

## **ABSTRACT**

### **IDENTIFICATION OF FACTORS AFFECTING PURCHASE INTENTION TOWARDS CUSTOMERS OF CV. AURORA TIGA SINERGI**

This study aims to determine the factors that affect the purchase intention towards customers of CV. Aurora Tiga Sinergi. The company used as object in this research is CV. Aurora Tiga Sinergi which sells cattle feed products under the brand of Livepro. This research is interesting to examine because the background of the market segment in the livestock industry is very unique and is slightly different from the market segment of other general commodities. The majority of customers in this industry are farmers who have low levels of education, so the company's approach should be different. In addition, customers in this industry are people who live in areas with limited internet access such as rural areas, so access to get information especially those related to products offered tend to be difficult. This research uses the qualitative method with data collection through semi-structured interview. Interviews were conducted with four informants consisting of two customers, one marketing expert and one corporate facilitator. Documentation is done with audio recordings and photos, and for the validity and reliability of this research data is tested using a membercheck method. The result shows that there are five factors affecting purchase intention of Livepro, including price, product quality, promotional media, customer service, and network.

**Key Words:** Purchase intention, Factors, Cattle Feed.