

Variables are said to be significant if they have a significance value of less than 0.10 (10%). Partial testing on $g_1(x)$ p value on age, education and ethnicity variables <0.10 , it can be concluded that the age and ethnic variables affect the selection of processed fish. Odd ratio value at age is 0.930, this shows that if the age of consumers increases by 1 year, it has the opportunity to choose fish jelly 0.930 times compared to salted fish. Odd ratio value in education is more than 8, this shows that junior high school education has the opportunity to choose fish jelly more than 8 times compared to salted fish. Odd ratio value in the tribe is 0.076, this shows that the Sundanese tribe has the opportunity to choose 0.076 fish jelly compared to salted fish. Partial test on $g_2(x)$ p value on sex variable <0.10 , it can be concluded that gender variable influences the choice of processed fish. Odd ratio value for sex is 26,480. This shows that female consumers have the opportunity to choose 26,480 canned fish compared to salted fish. Due to the partial testing on $g_3(x)$ p value for all variables >0.10 , it can be concluded that each variable is not suitable for the choice of processed fish.

Conclusion

Based on binary logistic regression analysis, at the "X" and Sederhana Markets, the Wald test results show that education and age variables influence the preference between fresh fish and processed fish. Wald's test results for the preference between fresh sea fish and freshwater fish only influenced education in the "X" Supermarket. In Sederhana Market that Wald test results show that the age variable influences the preference between fresh sea fish and freshwater fish. Based on multinomial logistic regression analysis, the results of testing the factors that influence the selection of processed fish with fish jelly in the "X" Supermarkets are income, sex, and age. At the Sederhana Market the factors that influence the selection of processed fish compared to salted fish are age, education, ethnicity, and gender

Acknowledgment

The author would like to thank Faculty of Marine Science, Universitas Padjadjaran, Indonesia for making this research possible. Also thank you to all the participants in extension activities, to all lecturers who have provided guidance during the preparation process.

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