

IDENTIFICATION OF FACTORS INFLUENCE PURCHASE INTENTION TOWARDS CUSTOMERS OF CV. AURORA TIGA SINERGI

Jodie Winanda¹, Charly Hongdiyanto²

Ciputra University, Surabaya
INDONESIA

Email: ¹jodiewinanda99@gmail.com, ²charly@ciputra.ac.id

ABSTRACT

This study aims to determine the factors that affect the purchase intention towards customers of CV. Aurora Tiga Sinergi. Company used as object in this research is company sales cattle feed product under the brand Livepro. This research uses qualitative method with data collection technique 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 recording and photo, and for the validity and reliability of this research data is tested by member check method. The result shows that there are five factors affecting purchase intention of Livepro, including price, product quality, promotion media, customer service, and network.

Keywords: *Purchase Intention, Factors, Cattle Feed,*

INTRODUCTION

Cattle's meat is one of the most important commodity for daily necessities that the demand will always be exist continuously in the market. This type of commodity is not affected by any kind of trend since it is a daily-consuming goods. Cottle & Kahn (2014) stated that beef consumption in some countries has increased in recent decades despite its low base, as the result of improved living standards and revenues in terms of the global trade. The demand of cattle's meat leads to the large potential of livestock industry in Indonesia, especially for cattle breeding and fattening. Based on Directorate General of Livestock and Animal Health Resources (<http://disnak.jatimprov.go.id/web/>), population of beef cattle in East Java has been increased constantly for the last five years. With the increase in cattle population, the needs of cattle feed availability also increases automatically.

CV. Aurora Tiga Sinergi is a trading company runs in livestock industry that specifically sells a cattle feed product called as Livepro. This product has several advantages that basically meets the market expectation. First, the price sets at the lowest level compared to other competitors. There are only two products in the market that offers low-cost cattle feed which is Livepro and Yellowfeed, meanwhile others set the price between Rp. 3200 until Rp. 3900. Second advantages, Livepro contains coffee skin that makes it less smell rather than other products, and also makes the feces of the cattle less smell as well. Third, Livepro is more durable than any other cattle feed products, it can lasts up to six months in storage while other similar products only last for two months. Last but not least, Livepro brings a brand new concept which is complete feed product. When other companies are only offer a product with specific substance independently such as protein concentrate, vitamins, and