

ABSTRACT

THE MAIN PRODUCTION COST ANALYSIS, PROFIT, AND DEMAND OF PROBIOTIC BROILERS IN METRO CITY

By

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This study aims to analyze the main production cost of probiotic and non probiotic broilers, the profit of probiotic and nonprobiotic broiler business, and factors which influence the demand of probiotic broilers. The research was conducted in purposively chosen Central Metro and North Metro Subdistricts of Metro City in September 2014. This research used purposive sampling method. Samples consisted of eight broiler breeders and 33 consumers of probiotic broilers. Data were analyzed using full costing and variable costing methods to find out the main production cost and profit, and multiple linear regression analysis to determine factors influencing the demand. The results showed that the main production cost of probiotic broilers was higher than that of nonprobiotic broilers. The full costing method showed that the main production costs of probiotic broilers and nonprobiotic broilers were Rp16,329.06 and Rp15,824.37. The variable costing method showed that the main production cost of probiotic broilers and nonprobiotic broilers were Rp15,409.74 and Rp14,932.55. The profit of probiotic broilers was lower than nonprobiotic broilers (Rp922,542.19 compared to Rp1,238,754.05). Factors influencing the demand of probiotic broilers were the price of probiotic broilers, price of nonprobiotic broilers, price of range chickens, the number of family members, and health knowledge.

Key words: broilers, demand, main production cost, probiotic, profit