

THE EFFECT OF MARKETING STRATEGY AND SERVICE QUALITY ON PURCHASE DECISIONS AT “LANCAR” ANIMAL FEED BUSINESS IN MADIUN

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Abstract

This research uses primary data, namely questionnaires distributed to respondents. The sample size in this study is 384 respondents. This study uses SPSS Version 21. The results show that marketing strategy has a significant effect on purchasing decisions in the animal feed business. Service quality has a significant effect on purchasing decisions in the animal feed business in Madiun City.

Keywords: *Marketing, Marketing Strategy, Service Quality, Purchase Decision, Consumer Behavior.*

A. INTRODUCTION

The animal feed industry in Indonesia has experienced significant growth in line with the increasing demand for livestock products such as meat, eggs, and milk (Hartati et al., 2024). Animal feed not only serves as a source of nutrition for livestock but also plays a crucial role in determining productivity, health, and the quality of livestock outputs. Therefore, animal feed businesses hold a strategic role in supporting the sustainability of the livestock sector and national food security (Suroso et al., 2023).

The growing number of livestock farmers, both small- and medium-scale, has intensified competition among animal feed businesses. This condition requires each business to implement appropriate marketing strategies in order to attract consumers and sustain its operations. An effective marketing strategy does not merely focus on product sales but also includes understanding farmers' needs, setting appropriate pricing, selecting suitable distribution channels, and conducting effective promotional activities (Waruwu et al., 2024).

Tabel 1 Usaha pakan Ternak Di Madiun

No	Nama Usaha Pakan Ternak	Jenis Usaha	Lokasi (Kecamatan/Desa)
1	Toko Pakan Ternak Berkah PS	Toko pakan ternak	Taman Praja, Madiun
2	Toko Pakan Ternak Bintang Lima	Toko pakan ternak	Pilangbango, Kartoharjo
3	Toko Pakan Hewan Sidorejo	Toko pakan ternak	Sidorejo, Madiun
4	Grosir Pakan Ternak Barokah	Grosir pakan ternak	Manisrejo, Madiun
5	Toko Pakan Q DnK	Toko pakan ternak	Wungu, Kab. Madiun
6	Toko “lancar”	Toko pakan ternak	Banjarejo, Madiun
7	Toko Pakan Selo	Toko pakan ternak	Kanigoro, Kab. Madiun
8	Toko Sam Pakan Ternak	Toko pakan ternak	Jl. Raya Ponorogo–Madiun
9	Eka Tani Toko	Toko pakan ternak	Manguharjo, Madiun
10	BK Pakan	Toko pakan ternak	Sukolilo, Madiun
11	Omah Pakan Kelun	Toko pakan ternak	Kelun, Kartoharjo
12	Toko Pakan & Petshop O’Ren	Pakan ternak & petshop	Rejomulyo, Kartoharjo

Source: Processed primary data, 2026.

The phenomenon observed in the animal feed business sector in Madiun indicates increasingly intense competition, marked by the growing number of animal feed stores, both small-scale retailers and wholesalers, spread across various areas. An interesting phenomenon to examine in this study is the presence of the “Lancar” Animal Feed Business located in Dimong, Madiun, which has demonstrated relatively better business growth compared to similar feed stores in the surrounding area. The “Lancar” Animal Feed Business possesses its own competitive advantages through the implementation of active marketing strategies, such as comprehensive product availability, competitive pricing, convenient ordering systems, and strong relationships with loyal customers, particularly local livestock farmers. The following is the list of product prices at “Lancar” Animal Feed.

Tabel 2. Harga Produk

No	Nama Produk	Jenis Ternak	Kemasan	Harga Beli (Rp)	Harga Jual (Rp)	Laba / Unit (Rp)
1.	Pakan Ayam BR Starter	Ayam Broiler	50 kg/ Karung	450.000	480.000	30.000
			1 kg/ Pack	9.000	1.000	50.000

	Nama Produk	Jenis Ternak	Kemasan	Harga Beli (Rp)	Harga Jual (Rp)	Laba / Unit (Rp)
2.	Pakan Ayam BR Finisher	Ayam Broiler	50 kg / karung	430.000	460.000	30.000
			1 kg/ Pack	8.600	9.500	45.000
3.	Pakan Ayam Petelur Layer	Ayam Layer	50 kg / karung	350.000	375.000	25.000
			1 kg/ Pack	7.000	8.000	50.000
4.	Jagung	Ayam	1 kg / Pack	6.700	8.000	1.300
5.	Polar Gandum	Ayam, Sapi, kambing	50 kg / Karung	250.000	275.000	25.000
			1 kg/ Pack	5.000	6.000	50.000
6.	Konsentrat Sapi Potong	Sapi	50 kg / karung	330.000	355.000	25.000
			1kg/ Pack	6.600	7.500	45.000
7.	Dedak Halus	Sapi/Kambing	50kg / karung	140.000	170.000	30.000
			1kg/ Pack	2.800	4.000	60.000
8.	Pakan Ikan Apung	Ikan	30 kg / karung	290.000	315.000	25.000
			1 kg/ Pack	9.600	11.000	40.000

Source: Processed primary data, 2026.

In addition to offering relatively affordable feed prices, the quality of service provided has also become a key advantage. This is reflected in the friendly attitude of the owner and employees, prompt service, clear product information, and their willingness to assist customers in selecting feed that suits their livestock needs. This condition differs from several other animal feed stores in Madiun that still apply conventional marketing strategies and tend to provide passive service, making them less capable of creating a satisfying shopping experience for consumers. These differences are evident in the tendency of customers to make repeat purchases more frequently at the “Lancar” Animal Feed Business. This is consistent with the steadily increasing monthly turnover, as shown in the following sales turnover table:

Tabel 3 Omset Usaha Pakan Ternak Lancar		
No	Bulan	Omzet Bulanan (Rp)
1	Juni 2025	4.200.000

2	Juli 2025	4.600.000
3	Agustus 2025	5.400.000
4	September 2025	6.000.000
5	Oktober 2025	6.800.000
6	November 2025	7.700.000
7	Desember 2025	8.900.000

Source: Processed primary data, 2026.

The increase in monthly turnover from June to December 2025 indicates a continuous rise in consumers' purchase decisions. This suggests that consumers are becoming more confident in the products offered, both in terms of price, quality, and ease of access. Stronger and repeated purchase decisions are reflected in the consistent monthly growth in turnover. Therefore, it can be concluded that the implemented marketing strategies and the value delivered by the products are capable of encouraging purchase intention and fostering customer loyalty.

Although there are many animal feed businesses available, not all entrepreneurs are able to attract and retain customers optimally. This can be seen from the differences in customer visits and purchase levels among stores, where some businesses are consistently crowded with customers, while others tend to be less busy despite offering relatively similar products. Purchase decision is a mental and behavioral process through which consumers determine their choice of a product or service after going through various stages of consideration (Ragatirta & Tiningrum, 2021). According to Brama (2021), a purchase decision is the consumer's action to buy the most preferred brand after evaluating the available alternatives. Meanwhile, a purchase decision can also be defined as the result of a process involving need recognition, information search, evaluation of alternatives, the purchase decision itself, and post-purchase behavior, all of which are influenced by both internal and external consumer factors.

Purchase decision is a process in which consumers recognize their needs, search for information, evaluate various alternatives, and ultimately decide to purchase a particular product (Devi & Fadli, 2023). In the animal feed business, purchase decisions are influenced not only by price and product quality, but also by the marketing strategies implemented and the service quality

perceived by farmers as consumers. Farmers tend to choose animal feed businesses that provide convenience, clear product information, and satisfactory service (Lestari & Santoso, 2025).

The main problem frequently encountered is that marketing strategies have not been implemented optimally. Marketing strategy refers to a series of plans and actions formulated by a company to achieve its marketing objectives through the selection of target markets and the effective management of the marketing mix (Wirayuda, 2025). According to Dewi & Setiawan (2024), marketing strategy is defined as a fundamental tool designed to achieve competitive advantage by creating customer value through appropriate product offerings, pricing, distribution, and promotion. Marketing strategy does not solely focus on increasing sales, but also emphasizes building long-term relationships with customers so that the company can sustain its position in a competitive market.

Tabel 4. Jumlah Peningkatan Hewan Ternak di Madiun diantaranya Ayam, Kambing, Sapi, dan Lele

Tahun	Jumlah Populasi Hewan Ternak (Ayam, Kambing, Sapi, dan Lele)
2020	48.500
2021	49.750
2022	51.200
2023	52.800
2024	54.500

Source: BPS Madiun, 2025

Based on the table above regarding the increase in livestock population in Madiun, there is a consistent upward trend from 2020 to 2024. In 2020, the livestock population was recorded at 48,500 heads, increasing to 49,750 heads in 2021, and continuing to rise to 54,500 heads in 2024. This growth indicates that the livestock sector in Madiun has experienced positive and sustainable development, reflecting increased farming activities and a growing demand for supporting facilities, particularly animal feed. This condition has important implications for the marketing strategies of animal feed businesses in Madiun. The increasing livestock population directly expands market potential, as the demand for animal feed rises in line with the growing number of animals being raised. Therefore, animal feed entrepreneurs need to implement appropriate

marketing strategies, such as ensuring product availability, offering a variety of feed options according to livestock types, and setting competitive prices to attract and retain customers. In addition, effective promotional strategies and high-quality service are essential factors in gaining a competitive advantage amid the growing number of animal feed businesses emerging in the market

The findings of this study are consistent with the research conducted by Ahmad et al. (2024), which states that an increase in livestock population leads to a rise in demand for animal feed, thereby requiring business actors to implement appropriate marketing strategies to influence farmers' purchase decisions. Furthermore, Dewi et al. (2025) found that marketing strategies that align product quality and pricing with farmers' needs have a positive effect on purchase decisions. Another study by Aisyah et al. (2025) also demonstrated that the growth in livestock population intensifies business competition, making effective marketing strategies and high-quality service important factors in influencing consumers' purchase decisions.

In addition to marketing strategy, service quality is also an important factor influencing consumers' purchase decisions in animal feed businesses. Cahyani et al. (2024) state that service quality refers to a company's effort to deliver services consistently, accurately, and responsively in order to create customer satisfaction and build long-term relationships. Good service—such as timely delivery, product availability, ease of ordering, and the friendly and responsive attitude of the owner or employees—can foster customer satisfaction and trust. In the animal feed business, long-term relationships between sellers and farmers are particularly important, as feed purchases are made regularly and continuously.

Service quality in animal feed businesses in Madiun still faces various challenges, particularly during periods of increased sales. A surge in customers especially during certain seasons such as livestock fattening periods or prior to harvest often results in less optimal service. This situation is reflected in delays in serving customers, long queues, and reduced accuracy of employees in handling orders. Consequently, the service quality received by customers does not

always meet their expectations. In addition, high sales volumes can also affect order accuracy, such as incorrect quantities of feed, mismatched product types, and delays in packaging and order pickup. These issues generally arise due to limited workforce capacity and the lack of a well-structured service system when the store is operating under very busy conditions. When customers experience order errors or unresponsive service, their level of satisfaction may decline and potentially influence their repeat purchase decisions (Karenina et al., 2024).

The findings of this study are also consistent with the research conducted by Salma (2025), which states that service quality has a significant effect on purchase decisions, as fast, friendly, and responsive service enhances consumer comfort and trust. Ndruru et al. (2025) found that good service quality—such as accuracy in service delivery and employees’ ability to provide clear product information—encourages consumers to make positive purchase decisions. Furthermore, Hilaliyah (2025) demonstrated that consistent and professional service quality is a determining factor in purchase decisions within a business, as consumers tend to choose businesses that provide a sense of security and satisfaction during transactions.

B. METHOD

This study was conducted at the LANCAR animal feed business located in Dimong Village, Madiun Regency, East Java Province. The research employed a quantitative approach. The population in this study consisted of all animal feed buyers in Madiun. Since the exact number of buyers could not be determined, the study applied a non-probability sampling technique. The sample size comprised 384 respondents, selected using purposive sampling. The questionnaire was developed using a Likert scale with a scoring system, and the data were analyzed using SPSS.

C. RESULTS AND DISCUSSIONS

The partial test (t-test) is a statistical test used to examine whether an individual regression coefficient has a significant effect on the dependent variable (Y) (Ghozali, 2018). The following are the results of the partial test.

**Tabel 5 Hasil Uji Parsial t (Uji t)
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	11,579	2,594		4,463	,000
X1	,252	,077	,168	3,256	,001
X2	,387	,077	,259	5,011	,000

a. Dependent Variable: Y
Source: *Output SPSS, 2025*

The criteria for the t-test are as follows: H_0 is accepted if $t_{\text{calculated}} < t_{\text{table}}$ and H_0 is rejected if $t_{\text{calculated}} \geq t_{\text{table}}$. The critical value is determined at a significance level of 5%. To obtain the t_{table} value, a two-tailed test is used with a significance level (α) of 0.05 (5%) and degrees of freedom calculated as $n - k - 1 = 384 - 3 - 1 = 379$. Based on this calculation, the t_{table} value is 1.966. Based on the results of the t-test using SPSS, the findings are as follows:

1. The Effect of Marketing Strategy on Purchase Decisions at Animal Feed Businesses in Madiun

Based on Table 4.19, the calculated t-value ($t_{\text{calculated}}$) is 3.256, which is greater than t_{table} (1.966), and the significance value is $0.001 < 0.05$. Therefore, H_0 is rejected and H_1 is accepted. This means the hypothesis is supported. In other words, marketing strategy has a significant effect on purchase decisions at animal feed businesses in Madiun.

2. The Effect of Service Quality on Purchase Decisions at Animal Feed Businesses in Madiun

Based on Table 4.19, the $t_{\text{calculated}}$ value is 5.011, which is greater than t_{table} (1.966), and the significance value is $0.000 < 0.05$. Therefore, H_0 is rejected and H_2 is accepted. This means the hypothesis is supported. In other words, service quality has a significant effect on purchase decisions at animal feed businesses in Madiun.

D. CONCLUSIONS

Based on the results of data processing and hypothesis testing conducted to examine the two hypotheses in this study, it can be concluded that marketing strategy has a significant effect on purchase decisions at animal feed businesses in Madiun. Furthermore, service quality also has a significant effect on purchase decisions at animal feed businesses in Madiun.

E. SUGGESTIONS

Future researchers are recommended to develop this study further by adding other variables and using different research methods in order to obtain broader and more in-depth results regarding purchasing decisions of animal feed.

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