SUMMARY

PARADEN ARIANTO ARITONANG. The Effect Analysis between Marketing Mix and Purchasing Decision of Soybean Meal as Raw Material on the Livestock Feed Industry in Indonesia. Supervised by ARIEF DARYANTO and DUDI S. HENDRAWAN.

Livestock feed industry is one industry that has developed fairly good along with economic growth in Indonesia. The livestock industry in Indonesia is still dominated by the poultry sector, while in livestock industry, the share of feed to total production cost reaches 70%, 13% for DOC and 17% for the share of others. In the livestock feed industry, raw material is a crucial component because of the cost raw materials can reach 85-90% of the total cost of production. Soybean Meal is one of the main raw material in the manufacture of animal feed after corn. The needs of soybean meal for livestock feed industry in Indonesia are generally imported from the four major countries, ie Argentina, Brazil, USA and India. Viewed from the imported needs by the feed industry, and also the potential in future growth of this industry, the trading firms engaged in feed raw materials, particularly soybean meal is trying to enter and consolidate its position in the Indonesian market, this condition led to the rigorous competition and require companies to be able to make changes immediately in order to survive or thrive in the market which has a huge growth in demand. Several attempts were made in order to addressing the conditions of intense competition to approach the marketing function, ie detects the market or customer needs, and adapting with the current conditions by creating a program or a proper and competitive marketing strategy. The studies in formulating appropriate and effective marketing programs are need to be conducted in order to achieve company goals. The success of marketing programs is determined by the perceptions, preferences and behaviors of purchaser. By knowing the customer's perception of the marketing mix, it will provide input for management to be able to formulate appropriate marketing programs and in line with the expectation of customer, and may even result competitive advantage compared with existing competitors.

Based on the stated backgrounds and problems, the purpose of the study was to (1) Analyzing the relationship between the factors of the marketing mix with purchasing decisions of soybean meal as a raw material in livestock feed industry in Indonesia; (2) Analyzing the importance and performance attributes of marketing mix factors in and livestock feed industry in Indonesia and (3) Formulate managerial implications for applied by all supplier to reaching out the needs of customers livestock feed industry in Indonesia. This research was conducted in Jakarta on February to October 2014. Methods of data collection in this study conducted through questionnaires given to respondents, in this case the respondents selected from the procurement department of livestock feed companies in Indonesia, data collection also conducted through the tracking the document ie soybean meal and corn import data. This research population is 25 feed mills listed in association GPMT. The sampling method used in this study is a census method in which all members of the population sampled. The processing data analysis techniques used include the Multiple Linear Regression covering classic assumption test, t test and F test were conducted to examine the
relationship between marketing mix factors with purchasing decisions, while the Importance Performance Analysis (IPA) is used to assessing each attribute of the marketing mix in terms of importance and performance or expectations. The results of descriptive studies on preferences of the respondents indicated that generally, the majority of respondents’ experience in handling the purchase of raw materials soybean meal is more than 10 years, then the type raw materials other than soybean meal purchased by the respondent is corn, but it can be seen that the entire company feed Indonesian livestock purchases most of FKS soybean meal (60%), Marubeni (16%) and CJ (12%). The assumptions of classical test results showed that in the generated regression models there is no autocorrelation, data are normally distributed, model is free from the problem of multicollinearity and heteroscedasticity does not occur in the regression model. Based on the results of multiple regression, the value of R-Square is equal to 0.637 with p-value is 0.003 (p-value less than 0.005) which showed that 63.7% of variation of the dependent variable can be explained by the independent variables significantly, while the rest is explained by other factors. Based on the results of the t test and F test, showed that from tested six variables of marketing mix and if seen from the effect in purchasing decisions, variable price and a place or place has a significant influence on the soybean meal purchasing decisions. IPA performed on variables that have an influence on the purchase decision, ie price and place. Based on the results of IPA at prices variable, the attributes included in quadrant I, which means it must be prioritized and improved performance is term of payment and the interest rate offered for payment. While the results of the IPA at place variable, the attribute included in the quadrant I is the ability of sellers to offer soybean meal from different sources in various countries of origin, the ability of sellers offering soybean meal to the port of Belawan, the ability of sellers offering soybean meal to the port of Semarang and ownership of storage facilities.

Keywords: Livestock feed, marketing mix, purchasing decision, soybean meal