

The Effect of Marketing Mix on Purchase Decisions for Kub Chicken DOC

Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian untuk Kub Chicken DOC

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ABSTRACT

The increasing national demand for animal protein encourages the development of superior local chickens as a sustainable food source. The Balitbangtan Superior Native Chicken, known as KUB chicken, has strong potential for development in smallholder poultry farming. Day Old Chick (DOC) of KUB chicken is a crucial production input because chick quality determines growth performance, health, and productivity in the next rearing phase. The biological nature of DOC makes purchasing decisions influenced not only by chick quality, but also by availability, distribution, service process, and consumer trust in the provider institution. This study aimed to identify consumer profiles and analyze the effect of the 7P marketing mix on purchasing decisions for KUB chicken DOC at the East Java Agricultural Implementation and Modernization Center (BRMP). This research used a quantitative descriptive method involving 100 respondents who purchased KUB chicken DOC during 2023–2025. Data were collected through an online Likert-scale questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics 26. The results showed that consumers were dominated by males (82%), aged 30–39 years (42%), senior high school/vocational school graduates (48%), and farmers (58%). A total of 79% of respondents had made repeat purchases. The average purchasing decision score was 13.90 ± 2.89 , indicating a high category. The 7P marketing mix had a significant simultaneous effect on purchasing decisions ($F = 3.558$; $\text{Sig.} = 0.002$). Partially, only place ($t = 2.971$; $\text{Sig.} = 0.004$) and process ($t = 2.313$; $\text{Sig.} = 0.023$) had positive and significant effects. Marketing strategies should prioritize distribution strengthening, DOC availability assurance, clear ordering procedures, and service efficiency.

Keywords: Marketing Mix, Purchasing Decision, KUB Chicken DOC, Agribusiness, Distribution

ABSTRAK

Meningkatnya permintaan nasional terhadap protein hewani mendorong pengembangan ayam lokal unggul sebagai sumber pangan berkelanjutan. Ayam Kampung Unggul Balitbangtan, yang dikenal sebagai ayam KUB, memiliki potensi besar untuk dikembangkan dalam usaha peternakan unggas rakyat. Day Old Chick (DOC) ayam KUB merupakan input produksi yang penting karena kualitas anak ayam menentukan performa pertumbuhan, kesehatan, dan produktivitas pada fase pemeliharaan berikutnya. Sifat biologis DOC menyebabkan keputusan pembelian tidak hanya dipengaruhi oleh kualitas anak ayam, tetapi juga oleh ketersediaan, distribusi, proses pelayanan, dan kepercayaan konsumen terhadap lembaga penyedia. Penelitian ini bertujuan untuk mengidentifikasi profil konsumen dan menganalisis pengaruh bauran pemasaran 7P terhadap keputusan pembelian DOC ayam KUB di Balai Penerapan dan Modernisasi Pertanian (BRMP) Jawa Timur. Penelitian ini menggunakan metode deskriptif kuantitatif dengan melibatkan 100 responden yang membeli DOC ayam KUB selama tahun 2023–2025. Data dikumpulkan melalui kuesioner daring berskala Likert dan dianalisis menggunakan regresi linier berganda dengan IBM SPSS Statistics 26. Hasil penelitian menunjukkan bahwa konsumen didominasi oleh laki-laki (82%), berusia 30–39 tahun (42%), lulusan SMA/SMK (48%), dan berprofesi sebagai peternak (58%). Sebanyak 79% responden telah melakukan pembelian ulang. Rata-rata skor keputusan pembelian sebesar $13,90 \pm 2,89$, yang menunjukkan kategori tinggi. Bauran pemasaran 7P berpengaruh signifikan secara simultan terhadap keputusan pembelian ($F = 3,558$; $\text{Sig.} = 0,002$). Secara parsial, hanya variabel tempat ($t = 2,971$; $\text{Sig.} = 0,004$) dan proses ($t = 2,313$; $\text{Sig.} = 0,023$) yang berpengaruh positif dan signifikan. Strategi pemasaran sebaiknya memprioritaskan penguatan distribusi, jaminan ketersediaan DOC, kejelasan prosedur pemesanan, dan efisiensi pelayanan.

Kata kunci: Bauran Pemasaran, Keputusan Pembelian, DOC Ayam KUB, Agribisnis, Distribusi.

INTRODUCTION

The increasing demand for animal-source protein has positioned the poultry subsector as an important component of national food security. Chicken meat and eggs are widely consumed animal-

source foods in Indonesia, which makes poultry development relevant for household nutrition, rural livelihoods, and agribusiness growth (Badan Pusat Statistik, 2026). Local chickens have strategic value because they are adaptable to tropical environments, suitable for smallholder farming systems, and accepted by consumers as sources of meat and eggs with specific quality attributes (Nataamijaya, 2010). Superior local chicken development is needed to strengthen domestic genetic resources and improve the productivity of smallholder poultry enterprises (Priyanti et al., 2016).

Balitbangtan Superior Native Chicken, commonly known as KUB chicken, is one of the improved local chicken innovations developed through selection programs to enhance productivity and farming efficiency. KUB-1 chicken has been recognized as a selected native chicken strain with higher egg production potential and broader dissemination prospects in several regions of Indonesia (Hasyim et al., 2021). Improved local chicken strains are important for smallholder agribusiness because farmers require breeding stock with clear genetic origin, better uniformity, and more predictable production performance than ordinary native chickens (Priyanti et al., 2016). KUB chicken development is closely related not only to production performance, but also to the seed supply system, distribution reliability, service quality, and consumer trust in the provider institution (Hasyim et al., 2021).

Day Old Chick (DOC) of KUB chicken is a critical input in poultry farming because chick quality affects growth performance, survival rate, health status, and productivity in the subsequent rearing phase. DOC is a biological product that requires proper handling, transportation, packaging, and timely distribution to maintain its quality until it reaches farmers (Badan Standardisasi Nasional, 2023). The Indonesian National Standard SNI 8405-2:2023 regulates day-old chick standards for KUB Janaka Agrinak, including requirements related to chick origin, health status, production potential, packaging, labeling, and delivery procedures (Badan Standardisasi Nasional, 2023). The biological characteristics of DOC create higher purchasing risk than ordinary consumer products because late delivery, unclear ordering procedures, and poor handling may reduce chick viability and farmer confidence (Badan Standardisasi Nasional, 2023).

Marketing mix analysis provides a relevant framework for understanding how agribusiness consumers evaluate products before making purchase decisions. The 7P marketing mix consists of product, price, place, promotion, people, process, and physical evidence, which collectively shape consumer responses to market offerings (Kotler & Keller, 2022). The 7P approach is commonly applied to service-oriented and interaction-intensive products because consumer decisions are influenced not only by physical product attributes, but also by service experience, accessibility, process quality, and provider credibility (Zeithaml et al., 2018). KUB chicken DOC marketing has a service-oriented character because buyers evaluate chick quality together with availability assurance, ordering clarity, distribution timeliness, and technical support from the provider (Kotler & Keller, 2022).

Consumer purchase decisions in agribusiness are influenced by economic, technical, and psychological considerations. Consumers assess product benefits, price suitability, accessibility, promotional information, service experience, and institutional trust before deciding to buy (Kotler & Keller, 2022). Previous research has shown that product, price, promotion, and location influence purchase decisions in food business contexts (Hidayat, 2020). Research on Kopi Luwak Mataram also found that the 7P marketing mix simultaneously influenced purchase decisions, although the strength of each variable differed across marketing elements (Rosita et al., 2020). Research on hydroponic lettuce products confirmed that the 7P marketing mix can be used to analyze purchase decisions for fresh agribusiness products that depend on product quality, availability, and distribution (Fitriannas et al., 2024).

Previous marketing mix studies have mostly focused on consumer goods, processed products, coffee, vegetables, restaurants, and service businesses. Studies on the effect of the marketing mix on purchasing decisions for KUB chicken DOC remain limited, despite the distinctive biological risk of DOC as a live poultry input. This gap is important because DOC marketing cannot rely only on promotion and price, but must also consider product availability, access to the provider, service speed, distribution reliability, and ordering procedures (Badan Standardisasi Nasional, 2023). Agribusiness marketing for live poultry inputs requires a more specific analysis because farmers tend to prioritize factors that reduce production risk and ensure the arrival of viable chicks ((Badan Standardisasi Nasional, 2023).

The East Java Agricultural Implementation and Modernization Center, known as BRMP East Java, is one of the institutions involved in KUB chicken DOC production and dissemination. Internal

production data show that KUB chicken DOC output increased from 16,908 chicks in 2020 to 72,130 chicks in 2025, indicating growing market demand and the need for better consumer-oriented marketing management (BRMP East Java, 2026). Production growth must be supported by an understanding of consumer profiles and marketing factors that influence purchase decisions. This study aims to identify the profile of KUB chicken DOC consumers and analyze the effect of the 7P marketing mix on purchasing decisions at BRMP East Java, both simultaneously and partially.

RESEARCH METHOD

The research was conducted at the KUB chicken breeding unit of the East Java Agricultural Implementation and Modernization Center BRMP East Java (2026) from January to February 2026. The study used a quantitative descriptive approach to analyze the effect of the 7P marketing mix on the purchase decision of KUB chicken Day Old Chick (DOC). The population consisted of consumers who had purchased KUB chicken DOC from BRMP East Java, with an unknown total population size. The sample size was determined using the Lemeshow formula: $n = Z^2pq/L^2$, with $Z=1.96$, $p=0.5$, $q=0.5$, and $L=0.10$, resulting in a minimum sample size of 96 respondents. The study involved 100 respondents who had purchased KUB chicken DOC during the 2023–2025 period and were able to complete an online questionnaire. Sampling criteria were used to ensure that all respondents had direct experience in purchasing KUB chicken DOC and could provide relevant information for the analysis (Wulandari et al., 2024).

Data were collected using an online questionnaire distributed through Google Forms and measured using a five-point Likert scale. The independent variables consisted of product (X1), price (X2), place (X3), promotion (X4), process (X5), people (X6), and physical evidence (X7), while the dependent variable was purchase decision (Y). Descriptive statistics were used to describe consumer characteristics and variable tendencies through frequency, percentage, mean, standard deviation, minimum, and maximum values. Multiple linear regression was used to analyze the effect of the 7P marketing mix on purchase decisions with the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5 + b_6X_6 + b_7X_7 + e$. Data processing was conducted using IBM SPSS Statistics 26 through validity and reliability tests, classical assumption tests, multiple linear regression, F-test, and t-test. The F-test was used to examine the simultaneous effect of all marketing mix variables, while the t-test was used to examine the partial effect of each variable at a 5% significance level (Hair et al., 2022).

RESULT AND DISCUSSION

Characteristics of KUB Chicken DOC Consumers

Consumer characteristics were analyzed to describe the profile of respondents who purchased KUB chicken DOC at BRMP East Java. The study involved 100 respondents who had purchased KUB chicken DOC during the 2023–2025 period. The profile included gender, age, education level, occupation, and purchasing experience. The consumer characteristics are presented in Table 1.

Table 1. Characteristics of KUB Chicken DOC Consumers

Characteristic	Category	Number of Respondents	Percentage (%)
Gender	Male	82	82
	Female	18	18
Age	20–29 years	18	18
	30–39 years	42	42
	40–49 years	30	30
	≥50 years	10	10
Education	Junior high school/equivalent	12	12
	Senior high school/vocational school/equivalent	48	48
	Diploma	15	15
	Bachelor's degree	22	22
	Master's degree	3	3
Occupation	Farmer/Livestock farmer	58	58
	Entrepreneur/Agribusiness actor	22	22

Characteristic	Category	Number of Respondents	Percentage (%)
	Private employee	10	10
	Civil servant/military/police	5	5
	Others	5	5
Purchasing experience	More than once	79	79
	Once	21	21

Source: Primary data (2026), processed.

Consumer composition was dominated by male respondents, accounting for 82% of the total sample. The largest age group was 30–39 years, representing 42% of respondents, indicating that most consumers were in their productive age. The dominant education level was senior high school/vocational school/equivalent at 48%, while the main occupation was livestock farmer at 58%. This profile indicates that KUB chicken DOC purchases were mostly carried out by consumers directly related to livestock business activities.

Purchasing experience indicated that 79% of respondents had purchased KUB chicken DOC more than once. This pattern reflects previous purchasing experience, consumer trust, and a relatively strong business orientation. Repeat purchases in agribusiness tend to occur when consumers perceive that products and services meet business needs and provide expected benefits (Kotler & Keller, 2022).

Descriptive Analysis of Research Variables

Descriptive analysis was used to identify respondents' assessments of the 7P marketing mix and purchase decision variables. The variables included product, price, place, promotion, process, people, physical evidence, and purchase decision. The descriptive statistics are presented in Table 2.

Table 2. Descriptive Statistics of Research Variables

Variabel	Minimum	Maksimum	Mean	Standard Deviation
Product	4	20	14.23	2.957
Price	7	20	14.15	3.167
Place	6	20	13.72	3.216
Promotion	8	20	14.06	2.763
Process	9	20	14.53	2.791
People	7	20	14.08	3.080
Physical evidence	5	15	10.06	2.150
Purchase decision	6	20	13.90	2.890

Source: Primary data (2026), processed.

Process obtained the highest mean score of 14.53. This result indicates that respondents gave the strongest assessment to ordering procedures, service flow, service speed, and complaint handling. The role of process is crucial because KUB chicken DOC is a biological product that requires fast service, clear procedures, and proper distribution handling. Service process quality can reduce the risks of delivery delays, ordering uncertainty, and distribution problems that may affect chick condition upon arrival (Zeithaml et al., 2018).

Physical evidence obtained the lowest mean score of 10.06. This result indicates that facilities, packaging, service appearance, and supporting physical environments still need improvement. Physical evidence remains relevant in strengthening institutional image and provider credibility. Its role in KUB chicken DOC marketing is more supportive because consumers tend to prioritize core aspects such as chick quality, product availability, purchasing access, and service process reliability.

Purchase decision obtained a mean score of 13.90 with a standard deviation of 2.890. This value indicates that the purchase decision for KUB chicken DOC was in a high and relatively stable category. Consumer decisions in agribusiness are generally influenced by a combination of product attributes, business benefits, service experience, price, access, and perceived risk (Kotler & Keller, 2022).

Instrument Testing and Classical Assumption Testing

Instrument testing indicated that all indicators were valid because their correlation values met the testing criteria. Cronbach's Alpha values ranged from 0.808 to 0.906, indicating that all variables were reliable. These results confirm that the research instrument had adequate internal consistency in measuring the 7P marketing mix and purchase decision variables.

Classical assumption testing confirmed that the regression model met the feasibility requirements for further analysis. The normality test produced a Kolmogorov–Smirnov Asymp. Sig. value of 0.096, which was higher than 0.05. The multicollinearity test produced VIF values below 10 for all variables, indicating no multicollinearity problem. The heteroscedasticity test produced significance values above 0.05 for all variables, indicating no heteroscedasticity problem. These results support the use of multiple linear regression to analyze the effect of the 7P marketing mix on KUB chicken DOC purchase decisions.

Effect of Marketing Mix on Purchase Decision

Multiple linear regression was used to analyze the effect of the 7P marketing mix on KUB chicken DOC purchase decisions. The simultaneous effect was tested using the F-test, while the partial effects were tested using the t-test. The regression results are presented in Table 3.

Table 3. Multiple Linear Regression Results of Marketing Mix on Purchase Decision

Variable	Coefficient (B)	t-value	Sig.	Decision
Product	0.138	1.497	0.138	Not significant
Price	0.110	1.290	0.200	Not significant
Place	0.252	2.971	0.004	Significant
Promotion	0.071	0.691	0.492	Not significant
Process	0.226	2.313	0.023	Significant
People	0.156	1.719	0.089	Not significant
Physical evidence	0.047	0.349	0.728	Not significant

Source: Primary data (2026), processed.

Note: F-test = 3.558; Sig. = 0.002.

The 7P marketing mix had a significant simultaneous effect on KUB chicken DOC purchase decisions. The F-value of 3.558 with a significance value of 0.002 indicates that product, price, place, promotion, process, people, and physical evidence collectively explained purchase decisions. Purchase decisions for KUB chicken DOC were not formed by a single marketing element, but by a combination of several mutually supporting elements. This finding is consistent with the 7P marketing mix concept, which positions product, price, place, promotion, people, process, and physical evidence as marketing tools that influence consumer responses (Kotler & Keller, 2022).

Partial testing indicated that only place and process had positive and significant effects on KUB chicken DOC purchase decisions. Place obtained a coefficient of 0.252, a t-value of 2.971, and a significance value of 0.004. This result confirms that accessibility, location, product availability, and distribution reliability were important factors in purchasing decisions. KUB chicken DOC is a live product that is highly sensitive to time and handling, making access and distribution important considerations for consumers. Place in agribusiness marketing does not only refer to physical location, but also includes accessibility, distribution channels, and product availability at the required time (Hidayat, 2020).

Process obtained a coefficient of 0.226, a t-value of 2.313, and a significance value of 0.023. This result indicates that clear ordering procedures, service speed, careful DOC preparation, and complaint handling had a significant effect on purchase decisions. A well-managed service process can reduce consumer uncertainty from ordering to product delivery. The biological nature of DOC makes the service process highly important because delays, unclear procedures, or poor distribution may affect chick quality. This finding is consistent with the service marketing approach, which positions process as an important element in shaping consumer experience and trust (Zeithaml et al., 2018).

Product did not have a significant partial effect on purchase decisions, although its coefficient was positive. This result may occur because consumers perceived KUB chicken DOC quality as a basic requirement that must be fulfilled by the provider institution. Product quality remained important,

but it was not the main differentiating factor in this research model. Price also did not have a significant effect, indicating that consumers did not only consider purchasing cost, but also access, distribution, service, and certainty of DOC availability. Purchasing decisions for livestock inputs tend to involve technical benefits and production risk considerations rather than price alone.

Promotion, people, and physical evidence also did not have significant partial effects. Promotion still plays a role in delivering product information, but KUB chicken DOC consumers appeared to prioritize factors directly related to production needs and biological risk. People had a positive coefficient, yet the effect was not statistically strong enough to become a main determinant of purchase decision. Physical evidence supported institutional image and credibility, but its effect was weaker than place and process.

These findings indicate that KUB chicken DOC consumers emphasized functional factors directly related to successful chick acquisition, namely access, availability, distribution, and service. Marketing strategies for KUB chicken DOC should focus on strengthening distribution channels and improving service processes. Better performance in place and process can strengthen consumer trust, reduce purchasing risk, and encourage repeat purchases. Practical implications for BRMP East Java include maintaining DOC availability, simplifying the ordering system, accelerating service response, and ensuring timely distribution.

CONCLUSION

The study concluded that KUB chicken DOC consumers at BRMP East Java were dominated by male respondents, productive-age consumers, senior high school/vocational school graduates, and livestock farmers. The 7P marketing mix had a significant simultaneous effect on purchase decisions, while partial testing showed that only place and process had positive and significant effects. This finding indicates that accessibility, product availability, distribution reliability, clear ordering procedures, service speed, and service efficiency were the main factors influencing consumer decisions. Policy recommendations should therefore focus on strengthening distribution channels, ensuring stable DOC availability, simplifying ordering procedures, improving service efficiency, and providing technical information related to DOC handling and rearing management. These efforts are expected to reduce biological risks, increase consumer trust, and encourage repeat purchases of KUB chicken DOC.

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