

**THE RELATION OF PRODUCTION PROCESS MANAGEMENT SYSTEM
TO BUSINESS FEASIBILITY OF LAYER QUAIL FARM
IN KEDIRI REGENCY**

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ABSTRACT

This study was aimed to find out which factor that can affect into production process management system and business analysis of layer quail, to know the business feasibility of layer quail farm, and the relation of production process management system to business feasibility of layer quail farm in Kediri regency. The research method used in this study was a survey method. Data were collected through direct observation and interviews. The design of this study was conclusive because it can describe each of the variables to get a better view of the activities of the layer quail farm production process management system in feasibility business, and to prove the significance effect based from relation both of them. The data was analyzed with *Direct Marketing* method, and for relation of production process management system to business feasibility was analyzed by *Partial Least Square* (PLS). The result of this study showed that cross breed layer quail farm is more profitable than the local layer quail farm based on *Payback Period* (PP) calculation. The production process management system has a positif impact in business feasibility of layer quail farm in Kediri regency.

Keyword : Layer quail farm, production procces management system, business feasibility, Kediri regency.