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FILE	HADAAN_INTER.PDF (395.57K)	WORD COUNT	3027
TIME SUBMITTED	25-AUG-2020 01:25PM (UTC+0700)	CHARACTER COUNT	14854
SUBMISSION ID	1373784682		

**Effect Of Cow Quality, Cow Achievement, Price Perception, Economic Value  
And The Decision To Keep Cattle In Madura Island**

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**Abstract**

Indonesia is a nation rich in ethnic and tribal diversity, because Indonesia is formed from various ethnic groups, and each ethnic group has its own culture. So it is not familiar when assumed with the word Bhineka tunggal ika, which means different but still one. When we look in the global context, this culture can actually be used as a state asset as an advantage and richness of Indonesian culture that is unmatched by other countries so that it can lift the image of Indonesia in the eyes of the world. Community participation in preserving culture has to be well intertwined, so that collective awareness and optimistic spirit will be embedded in every Indonesian human being. With the cultural intimacy that appears in the existence of this archipelago, there are some kinds of cultures that are very unique and still rated as one of the respected cultures, one of which Indonesia is a nation rich in ethnic and tribal diversity, because Indonesia is formed from various ethnic groups, and each ethnic group has its own culture. So it is not familiar when assumed with the word Bhineka tunggal ika, which means different but still one. When we look in the global context, this culture can actually be used as a state asset as an advantage and richness of Indonesian culture that is unmatched by other countries so that it can lift the image of Indonesia in the eyes of the world. Community participation in preserving culture has to be well intertwined, so that collective awareness and optimistic spirit will be embedded in every Indonesian human being. With the cultural intimacy that appears in the existence of this archipelago, there are some kinds of cultures that are very unique and still rated as one of the respected cultures, one of which is Cow. Achievement is a result achieved by an individual for a set size in a work.

<sup>1</sup> Price perceptions relate to how price information is understood entirely by the consumer and gives a deep meaning to them. Value is a person's perception, which is the price someone has given to something at a specific place and time. In this research researchers

Using quantitative research and researchers spread the poll of 56 cattle farmers often from the population of 127 from four districts in Madura Island namely Bangkalan, Sampang Regency, Pamekasan Regency, and Sumenep regency. The <sup>8</sup> data analysis technique in this study uses a descriptive <sup>3</sup> analysis of the study used linear analysis of multiple regression through the stages of validity and <sup>3</sup> reliability test, classical assumption test includes <sup>7</sup> normality test, multicollinearity test, heteroskedasticity test, and hypothesis testing using T-Statistic test, simultaneous significance test and coefficient of determination using SPSS help. The <sup>7</sup> results of this study can be seen as follows: the economic value of cattle is more dominant influenced by price perception, with a coefficient of influence of 0.401. Next is the achievement of cows (0.356) and the quality of cows (0.239), the decision to nurture more dominant influenced by the quality of cows, with the coefficient of pen. The quality of cows can directly influence the decision of nurturing, and can also influence indirectly through the mediation of economic values, this shows the economic value of mediating partially (partially mediation) the influence of cow quality on the decision to maintain. That is, the decision of farmers to raise cows can often increase in cows with good quality, but if also supported by the economic value of cows that are also appropriate, then the decision to raise cows will often be higher, achievement of cows can directly influence the decision to nurture, and also can influence indirectly through mediation (partially mediation) influence of cow achievement against the decision to maintain. That is, the decision of farmers to raise cows can often increase in an outstanding cow, but if also supported by the economic value of cows that are also appropriate, then the decision to raise cows will often be higher again, perception Har.

**Keywords:** *quality, achievement, price perception, economic value Introduction*

## 1. Introduction

Indonesia is a nation rich in ethnic and tribal diversity, because Indonesia is formed from various ethnic groups, and each ethnic group has its own culture. So it is not familiar when assumed with the word Bhineka tunggal ika, which means different but still one. When we look in the global context, this culture can actually be used as a state asset as an advantage and richness of Indonesian culture that is unmatched by other countries so that it can lift the image of Indonesia in the eyes of the world. Community participation in preserving culture has to be well intertwined, so that collective awareness and optimistic spirit will be embedded in every Indonesian human being.

Indonesia is a nation rich in ethnic and tribal diversity, because Indonesia is formed from various ethnic groups, and each ethnic group has its own culture. So it is not familiar when assumed with the word Bhineka tunggal ika, which means different but still one. When we look in the global context, this culture can actually be used as a state asset as an advantage and richness of Indonesian culture that is unmatched by other countries so that it can lift the image of Indonesia in the eyes of the world. Community participation in preserving culture has to be well intertwined, so that collective awareness and optimistic spirit will be embedded in every Indonesian human being. A special cow race race to be contested. (Fuad Hasan, Vol. 8 No. 2 February 2012:51 – 182). Kotler and Armstrong (2008) that product quality is one of the most reliable factors of a marketer in marketing a product. Oentoro (2010) Product quality is the thing that needs to get the main attention from companies or producers, given the quality of a product related to consumer satisfaction, which is the purpose of the marketing activities undertaken by the company. Inconclusive product quality is a dynamic condition that is interconnected even though it can have a different definition but the product essentially has a specification of an item or service that can cause satisfaction that meets or exceeds expectations for the consumers who use it. (Euis Soliha, Journal of Theoretical and Applied management: No. 1, April 2017). The products in this research referred to are cattle often in Madura island.

## 2. Research methods

Based on the previous goal formula, the method used is explanatory research. According to (Efferinet AL, 2004) stated that explanatory research is a method aimed at improving the understanding of a phenomenon that has been known what, who and how. A phenomenon that has been known to occur and has a detailed description can be researched further to get an explanation, on the reason why it happened (focus on answering why). Therefore this research seeks cause and reason behind a phenomenon.

The method used in this research is a descriptive method of verificative with a quantitative approach. According to (Sugiyono, 2015) it states that "a descriptive method is a statistic used to analyze data by describing or describing data that has been collected without intent on making conclusions that apply to the public."

## 3. Population

Establishing a research object is very important for a study, in which research a researcher can retrieve data to prove or test the hypothesis it developed by researching the entire population being observed. According to Sugiyono (2017:80) The definition of population is as follows: "The population is a generalized region consisting of: objects/subjects that have certain qualities and characteristics set by researchers to learn and then withdrawn in conclusion." The population in this research is a frequent breeder or cattle keeper in Madura Island amounting to 127 people

## 4. Sample

In this study determination of the number of samples referring to the theory of Slovin (Hidayat, 2017) with a known population number with certainty as follows:

$$n = N1 + Ne^2$$

Where: n = number of sampling

N = population number

E = Fetch error A tolerated sample (usually 10%)

From Slovin formula above if the population of 127 people and tolerance is used 10% then the number of sampling to be used is as follows:

$$n = 1 + 127 \times \frac{127}{10\%^2}$$

$$n = \frac{127}{2.27}$$

n= 55.94 Rounded into 56

### Description of respondents

Characteristics of respondents	information	frequency	Percentage
Gender	Male	96	100%
	female	-	-
Age	17 year	-	-
	17 - 25 year	18	18,75%
	26 - 35 year	27	28,13%
	36 - 45 year	41	42,71%
	46 - 65 year	10	10,41%
Last education	Do not have	-	-
	SD	14	14,58%
	SMP	38	39,58%
	SMA	33	34,38%
	D3	-	-
	S1	11	11,46%
	S2	-	-
Profession	student/ college student	-	-
	The farmer	79	89,30%
	retired	5	5,21%
	General employess	3	3,13%
	entrepreneur	-	-
	PNS / TNI / the police	9	9,38%
	Does not work	-	-

### Testing linear Validity with root AVE

Variabel	root AVE	Correlation Between Variables					
			X1	X2	X3	Z	Y
(X <sub>1</sub> )	0,895	X1	1				
(X <sub>2</sub> )	0,874	X2	0,415	1			
(X <sub>3</sub> )	0,870	X3	0,082	0,188	1		
(Z)	0,851	Z	0,420	0,531	0,487	1	
(Y)	0,805	Y	0,543	0,509	0,306	0,561	1

### Composite Reliability Results

Variabel	<i>Composite Reliability</i>	<i>Cronbach's Alpha</i>	information
(X <sub>1</sub> )	0,924	0,876	Reliabel
(X <sub>2</sub> )	0,907	0,845	Reliabel
(X <sub>3</sub> )	0,903	0,838	Reliabel
(Z)	0,888	0,810	Reliabel
(Y)	0,880	0,818	Reliabel

### R-Square value

Variabel	<i>R Square</i>
(X <sub>1</sub> )	-
(X <sub>2</sub> )	-
(X <sub>3</sub> )	-
(Z)	0,485
(Y)	0,468

### Hypothesis Testing with Inner Weight

Hip.	influence between variables	Original Sample (O)	T statistics	P Value	Ket.
H <sub>1</sub>	Quality of Cows (X <sub>1</sub> ) Economic Value (Z)	0,239	2,915	0,004	s
H <sub>2</sub>	Cow Achievement (X <sub>2</sub> ) → Economic Value (Z)	0,356	4,615	0,000	s
H <sub>3</sub>	Price Perception (X <sub>3</sub> ) → Economic value(Z)	0,401	5,291	0,000	s
H <sub>4</sub>	Quality of Cows (X <sub>1</sub> ) → Decision to Maintain (Y)	0,340	4,244	0,000	s
H <sub>5</sub>	Cow Achievement (X <sub>2</sub> ) → Decision to Maintain (Y)	0,214	2,037	0,042	s
H <sub>6</sub>	Price Perception (X <sub>3</sub> ) → Decision to Maintain (Y)	0,118	1,110	0,268	n.s.
H <sub>7</sub>	Decision to Maintain (Z) → Decision to Maintain (Y)	0,247	2,381	0,018	s

information: *significant* n.s. : *non significant*

### 5. Research results

The magnitude of the influence of cow quality on the economic value of the maintenance of cattle often in Madura Island is 0,239 (positive) with a T-statistics value of 2.915 ( $\geq 1.96$ ) and P Value of 0.004 ( $\leq 0.05$ ), so that it can be concluded that the quality of cows will also be significantly higher. Thus, the first hypothesis that states the quality of cows significant to the economic value of cattle often in Madura Island is acceptable (H<sub>1</sub> accepted).

1. The magnitude of the influence of cow performance on the economic value of the maintenance of cattle often in Madura Island is 0.356 (positive) with a T-statistics value of 4.615 ( $\geq 1.96$ ) and P Value of 0.000 ( $\leq 0.05$ ), so that it can be concluded that the achievement of cows also have a positive and



significant impact on the economic value, the higher the performance of the cow, the Thus, the second hypothesis that states the cow's achievement has significant effect on the economic value of cattle often in Madura Island, also acceptable (H2 received).

2. The impact of price perception on the economic value of the maintenance of cattle often in Madura Island is 0.401 (positive) with a T-statistics value of 5.291 ( $\geq 1.96$ ) and P Value of 0.000 ( $\leq 0.05$ ), so it can be concluded that the perception of cow price also has a positive and significant effect on the economic value, the more appropriate perception of cow's price then the often higher Thus, the third hypothesis that states the perception of the cow's price significant effect on the economic value of cattle often in Madura Island, is also acceptable (H3 received).
3. The magnitude of the influence of cow quality on the decision to raise cattle often in Madura Island is 0.340 (positive) with a T-statistics value of 4.244 ( $\geq 1.96$ ) and P Value of 0.000 ( $\leq 0.05$ ), so that it can be concluded that the cow quality is positive and significant to the decision of nurturing, the higher the quality of cows then the decision to raise cattle will also be Thus, the fourth hypothesis that states the quality of cows significantly affect the decision to raise cows frequently in Madura Island, acceptable (H4 received).
4. The magnitude of the influence of cow performance on the decision to raise cattle often in Madura Island is 0.214 (positive) with T-statistics value of 2.037 ( $\geq 1.96$ ) and P Value of 0.042 ( $\leq 0.05$ ), so it can be concluded that the achievement of cows also have a positive influence and significant to the decision of nurturing, the higher the achievement of cows, the decision to raise cows often Thus, the fifth hypothesis that expresses significant cow achievement to the decision to raise cattle often in Madura Island is also acceptable (H5 accepted).
5. The impact of price perception on the decision to raise cattle often in Madura Island is 0.118 (positive) with a T-statistics value of 1.110 ( $< 1.96$ ) dan="" p="" value="" sebesar="" 0,268="" (=""  $> 0.05$ ), so that it can be concluded that the perception of the price of a prominent cow is not

significant to the decision of maintaining, the more appropriate the perception of cow price is not able to give a noticeable impact on the Thus, the sixth hypothesis that expresses the perception of a significant cow's price against the decision to raise cattle frequently in Madura Island is unacceptable (H6 rejected  $<1,96>$ ).

The influence of economic value on the decision to keep cow frequent in Madura Island is 0.247 (positive) with T-statistics value of 2.381 ( $\geq 1.96$ ) and P Value of 0.018 ( $\leq 0.05$ ), so it can be concluded that the economic value is positive and significant to the decision of nurturing, the higher the economic value then the decision of raising cows will often be higher. Thus, the seventh hypothesis that declares economic value significantly affects the decision of raising cows frequently in Madura Island, acceptable (H7 acceptable).

### **Conclusion**

The economic value of cattle is more dominant influenced by price perception, with an influence coefficient of 0.401. Next is the achievement of cows (0.356) and the quality of cows (0.239).

1. The decision to maintain a more dominant influence is influenced by cow quality, with a coefficient of 0.340. The next is the economic value (0.247), the achievement of cattle (0.214) and the perception of Price (0.118).
2. The quality of cows can directly influence the decision of nurturing, and can also influence indirectly through the mediation of economic values, this shows the economic value of mediating partially (partially mediation) the influence of cow quality on the decision to maintain. That is, the decision of farmers to raise cows can often increase in cows with good quality, but if also supported by the economic value of cows that are also appropriate, then the decision to raise cows will often be higher again.
3. Cow achievement can directly affect the decision of nurturing, and can also influence indirectly through the mediation of economic values, it shows the economic value of mediating partially (partially mediation) the influence of cow achievement on the decision to maintain. That is, the decision of

farmers to raise cows can often increase in an outstanding cow, but if also supported by the economic value of the cow that is also appropriate, then the decision to raise cows will often be higher again.

4. Perception of price can not directly affect the decision of nurturing, but can only affect indirectly through the mediation of economic values, it shows the economic value of fully mediated (mediation) influence the perception of price against the decision to maintain. That is to say, the decision of farmers to raise cows can often increase only in cows whose perception is appropriate and also has a high economic value.
5. With the above aspect can be known quality of cattle in Madura is very influential in the economy is island Madura
6. Cow sales in Madura have a positive impact on the economic system in Madura with the provisions of quality, prestige, perception, Price and Pemeliharaan.

#### **Advice**

Cattle farmers often in Madura Island need to pay attention to the quality of cows, especially keep the regeneration continuity of bulls. This will certainly help the survival of cattle farms frequently in Madura Island and to lift the economy of cattle farmers

1. Cattle farmers often in Madura island need to increase their pet cow performance. This is to increase the economic value of cattle often in Madura island
2. Advanced research should be conducted mainly to see the relationship between price perception of the decision to raise cattle often in the island Madura mengremember at least the available references.
3. Similar research needs to be done at wider reach and different business types.
4. Qualitative research needs to be conducted to examine the relationship of cow quality and achievement sapiterhadap decision to nurture and involve researchers from the field of livestock science to see a deeper relationship between the variables

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