



Decision-Making on Repeat Purchases of Goat and Sheep Farmers: Evidence of the "Akar Rumput" Cooperative

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ABSTRACT

The high demand for goats and sheep in Indonesia has encouraged livestock cooperatives to use imported livestock as a genetic source to increase productivity. This study aims to identify the influence of the quality of imported goats and sheep and the service quality provided by the Grassroots Breeders' Cooperative (PAR) on the repurchase behavior of goats and sheep breeds. The research was conducted survey design from September to October 2023. The population of this study was the goat or sheep farmers who had experience of buying imported goats or sheep. The sample was determined using the judgmental sampling method with the respondent criteria (1) goat and sheep farmers (2) had experience to purchases imported goats or sheep from the PAR Cooperative. Data were analyzed using descriptive analysis and multiple linear regression. The results show that the product quality of imported goats and sheep significantly affected repurchase behavior of imported livestock from the PAR Cooperative with $\beta=0.917$. Meanwhile the quality of service had no effect on the repurchase behavior of imported goats and sheep with $\beta=0.144$. These results conclude that the provision of imported goats and sheep that are in accordance with the required genetic quality, determines the decision of farmers to rebuy imported livestock from the PAR Cooperative.

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ABSTRAK

Tingginya permintaan kambing dan domba di Indonesia telah mendorong koperasi peternak untuk menggunakan ternak impor sebagai sumber genetik untuk meningkatkan produktivitas. Penelitian ini bertujuan untuk mengidentifikasi pengaruh kualitas kambing dan domba impor dan kualitas layanan yang diberikan oleh Koperasi Peternak Akar Rumput (PAR) pada perilaku pembelian kembali ternak kambing dan domba. Penelitian ini dilakukan dengan desain survei dari September hingga Oktober 2023. Populasi penelitian ini adalah peternak kambing atau domba yang memiliki pengalaman membeli kambing atau domba impor. Sampel ditentukan dengan metode judgemental sampling dengan kriteria responden (1)

peternak kambing dan domba (2) memiliki pengalaman membeli kambing atau domba impor dari Koperasi PAR. Data dianalisis menggunakan analisis deskriptif dan regresi linier berganda. Hasil penelitian menunjukkan bahwa kualitas produk kambing dan domba impor secara signifikan mempengaruhi perilaku pembelian kembali ternak impor dari Koperasi PAR dengan $\beta = 0,917$. Sementara itu kualitas layanan tidak berpengaruh terhadap perilaku pembelian kembali kambing dan domba impor dengan $\beta = 0,144$. Hasil ini menyimpulkan bahwa penyediaan bibit kambing dan domba impor yang sesuai dengan mutu genetik yang dibutuhkan, menentukan keputusan peternak untuk membeli kembali ternak impor dari Koperasi PAR.

INTRODUCTION

Livestock involving goats and sheep is one of the business sectors with good prospects in Indonesia. There are at least four potential target markets for goats and sheep, namely animal market traders, restaurants/catering, religious events (Eid al-Adha and Aqiqah), and livestock markets (Firman *et al.*, 2018). Goat farms also provide milk that has high economic value (Maesya & Rusdiana, 2018). Currently, local production lamb is not able to meet the needs of the market. An indicator of a shortage of supply of lamb is the number of ewes slaughtered (Muhammad *et al.*, 2017) which is in accordance with Law Number 41 of 2014 concerning Animal Husbandry and Animal Health, Article 18 paragraph (4) that it is prohibited to slaughter productive small and large ruminant livestock except for research, breeding, animal disease control, religion and culture purposes and to end the livestock suffering. In addition, the practice of slaughtering female goats or ewes in the long term has the potential effect to decline the livestock populations.

Business actors in the livestock sector in Indonesia are dominated by small-scale farmers and generally these farmers form farmer groups (Zali *et al.*, 2022). These groups generally form because of similar conditions they face such as their interest in certain types of livestock, social and economic status, and the environment (Aruna *et al.*, 2022). In the agricultural sector, livestock groups have an important role in improving the performance of livestock businesses by facilitating technology transfer and adoption and increasing farmers' income (Aremu *et al.*, 2019; Putra *et al.*, 2023). Some groups have even merged to form official business entities, such as the Grassroots Farmers Cooperative (Grassroots Farmers Cooperative, hereinafter referred to as PAR) located in Cilacap Regency, Central Java, Indonesia. The PAR Cooperative oversees 11 fostered livestock groups with more than 300 farmers as members. It aims to serve as a forum for members to exchange ideas, increase members' success in running livestock businesses, and improve members' living standards. This goal is similar to farmer

cooperatives in general, to improve the quality of life and economic and social welfare of their members, as well as maintain the quality of products produced by their members (Wulandari, 2022).

In line with its goal to increase the productivity of members' businesses, the PAR Cooperative imports goats and sheep with superior genetic potential. Some sheep breeds that have better productivity than local breeds are the Dorper, Awassin and Suffolk. Meanwhile, the types of imported goats are the Boer, British Alpine, Saanen, Toggenburg, and Anglo-Nubian breeds. Local sheep that are generally raised by farmers are the Thin-tailed, Fat-tailed, and Dombos. Meanwhile, local goats are Javanese Randu, Kacang, and Ettawa cross goats. The imported goats and sheep are employed by farmers as a genetic source that

will be crossed with local goats and sheep to increase the productivity of the offspring obtained. A crossbreeding program carried out in a structured manner can produce livestock with better productivity, generally including better survival rates, growth, and meat quality (Yadav *et al.*, 2018). In addition, crosses are carried out so that the superior characteristics and qualities of one or both parents are inherited by their offspring such as fertility, meat production, and disease resistance and create a new composite breed (Barwa *et al.*, 2021). This productivity increases would reduce the cost of meat production and enhance farmers' competitiveness which is particularly important given that goat and sheep farming is predominated carried out by smallholder farmers (Sujarwanta *et al.*, 2024).



Figure 1. Consumer Distribution of PAR Cooperatives

The purchase of goats and sheep as a genetic source is one of the processes in the agricultural business sector market (Nurul *et al.*, 2023; Febrianto *et al.*, 2023; Hikmah & Dewi, 2023) which in the business-to-business context is influenced by product and service quality factors (Rajanikanth & Gaurav, 2023). Moreover, with the service business, service

quality is the differentiator when offering the same type of product; indeed, a good service quality factor can make up for a lower quality product (Aras *et al.*, 2023). Various studies have been conducted that show the role of product and service quality in determining purchasing decisions in the context of the market. Until now, the role of product and

service quality factors in the livestock market with cooperatives as providers has not been researched. A cooperative is a form of business entity that has the characteristic that its members are owners and consumers of cooperatives (Altman, 2009). Unlike other commercial business entities, cooperatives are founded on applicable social norms and depend on the active collaboration of their members (Fehr & Gintis, 2007). Members associate voluntarily with each other in cooperatives to meet their needs in terms of social, economic, and cultural aspirations collectively and this is done democratically through cooperative enterprises (Jamaluddin *et al.*, 2023). The purpose of a cooperative is not to fully prioritize profits but to ensure the welfare and fulfillment of the needs of members, so that business management is different from commercial companies and is not solely profit-oriented. These ownership characteristics have the potential to create different considerations when making purchasing decisions. Until now, no research has been conducted to analyze the role of cooperative products and service quality in purchasing decisions for the agricultural/livestock business market.

Cooperative member farmers will receive benefits in the form of livestock-raising assistance, as well as access to resources and new markets (Yosua *et al.*, 2024). For example, they may obtain superior livestock breeds, which can potentially enhance productivity, increase revenue, and improve household net income (Toiba *et al.*, 2024; Taniu *et al.*, 2024). In addition, cooperative members would also have the right to access the financial service and

loans (Abidin & Pongsibanne, 2018) which can be used to expand the business.

METHOD

This research was conducted using a survey design. The population of this research were the goat and sheep farmers who have experience to buy imported goats or sheep. The sampling technique used is the purposive sampling method with the criterion that the sample is a goats or sheep farmer who is a member or non-member and had business experience with the PAR Cooperative. This research employed correlational study approach to identify the correlation between two or more variables without manipulating them (Cooper & Schindler, 2001). The data collection process was carried out, both online and offline, from September to October 2023. Offline data collection was carried out in the provinces of Central Java, the Special Region of Yogyakarta, and East Java.

Online collection is carried out in two provinces in addition to the three mentioned above: namely Riau and East Kalimantan. The questionnaire was sent to 140 farmers who were the research population, and with a response rate of 47.85%, a sample of 67 farmers was obtained. The questionnaires used are open-ended questionnaires and closed questionnaires. The open-ended questionnaire included questions about farmer profiles; namely, gender, age, education level, and business profile which includes the type of business carried out, the number of livestock owned, and the length of time the livestock business has been running. A closed-ended questionnaire

was developed to measure the variables of the study; namely, the quality of imported goats and sheep, the quality of PAR Cooperative services, and repurchase behavior in terms of imported goats and sheep from the PAR Cooperative. The research variables were measured using a Likert scale of 1-5 with the following scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Strongly Agree, 4 = Agree, 5 = Strongly Agree.

This research began with a validity and reliability test using the Social Science Statistics Program (SPSS) version 26.0. The validity test uses confirmation factor analysis (CFA). Meanwhile, the reliability test uses the Cronbach alpha method. CFA is a method used to verify whether the factors used represent the desired model (Cooper *et al.*, 2023). Data analysis was carried out using multiple linear

regression analysis with the following equations:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

Key:

Y = Buyback behavior in terms of goats and sheep in the PAR Cooperative

a = Constant

β_{1-2} = Coefficient of independent variables

X_1 = Product Quality of imported goats and sheep

X_2 = Quality of service of the PAR Cooperative

RESULTS AND DISCUSSION

Characteristics of Respondents

The characteristics of buyers of imported goats and sheep in the PAR Cooperative are listed in Table 1.

Table 1. Respondent Characteristics (n=67)

Characteristics	Number	%
Gender		
Male	65	97.00
Female	2	3.00
Age (Years)		
18-33	11	16.40
34-43	26	38.80
44-53	23	34.30
54-63	7	10.40
Education Level		
Elementary School	2	3.00
Junior High School	1	1.50
High School	13	19.40
Diploma/Bachelor's	32	47.80
Postgraduate	19	28.40
Number of Livestocks		
<100	24	35.80
100-300	29	43.30
301-500	6	9.00
501-100	6	9.00
>1000	2	3.00
Farming experience (Years)		
<5	46	68.70
6-10	8	11.90
11-15	11	16.40
>15	2	3.00

Source: Processed Primary Data (2023)

The profile of the respondents is shown in Table 1. It shows that 97% of respondents were male and 3% were female. This indicates that in this study, male dominated the goat and sheep agribusiness. These results are in line with previous research that states that jobs in agriculture are still dominated by male, although female farmers have also contributions to the agricultural business (Mansour, 2022).

Furthermore, Table 1 shows that 100% of respondents are in the productive working age range, namely 18-63 years old. This indicates that farmers are in the productive/working age range (Badan Pusat Statistik, 2022). This finding is similar to the results of previous studies which stated that the average age of farmers was 48.47 ± 9.02 (Kumalasari *et al.*, 2021). Being of productive age has several advantages, such as feeling more receptive to change, more agile in managing a business, and having a desire to keep trying something new and honing skills (Kusumastuti *et al.*, 2023).

The education level of almost the majority (47.8%) of respondents was diploma/bachelor's, followed by 28.4% who had postgraduate education, and then 19.4%

with high school education or equivalent. This profile is different from several previous studies that showed that the education of the majority (>50%) of farmers in Indonesia is low (Sahala *et al.*, 2016; Fauziyah *et al.*, 2015; Putra *et al.*, 2017). Better level of education is one of the important factors that can play a role in determining the level of business efficiency, and it can be said that the higher the education—both formal and informal—the more efficiently the livestock business (Asmara *et al.*, 2016).

The highest percentage of respondents (43.30%) had between 100 and 300 animals. A farm can be categorized as a business if the number of livestock it owns is at least 36.63 heads or 3.51 heads in one livestock unit (Kuswaryan *et al.*, 2020).

Experience can be an indicator of a person's ability to run a business and create opportunities to develop their business (Efu & Simamora, 2020). Most of the respondents (68.70%) had less than five years of farming experience, and 16.40% had 11-15 years of experience, and only 3.00% had more than 15 years of experience.

Table 2. The Main Reasons for Farmers to Buy Imported Goats and Sheep

Description	Percentage (%)
Improved genetic quality	98.50
Follow the advice/trends of friends among farmers	1.50

Source: Primary data processed (2023)

Reasons to Buy Imported Goats and Sheep

Table 2 shows that 98.5% of respondents stated that their main reason for buying imported goats and sheep was to improve the genetic quality of their livestock. Genetic

qualities expected by farmers to enhance the productivity are better growth rates, reproductive performance, and overall health of livestock (Schultz *et al.*, 2020).

Meanwhile, the remaining 1.5% stated that the main reason respondents bought imported goats and sheep was because they followed the advice of other farmers. The results show that livestock farmers perceive that local livestock productivity is still low and can be improved by improving genetic quality. Importing livestock breed is one way to increase livestock productivity other than feed (Budiari & Suyasa, 2019). Sheep productivity in Indonesia is still relatively low (Rusdiana & Praharani, 2015) and the alternative strategy to increase livestock productivity is by crossing the livestock with the good genetic quality of the breeds (Kebede *et al.*, 2018). These imported goats and sheep are used as broodstock for crosses with local livestock. This crossing is carried out to increase the productivity of these animals to obtain

characteristics from both parents (Hutu *et al.*, 2020).

Validity and Reliability Test Results

The results of the validity test showed that all factor loading values > 0.5 . The weight of the loading factor is considered strong enough to validate a latent construct if it has a value of 0.5 or more (Dapas *et al.*, 2019). All statement items in the questionnaire are valid and represent research variables. Furthermore, the reliability test showed that the Cronbach Alpha value for all variables was > 0.60 . Statement items that can be used as a measuring tool and can continue to be used to analyze the data must have a Cronbach Alpha value of > 0.60 (Brata *et al.*, 2017). All variables in the questionnaire are reliable and trustworthy. The overall results of the validity and reliability tests are shown in Table 3.

Table 3. Result of Validity, Reliability, and Descriptive Variable Analysis

Variables and Indicators	Validity	Reliability	Mean	Min	Max	SD	Criterion
Quality of imported goats and sheep		0.916	4.05	2.00	5.00	0.57	High
The quality of imported goats and sheep from the PAR Cooperative is in accordance with the price	0.701		4.09	3.00	5.00	0.60	High
The performance of imported goats and sheep from the PAR Cooperative is better than other suppliers	0.646		3.84	2.00	5.00	0.81	High
The imported goats and sheep received by the buyer are in accordance with the specifications initially offered by the PAR Cooperative	0.845		4.15	2.00	5.00	0.63	High
The quality of imported goats and sheep in the PAR Cooperative is always maintained	0.756		4.10	2.00	5.00	0.58	High

Variables and Indicators	Validity	Reliability	Mean	Min	Max	SD	Criterion
The PAR Cooperative Provides Guarantee of the Suitability of Imported Goats and sheep	0.620		4.07	2.00	5.00	0.61	High
Quality of service of the PAR Cooperative		0.932	4.14	2.00	5.00	0.51	High
PAR Cooperative provides a good payment scheme	0.829		4.13	2.00	5.00	0.55	High
PAR Cooperatives provide health insurance for imported goats and sheep	0.664		4.18	2.00	5.00	0.60	High
PAR Cooperative staff always take the time to serve buyers	0.827		4.25	2.00	5.00	0.50	High
PAR Cooperative resolves buyer complaints	0.688		4.13	3.00	5.00	0.55	High
PAR cooperatives can be trusted to provide imported goats and sheep	0.611		4.24	3.00	5.00	0.58	High
Repurchase Behavior		0.908	3.87	1.00	5.00	0.74	High
I will always buy imported goats and sheep at the PAR Cooperative	0.861		3.79	2.00	5.00	0.77	Moderate
When I need imported goats and sheep again, I will buy them from the PAR Cooperative again	0.768		3.96	1.00	5.00	0.77	High

Source: Primary data processed (2023)

The construction quality of imported goats and sheep has a minimum value of 2.00 and a maximum value of 5.00. The results of the data analysis showed an average value of 4.05 (Table 2). This value shows that the quality of imported goats and sheep offered by the PAR Cooperative is perceived high. Table 2 also shows that the standard deviation value (0.57) is lower than the average value which means that the deviation of the data that occurs is relatively low, and the data distribution is even. If you look further, "The imported goats received by the buyer are in accordance with the specifications originally offered by the PAR

Cooperative" is 4.15 and this value is higher than the other report items. This indicates that the respondent is satisfied with the goats or sheep received because it is in accordance with what is stipulated in the agreement.

The quality of construction services of the PAR Cooperative has a minimum value of 2.00 and a maximum value of 5.00 with an average value of 4.14 and a standard deviation of 0.51 (Table 2). This shows that respondents consider the quality of PAR cooperative services to be very good. The highest score for the quality of cooperative services is for the item "PAR Cooperative staff always take the

time to serve buyers" and this indicates that respondents are satisfied because PAR Cooperative always takes the time to provide services to buyers such as providing advice/input if farmers want to buy imported goats and sheep and providing technical instructions regarding the handling process when animals arrive at the farmer's cage.

The minimum value for the repurchase behavior construct is 1.00 and the maximum

value is 5.00, while the average value is 3.87. These results show that the behavior of repurchasing imported goats and sheep is relatively high. The average value of the question item "When I need imported goats and sheep again, I will buy them from the PAR Cooperative again" is 3.96 and is in the high category, meaning that the respondents will buy back imported goats and sheep from the PAR Cooperative.

Table 4. Multiple Linear Regression Analysis

Variable	Constant	Beta Coefficient	Significance	R-Square	Std. Error
Constant	-0,440			0,621	0,474
Product Quality		0,917	0,000		0.148
Quality of Service		0,144	0,390		0.167
Sig-F			0.000		

Note: dependent variable = Repurchase behavior
Source: Primary data processed (2023)

The result of multiple linear regression analysis (Table 4) regarding the influence of the quality of imported goats and sheep and the quality of PAR Cooperative services on the repurchase behavior in terms of goats and sheep from cooperatives is shown in the following equation:

$$Y = -0.440 + 0.917 X_1 + 0.144 X_2 + e$$

The regression equation shows a constant of -0.440, which means that if the two independent variables—namely the quality of imported goats and sheep and the quality of service of the PAR Cooperative—are assumed to be 0, then the value of the repurchase behavior is -0.440. The value of the negative constant indicates that if there is no quality of imported goats and sheep and the quality of services of the PAR Cooperative, the breeder will not only stop buying from the cooperative, but the breeder may also engage in negative

word-of-mouth (WOM) communication with other farmers. WOM is basically a communication that shares information and provides recommendations to others about brands, products, and services provided by sellers (Błowski, 2023). WOM is an important factor that influences consumers in decision-making and is a critical point in promotional activities (Huang & Che, 2022).

The F-test showed that the independent variables together had a significant influence ($p < 0.05$) on the decision to purchase imported goats and sheep from the PAR Cooperative. Furthermore, Table 4 shows that product quality of imported goat and sheep significantly influenced repurchase behavior with $\beta = 0.917$ ($p < 0.01$), while service quality did not affect repurchase behavior with $\beta = 0.144$ ($p > 0.05$). These results show that product quality has a positive influence on farmers in making

decisions to repurchase behavior of imported goats and sheep. Farmers considered the consistent delivery of imported livestock according to the initial specifications, along with the provision of product guarantees, as important factors in repurchase behavior. This repurchase behavior is affected by the ability of the cooperative to provide imported livestock according to the set quality standards and do better than other suppliers. These results are in line with previous research that stated that product quality alone has a positive and significant effect on the purchase decision of a product (Handayani & Purnama, 2023). Cooperative need to address product quality of imported goat and sheep livestock to support its sustainability. The existence of a company is maintained if its consumers decide to buy products or services from the company (Rivaldo *et al.*, 2022).

On the other hand, the quality of the PAR Cooperative's services does not affect farmers in making repurchase behavior. Factors of service quality such as payment scheme, health insurance, problem solving service did not affected farmers repurchase behavior. Previous study shows that the quality of service affects to decision buying process (Maddiansyah, 2020). Furthermore, the selection of suppliers, business market consumers is conducted not only based on product quality but also service quality and other several factors, namely efforts to build good communication (Kotler & Armstrong, 2018). Studies conducted in the poultry industry (Syahlani *et al.*, 2022) has stated that the factors that play a role in consumer satisfaction are the attention of the

salesperson and the convenience of the customer. Furthermore, various previous studies have also explained that, in addition to product quality, service quality has a positive influence on the decision to buy a product (Silalahi *et al.*, 2021; Suryaningtyas *et al.*, 2022; Pamuji & Fachrodji, 2022; Louis *et al.*, 2023; Wydyanto & Ilhamlimy, 2021). The difference is possible because the character of cooperatives is that they are not entirely competitive institutions, so their operations cannot be reduced to market relations because cooperative relations are embedded in social and cultural relations that reproduce economic and business patterns (Hale & Carolan, 2018).

The adjusted R-squared value was 0.621, indicating that 62.1% of the repurchase behavior of imported goats and sheep in the PAR Cooperative can be explained by the product quality of imported livestock and service quality, while the remaining 37.9% is attributed to other variables.

CONCLUSION AND RECOMMENDATION

This study concludes that the product quality of imported goats and sheep livestock plays a significant role in shaping the repurchase behavior in the PAR Cooperative. Imported goats and sheep play critical contribution in the livestock production process, so product quality becomes the main consideration for repeat purchases. On the other hand, the quality of the PAR Cooperative's services does not play a role in influencing the repurchase behavior. This finding indicates that farmers primarily focused on increasing

productivity, and as a result, service quality was not a major consideration.

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CONTRIBUTION STATEMENT

The authors confirm their contribution to the paper as follows: study conception and design: RYF and SPS, data collection and analysis: RYF, interpretation of results: SPS and RYF; draft manuscript preparation: RYF and SPS.

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