate. The validity test results for this study are shown in Table 2.

Table 2. Validity Test

Variable	Instrument	r_{count}	r_{table}	Details
Preferences (X1)	Price (X1.1)	0,488		Valid
	Cleanliness of the fur (X1.2)	0,571		Valid
	Halal certification (X1.3)	0,518		Valid
	Freshness of meat color (X1.4)	0,579	0.1729	Valid
	Meat aroma (X1.5)	0,584		Valid
	Meat packaging (X1.6)	0,550		Valid
Satisfaction (X2)	Price (X2.1)	0,605		Valid
	Cleanliness of the fur (X2.2)	0,567		Valid
	Halal certification (X2.3)	0,620		Valid
	Freshness of meat color (X2.4)	0,378	0.1729	Valid
	Meat aroma (X2.5)	0,662		Valid
	Meat packaging (X2.6)	0,622		Valid
Loyalty (Y)	Affordable price (Y1.1)	0,328		Valid
	Better taste (Y1.2)	0,465		Valid
	Choosing free-range chicken meat products over other chicken meat products (Y1.3)	0,547		Valid
	Continuing future purchases (Y1.4)	0,754	0,1729	Valid
	Demand for meat products (Y1.5)	0,784		Valid
	Product recommendations to other consumers (Y1.6)	0,704		Valid

Table 2 shows that the results of the validity test show that all the instruments used are valid so that the next test can be carried out, namely the reliability test.

3.2.2 Reliability Test
This study employs SPSS software version 25 to assist with the reliability test.. Table 3 is the result of the reliability test in this study, with a Cronbach Alpha > 0.6, so the tested data is reliable. According Table 5, preferences and satisfaction are known to be unreliable at this time because Cronbach Alpha < 0.6, while loyalty is reliable because Cronbach Alpha > 0.6.

Tabel 3. Reliability Test

Variable	Cronbach's Alpha	Constant
Preferences	0,471	
Satisfaction	0,598	0,60
Loyalty	0,642	

Unreliable variables can't be carried over to the next approach, so an assessment must be done. To raise Cronbach Alpha, one of the instruments must be removed. Thus, we can determine which instrument was removed and retrieve the Cronbach Alpha using the Scale If Item removed tool in SPSS version 25, as indicated in Table 4. So if deletion is carried out on items X1.1 and X2.4, a Cronbach's alpha value for the X1 variable will be obtained, which is 0.634, and a Cronbach's alpha value for the X2 variable, which is 0.602. Following the removal of the two items, Table 5 displayed the reliability test results, indicating that all variables were deemed reliable and allowing for the progression to the subsequent analytic procedure.

Table 4. Reliability Test : Scale if Item Deleted

Item	Cronbach's Alpha if Item Deleted
X1.1	0,634
X1.2	0,376
X1.3	0,420
X1.4	0,369
X1.5	0.367
X1.6	0,390
X2.1	0,557
X2.2	0,544
X2.3	0,546
X2.4	0,602
X2.5	0,499
X2.6	0,562

Table 5. Reliability Test After Deleting X1.1 and X2.4

Variable	Cronbach's Alpha	Constant	Details
Preferences	0,634		Reliable
Satisfaction	0,602	0,60	Reliable
Loyalty	0,642		Reliable

3.3 Classical Assumption Test
3.3.1 Normality Test

The normality test is used to ascertain if the distribution of the residual variables in the regression model is normal. In this study, the data is said to be normal if the significance is > 0.05. Table 6 shows the results of the data normality test using the Kolmogorov-Smirnov test with the help of the SPSS version 25 program, obtaining asymptote values. Sig (2-tailed) 0.200, according to the results of the normality test, the data has been distributed normally (0.200 > 0.050), this indicates that the employed regression model is sound.

Table 6. Normality Test Using One-Sample Kolmogorv-Smirnov

One-Sample Kolmogorov-Smirnov Test		Unstardardized Residual
N		129
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.99215674
Most Extreme Differences	Absolute	.056
	Positive	.037
	Negative	-.056
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200

3.3.2 Multicollinearity Test

Making decisions on multicollinearity testing might be based on the tolerance value. Multicollinearity with the tested data is absent if either the variance inflation factor (VIF) value is less than 10 or the tolerance value is more than 0.10 (Duli, 2019). The results of the multicollinearity test in Table 7 obtained a tolerance value of 0.959 and a VIF value of 1.042. The result means that the tested data does not have multicollinearity because the tolerance value is 0.959 > 0.10 and the VIF value is 1.042 < 10.00.

Table 7. Multicollinearity Test

Independent Variable	Tolerance Score	VIF Score	Information
X1	0,959	1,042	No multicollinearity exists
X2	0,959	1,042	No multicollinearity exists

3.3.3 Heteroscedasticity Test

The heteroscedasticity test is used to assess if residual inequality and variation between observations are present in the model (Ghozali, 2018). The basis for making the decision is that if the value of sig. > 0.05, it means that there is no heteroscedasticity problem; if the value of sig. < 0.05, it means that there is a heteroscedasticity problem. Based on Table 8, there are results of heteroscedasticity tests using the SPSS version 25, where a sig value is obtained. In the Preferences variable (X1) of 0.623 and the satisfaction variable (X2) of 0.217, both variables have a Sig value. > 0.05, demonstrating that there is no heteroscedasticity problem with the studied data.

Table 8. Heteroscedasticity Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.447	.307		1.457	.148
	X1	.031	.063	.045	.493	.623
	X2	-.054	.043	-.112	-1.240	.217

3.4 Path Analysis
3.4.1 Coefficient of Determination
The degree to which changes in the dependent variable can be explained by changes in the independent variable may be measured using the determination coefficient (R^2) (Ghozali, 2018).. Table 9 shows that the adjusted R square value obtained is 0.14, which shows the contribution or influence of Preferences (X1) and loyalty (X2) to loyalty (Y) of 14%, while the remaining 86% is the impact or contribution of additional variables not included by the study.

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.392ᵃ	.154	.140	.532

3.4.2 The Effect of Preferences and Satisfaction on Consumer Loyalty
Table 10 indicates that X1 and X2 have a magnitude correlation value of 0,201. The equation is derived as follows using Table 11 Beta column:
Y = Pyx1 + Pyx2 + e
Y = 0,154X1 + 0,331X2 + 0,86e
Information :

X1	= Preferences
X2	= Satisfaction
Pyx1	= Preferences coefficient to consumer loyalty
Pyx2	= Satisfaction coefficient to consumer loyalty
e (epsilon)	= Path coefficient epsilon to consumer loyalty
e	$= 1 - R^2$
	$= 1 - 0,14 = 0,86$

Table 10. Total Impact X1 and X2

		Preferences (X1)	Satisfaction (X2)
Preferences (X1)	**Pearson Correlation**	1	0,201
Satisfaction (X2)	**Pearson Correlation**	0,201	1

Table 11. Coefficient Beta Test

Model	Coefficient *Beta*
Preferences (X1)	0,154
Satisfaction (X2)	0,331

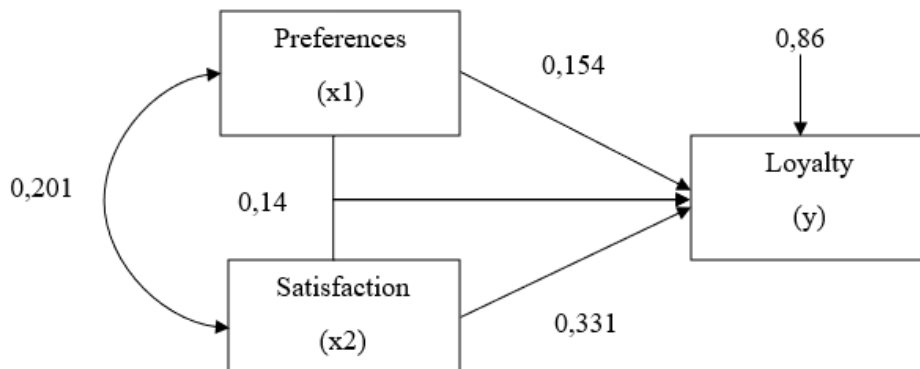From the results of this interpretation, the following path coefficient model is obtained.

Figure 2: Path Analysis Model

Based on the interpretation of the illustration and equation above, The contribution of each independent variable, either directly or indirectly, to the loyalty variable (Y) can be ascertained using the following methods.
1. The amount of contribution from consumer preferences (X1) affects consumer loyalty (Y):
a. Direct effect of X1 on Y :

$$= (pyx1)^2$$
$$= (0,154)^2$$
$$= 0,0237 \text{ or } 2,37\%$$

b. Indirect effect via X2 on Y :

$$= [(pyx1)(rx1rx2)(pyx2)]$$
$$= [(0,154)(0,201)(0,331)]$$
$$= 0,0102 \text{ or } 1,02\%$$

c. Total influence :

$$\text{Total Influence} = 0,0237 + 0,0102$$
$$= 0,0340 \text{ atau } 3,40\%$$

2. The amount of consumer satisfaction contribution (X2) affects consumer loyalty (Y):

a. Direct effect of X2 on Y :

$$= (pyx2)^2$$
$$= (0,331)^2$$
$$= 0,1096 \text{ or } 10,96\%$$

b. Indirect effect through X1 on Y :

$$= [(pyx2)(rx1rx2)(pyx1)]$$
$$= [(0,331)(0,201)(0,154)]$$
$$= 0,0102 \text{ or } 1,02\%$$

c. Total influence :

$$\text{Total influence } = 0,1096 + 0,0102$$
$$= 0,1198 \text{ or } 11,98\%$$

Based on the equation above, the total influence of preferences and satisfaction on consumer loyalty is significantly equal to :
Total influence X1 and X2 = 0,0340 + 0,1198
$$= 0,1538 \text{ or } 15,38\%$$
The results of the summary of the calculation values for this study can be seen in Table 21 below.

Table 12. Contribution of Independent Variables to Dependent Variables

Variable	Path Coefficient	Contribution			Joint Contribution
		Direct	**Indirect**	**Total**	
X1	0,154	0,0237	0,0102	0,0340	-
X2	0,331	0,1096	0,0102	0,1198	-
e	0,86	-	-	-	-
Total Impact X1 and X2					0,1538 or 15,38%

3.4.3 Partial Hypothesis Test (T Test)

Partial testing is used to find out if there is an influence on each independent variable (in this study consumer preferences and satisfaction) against dependent variables (in these studies consumer loyalty). (Ghozali, 2018). The following table 13 shows the results of the T test in this study.

Table 13. Partial Hypothesis Test

Model		t	Sig.
1	(Constant)	4.872	.000
	X1	1.837	.069
	X2	3.953	.000

1. Preference (X1) over consumer loyalty (Y)
In this study for 5% error of two-sided test and df = n – k = 129 – 2 = 127, then obtained t table = 1,97882. The result of t count can be seen in Table 13, obtained t count 1,837, which means that the value t count < t table, then H0 is accepted and H1 is rejected. In Table 13 can be known the value of the significance of the variable X1 is 0.069, then such value of significance is greater than 0.05, in the sense of 0.069 > 0.05 then H0. Based on these results means that consumer preferences (X1) have no significant influence partially on the consumer loyalty variable (Y) and according to the test of the hypothesis carried out is H0 accepted and H1 rejected.
The findings in this study have some important implications. Producers and sellers of poultry meat products need to consider other factors that have a greater influence on consumer loyalty. The study's findings also imply that

customer preferences might be more nuanced and have an indirect impact on brand loyalty. In order to determine other potential contributing components, more investigation is required.

2. Satisfaction (X2) to consumer loyalty (Y)

In this study for 5% error of two-sided test and df = n – k = 129 – 2 = 127, then obtained t table = 1,97882. Table 13 displays the t count result, which is 3,953. This indicates that when the value of t count is more than the t table, H1 is approved and H0 is refused. In Table 13 also can be known the value of significance of variable X1 is 0,000, then the significance value is less than 0,05, in the sense of 0,000 < 0,05 then H1 is received and H0 is rejeted. These findings indicate that the consumer loyalty (Y) partially impacted by consumer satisfaction (X1), and they also support the test of the hypothesis, which finds that H1 is acceptable and H2 is rejectable. Based on this study, it shows that there is a satisfaction of the village chicken consumers in Griya Residence Praja so that they can increase their loyalty to the village meat.

3.4.4 Hypothesis Test Simultaneously (F Test)

The F test is used to ascertain the simultaneous impact of a jointly independent variable on a dependent variable (Ghozali, 2018). For error level 55 and k ; n – k = 129 – 2 = 127, then obtain F table = 3,07. F count in Table 18 yields a value of 11,427, indicating that F count exceeds F table, supporting the acceptance of H1 and the rejection of H0.. Based on Table 14, also obtained a significance value of 0,000 where the value is < 0,05, then there is a combined - equal or simultaneous influence of consumer preferences and satisfaction on consumer loyalty which means that it can be concluded if H1 was accepted or H0 refused. These two claims suggest that customer satisfaction and preferences have a simultaneous impact on free-range chicken meat consumer loyalty in Griya Pesona Praja Housing.

Table 14. Simultaneously Test (F Test)

Model		Sum of Squares	df	Mean Square	F	Sig.
			ANOVAᵃ			
1	Regression	6.458	2	3.229	11.427	.000ᵇ
	Residual	35.604	126	.283		
	Total	42.062	128			

The effect of a jointly independent variable (simultaneously) on a dependent variable is ascertained using the F test (Ghozali, 2018). For error level 55 and k ; n – k = 129 – 2 = 127, then obtain F table = 3,07. The result of F count in Appendix 18 is 11,427, which means F count > F table, then H1 is accepted and H0 is rejected. Based on Table 14, also obtained a significance value of 0,000 where the value is < 0,05, then there is a combined - equal or simultaneous influence of consumer preferences and satisfaction on consumer loyalty which means that it can be concluded if H1 was accepted or H0 refused. These two claims suggest that customer happiness and preferences have a simultaneous impact on consumers' commitment to free-range chicken meat in Griya Pesona Praja.

When consumers have strong preferences for the product and feel satisfied with their experience, they tend to be more loyal. This means that efforts to increase consumer loyalty should focus on both aspects simultaneously, not separately.

The study's conclusions offer crucial information to both farmers and producers of free-range chickens. Understanding that consumer preferences and satisfaction simultaneously have a significant influence on loyalty, producers can take strategic steps to adjust their production to the wishes and needs of consumers. This will not only help inining existing customer base but also in attracting new customers who are looking for high-quality products to suit their preferences.

Consumers who have a preference for fur-free village chicken meat then feel satisfied with the meat sold has been clean of fur so consumers want to make repeated purchases of village chickens meat is one example of a significantly influential relationship between preference and satisfaction of loyalty. consumers who do not have a bad experience of attributes on village meat in this study such as fresh colour and aroma as well as clear validity tend to be more satisfied and they will make purchases repeatedly, choose villages meat products compared to other poultry products, and recommend it to family or relatives.

Consumers tend to feel expensive about the meat products in the market so that some consumers are not satisfied with the price of meat and consider it more expensive than any other meat product. However, some consumer are willing to pay more for meat because of some factors, such as preference for the specific taste of meats, benefits in meat is rich in protein and low in fat., as well as a variety of processing to meat meat. Consideration – these considerations also make consumers still want to buy village chicken meat products when they have a need for meat.

IV. Conclusion and Recommendation

Conclusion

1. Consumers of free-range chicken meat in Griya Pesona Praja Housing have a preference that they **like** and are **satisfied** with free-range chicken meat products.

2. The results of the study show that consumers of free-range chicken meat in Griya Pesona Praja Housing are **loyal** in buying and consuming free-range chicken meat.

3. Partially, preference does not have a significant effect on the loyalty of free-range chicken meat consumers, while satisfaction has a significant effect on consumer loyalty. Preferences and satisfaction simultaneously affect the loyalty of free-range chicken meat consumers in Griya Pesona Praja Housing.

Recommendation

Based on the results of the research, the author's suggestions for the sale of free-range chicken meat products are as follows:

1. In order to enhance preferences and satisfaction and win over more customers who will remain loyal to their brand, producers and retailers of free-range chicken meat must consider and assess the qualities of their product.

2. Producers and sellers of free-range chicken meat need to consider the price according to the quality of free-range chicken meat, such as the color and aroma of fresh meat and meat that is free from inherent feathers in order to increase the loyalty of free-range chicken meat consumers.

3. Based on the results of the small determination coefficient value in this study, for the next research it is possible to find and add other factors such as purchasing power, allocation of funds for food, and others that may affect the loyalty of free-range chicken meat consumers by using other variables and attributes that have been used in this study.

4. In order to get a more thorough knowledge, more study is anticipated to increase the sample size by expanding the number and geographic distribution of respondents or by utilizing alternative measuring techniques like SEM analysis or other forms of analysis.

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