

## What Drives Consumers to Buy Comfeed Feed? Study at Rissa Mandiri Shop in Magetan

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### ABSTRACT

This study aims to analyze the influence of product quality, product attributes, and product variants on the purchase decision of Comfeed feed at the Rissa Mandiri Coconut Source Store in Magetan. The research background is based on the importance of understanding consumer preferences in choosing quality animal feed to support livestock productivity. This study uses a quantitative approach with a survey method of 196 store consumer respondents. The data was analyzed using the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS). The results of the study show that product quality, product attributes, and product variants simultaneously have a significant effect on purchasing decisions. Partially, each independent variable also has a positive influence on purchasing decisions. These findings confirm the importance of improving product quality, features, and variety as a marketing strategy to increase consumer satisfaction and loyalty in the animal feed sector.

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## 1. INTRODUCTION

In an era of increasingly fierce business competition, product quality, product attributes, and product variants are three important factors that influence consumer purchasing decisions. This also applies in the animal feed industry, where consumers are very selective in choosing the products to be used for their livestock. Toko Sumber Kelapa Rissa Mandiri Magetan, as one of the Comfeed brand animal feed providers, needs to comprehensively understand how these three aspects impact the behavior of its consumers.

Animal feed has a crucial role in supporting the productivity and health of livestock. Therefore, feed quality is the main consideration for farmers. They tend to choose feed that has balanced nutritional content, stable formulations, quality raw materials, and is safe for livestock consumption (Ibrahim & Thawil, 2019). Rissa Mandiri stores must ensure that the Comfeed products sold have guaranteed quality in order to maintain consumer trust (Kabeakan et al., 2020).

In addition to quality, product attributes also play an important role. These attributes include packaging, nutritional content information, safety labels, and quality certification. Complete and clear product information, as well as attractive and functional packaging, are able to increase consumers' positive perception of products (Pratiwi, 2019; Prabowo & Mahfudz, 2021). Certification from a trusted institution can also provide additional assurance that feed has gone through a standardized testing process, thereby increasing consumer confidence in making purchase decisions.

Then, product variants are no less important. With various product variants—both in shape, size, and formula—consumers have the flexibility to choose the feed that best suits the type of livestock, growth phase, and specific needs (Darmawan & Arifin, 2021). These variants allow stores to cater to the diverse preferences of their consumers as well as adapt to changing market trends.

However, the reality on the ground shows that there are still some problems related to these three aspects. Some consumers complained about inconsistent product quality, less informative or interesting attributes, and limited variants available. This dissatisfaction can cause consumers to switch to competitors' products, which ultimately affects the store's revenue and reputation (Nurfauzi, 2023; Suariet et al., 2019).

This study aims to analyze the influence of product quality, product attributes, and product variants on the purchase decision of Comfeed feed at the Rissa Mandiri Magetan Coconut Source Store. With a deep understanding of these three variables, it is hoped that stores can formulate the right marketing strategies to increase consumer loyalty and satisfaction, as well as maintain their position in the competitive animal feed industry.

## 2. METHODS

The research method in this thesis uses a quantitative approach with the type of survey research. Researchers collected primary data through a questionnaire distributed to consumers of the Rissa Mandiri Coconut Source Store in Magetan, who bought Comfeed animal feed products. The number of samples was determined using the Lemeshow formula because the population was unknown, with a confidence level of 95% and a margin of error of 5%, resulting in 196 respondents. The sampling technique was carried out taking into account the characteristics of relevant consumers, while the data was measured using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree".

For data analysis, the researcher used the Structural Equation Modeling (SEM) method with the Partial Least Square (PLS) approach through the SmartPLS application. Model evaluation is carried out in two stages: outer model and inner model. The outer model was used to test the validity and reliability of the instrument through the value of loading factor, composite reliability, and AVE. While the inner model was used to analyze the relationship between latent variables using the R-square and path coefficient test. The results of this analysis were used to test the hypothesis regarding the influence of product quality, product attributes, and product variants on Comfeed feed purchase decisions.

Tabel 1. Respondent Questionnaire Statement

Variabel	Item	Source
Product Quality	I feel that Comfeed feed products are reliable for my livestock needs	Haris & Welsa (2018)
	Comfeed feed products have good durability until the time of use.	
	The quality of Comfeed's feed is in line with my expectations based on the information provided.	
Product Attributes	The design of Comfeed feed products makes it easier for me to recognize the product.	Kotler dan Armstrong (2017)
	Information about Comfeed feed product features is easy to understand	

Product Variants	The packaging of Comfeed feed products gives the impression of quality products.	Imanulah et al (2022)
	Comfeed brand has a good reputation compared to other brands	
	Comfeed feed products are available in different sizes to suit my needs.	
	This store provides a complete range of Comfeed feed products.	
Purchase decision	Comfeed feed products in this store are up to the quality standards I expected.	Kotler & Keller (2018)
	I feel confident to choose Comfeed feed products sold at Rissa Mandiri Coconut Source Shop	
	I have a habit of buying Comfeed feed products at Rissa Mandiri Coconut Source Shop	
Purchase decision	I often recommend Comfeed feed products at Rissa Mandiri Coconut Source Shop to others.	Kotler & Keller (2018)
	I plan to continue to buy Comfeed feed products at the Rissa Mandiri Coconut Source Store.	

### 3. FINDINGS AND DISCUSSION

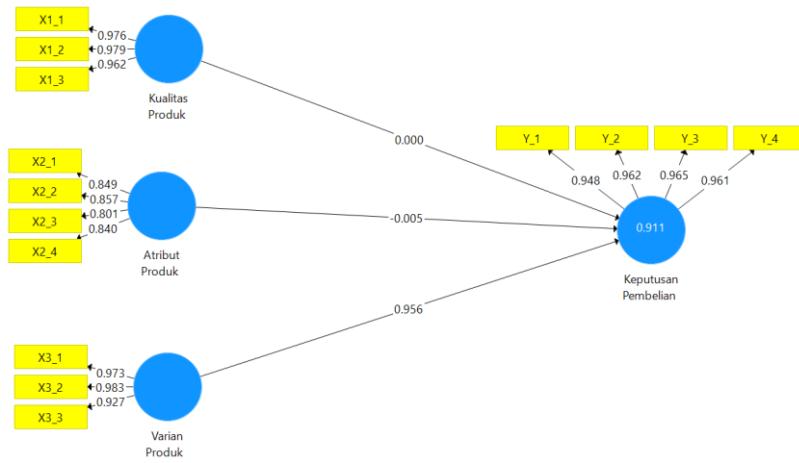
#### Demographic

Tabel 2. Demographic Information

Size	Category	Frequency	Percentase (%)
Gender	Man	147	75%
	Woman	49	25%
Age	24-29	18	9,2%
	30-35	32	16,3%
	36-41	54	27,6%
	42-47	58	29,6%
	48-53	34	17,3%
Purchase	1 time	22	11,2%
	2 time	39	19,9%
Purchase	3 time	63	32,1%
	4 time	41	20,9%
	5 time	31	15,8%
	KLK SUPER 36	78	39,8%
Product Feed	KLS 36 SUPER	91	46,4%
	PIALA SPR	27	13,8%

Based on the demographic data presented in Table 2, the respondents in this study consisted of 147 males (75%) and 49 females (25%). This shows that the majority of respondents are male. In terms of age, the most respondents were in the age range of 48–53 years as many as 58 people (29.6%), followed by 54 people aged 42-47 years (27.6%), and 34 people aged 36-41 years (17.3%). The respondents aged 30-35 years were 32 people (16.3%), while those aged 24-29 years amounted to 18 people (9.2%). In terms of purchase frequency, most respondents have made purchases 3 times (32.1%), followed by those who buy 4 times (20.9%) and 5 times (15.8%). Meanwhile, 2 purchases were made by 19.9% of respondents, and 1 purchase was made by 11.2% of respondents. Regarding the type of feed products purchased, the most purchased products were KLS 36 SUPER with 91 respondents (46.4%),

followed by KLK SUPER 36 with 78 respondents (39.8%), and SPR Cup products with 27 respondents (13.8%)



### Convergent Reliability and Validity Assessment

Tabel 3. Convergent Reliability and Validity Assessment

Construction	Indikator	Converge	Relibilitas	AVE	Composite reliabilitas
Product Quality	KP	0.976	0.875	0.705	0.779
		0.979			
		0.962			
Product Attributes	AP	0.849	0.845	0.579	0.760
		0.857			
		0.801			
		0.840			
Product Variants	VP	0.973	0.877	0.704	0.790
		0.983			
		0.927			
Purchase Decision	KPB	0.948	0.879	0.646	0.820
		0.962			
		0.965			
		0.961			

The test results showed that all constructs in this study, namely Product Quality, Product Attributes, Product Variants, and Purchase Decisions, met the criteria of convergent reliability and validity. This criterion is based on a composite reliability (CR) value greater than 0.70 and an Average Variance Extracted (AVE) greater than 0.50. These values show that the indicators in each construct have good internal consistency and are able to explain sufficient variance of the constructed measured construct (Hair et al., 2010; Fornell & Larcker, 1981).

For example, the Product Quality construct has a CR value of 0.979 and AVE of 0.779, which signifies high reliability and strong convergent validity. Similarly, Product Attributes had a CR of 0.857 and AVE of 0.579, and Purchase Decision had a CR of 0.962 and AVE of 0.820, all of which indicate that the constructs used in this study are reliable and valid.

### Uji Path Coefficient

Tabel 4. Uji Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( $ O/STDEV $ )	P Values
KP -> KPB	0.314	0.311	0.094	3.348	0.001
AP -> KPB	0.189	0.203	0.069	2.731	0.004
VP -> KPB	0.398	0.394	0.072	5.538	0.000

Note: KP: Product Quality, AP: Product Attributes, VP: Product Variants, KPB: Purchase Decision

The results of the analysis showed that the three independent variables, namely Product Quality (KP), Product Attributes (AP), and Product Variant (VP), had a significant effect on Purchase Decisions (KPB). The path coefficient value for the effect of Product Quality on Purchase Decisions is 0.314 with a t-statistic value of 3.348 and a p-value of 0.001, which means significant at the 99% confidence level. Meanwhile, the influence of Product Attributes on Purchase Decisions has a coefficient of 0.189 with a t-statistic of 2.731 and a p-value of 0.004, which is also significant. The greatest influence was shown by Product Variants, with a coefficient of 0.398, t-statistic 5.538, and p-value of 0.000, which showed a very significant relationship. These findings are in line with the opinion of Kotler and Keller (2016) who stated that the quality, attributes, and diversity of products can influence consumer perception and drive purchasing decisions. In addition, Hameed et al. (2018) also emphasized that the diversity of products offered is able to provide added value for consumers and increase purchasing tendencies.

## 4. CONCLUSION

This study concludes that product quality, product attributes, and product variants have a significant influence on the decision to purchase Comfeed feed at the Rissa Mandiri Coconut Source Store, both simultaneously and partially. These three variables are stated to play an important role in shaping consumers' positive perceptions of products, which ultimately drives purchase actions. The results of the analysis using the SEM-PLS method showed that product variants had the greatest influence compared to the other two variables, indicating that the diversity of feed types and sizes was the main consideration for consumers.

These findings confirm that marketing strategies that emphasize quality improvement, informative product attribute delivery, and the provision of a varied selection of products can increase consumer satisfaction and loyalty. For business actors, including Toko Rissa Mandiri, this is an important basis for designing a more effective approach to meet customer needs and compete in the competitive animal feed market. By paying attention to these factors, the potential for increased repurchases and recommendations from consumers will be even greater.

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