

JOSERI

Journal of Sustainable Entrepreneur Regional Industry

| ISSN (Online) xxxx - xxxx |



Article

ANALYSIS OF MILK DEMAND IN THE PERANAKAN ETAWA GOAT FARMING INDUSTRY IN THE VILLAGE OF KAMPUNG REMPAK, SIAK SUB-DISTRICT(Case Study of Amanah Mitra Usaha Cooperative)

Betha Br Simamora¹, Jahrizal², Ufira Isbah³

^{1,2,3}Faculty of Economics and Business, University of Riau, Pekanbaru, Indonesia

DOI: 10.31004/aulad.vxix.xx

✉ Corresponding author:

[betha.br3891@student.unri.ac.id]

Article Info	Abstract
Volume # Issue # Received: Date Month Year Accepted: Date Month Year Publish Online: Date Month Year Online: at https://journal.ypmki.com/index.php/joseri Keywords: <i>Demand;</i> <i>PE Goat Milk;</i> <i>Descriptive Analysis;</i> <i>Price;</i> <i>Consumer Taste;</i> <i>Forecast Future Conditions</i>	This research analyzes the demand for Peranakan Etawa (PE) goat milk in Kampung Rempak, Siak District, with a case study at Koperasi Amanah Mitra Usaha. The method used is descriptive analysis through observation, interviews, and questionnaires. The results show that the demand for PE goat milk is influenced by the price of goat milk, the price of cow's milk, income, taste, and future expectations. A total of 59.38% of respondents consume PE milk for health reasons, and 75% feel their income is sufficient to buy regularly. Consumer loyalty remains high despite the lower price of cow's milk. These findings can be utilized by farmers, cooperatives, and stakeholders to improve marketing strategies and support the development of the PE goat milk industry.

1. INTRODUCTION

The livestock industry is one of the subsectors that contributes to the national economy (Putra and Huda, 2023). Livestock farming plays a critical role in Indonesia's rural economy, providing both income and food security. Among livestock, goats, particularly the Peranakan Etawa (PE) breed, offer significant economic opportunities due to their adaptability, milk productivity, and meat quality. Goats are a type of livestock that is highly favored by the community and widely kept among various local species. However, the effort to raise and develop goats is still very small (Hidayat et al., 2021)

Based on data from the Central Bureau of Statistics (2023), the goat population in Indonesia in 2022 was recorded at around 18,560,835 heads, the largest goat population was in Central Java Province with a total population of 3,747,610 heads. This is because Central Java is one of the national livestock barns and the main center of goat farming in Indonesia. Riau Province is one of the provinces in Indonesia that also produces goats with a population of 236,228 goats in 2022. Siak Regency is one of the goat producers in Riau Province. The population of goats in Siak district from 2018 to 2022 has increased every year with the largest population of goats in 2022 totaling 26,601 heads which includes peanut goats, jawarandu goats, and etawa breeding goats.

Kampung Rempak Village in Siak District is a central hub for the Etawa goat farming industry. This makes it an ideal setting to analyze factors affecting the demand for Peranakan Etawa goat milk. In this area there is an institution, namely Amanah Mitra Usaha Cooperative is an institution that plays an important role in the development of the livestock industry in Kampung Rempak Village. Amanah Mitra Usaha Cooperative has been operating for several years and has demonstrated the ability to improve the quality and quantity of peranakan etawa goat production. The owners not only sell the goats, but also process the meat into ready-to-eat meals and produce etawa goat milk. The milk has been produced and has become a favorite choice of the local community and outside the area. Consumers have different views in deciding to buy peranakan etawa goat milk, comparing options based on cost and the greatest satisfaction obtained (Putri et al., 2023).

Table 1. Price, Production of Peranakan Etawa Goat Milk, and Prices of Other Goods in Kampung Rempak Village, Siak District

Month	Price of Peranakan Etawa goat milk (Rp)	Production (liter)
January	50.000	450
February	50.000	450
March	50.000	450
April	50.000	450
Mei	50.000	450

Source: Koperasi Amanah Mitra Usaha, 2024.

Table 1.1 shows that the monthly milk production at the Amanah Mitra Usaha Cooperative remains constant at 450 liters, with a stable selling price of Rp 50,000 per liter. From January to May, the total production of Peranakan Etawa goat milk reached 2,250 liters, generating an income of Rp 112,000,000. In a year, PE goats produce milk for about five months from January to May followed by a 2–3 month dry period and a 3–5 month pregnancy and nursing phase.

Milk goat is one type of food from the livestock sub-sector that contributes to the development of the national economy. Milk of peranakan etawa goat has good prospects to be developed because milk is needed by all circles of society. Etawa goat milk is a rich source of nutrition and has a number of important nutrients. Although the nutrient composition can vary slightly depending on factors such as feed type and farm conditions, here are some of the main nutrient contents in etawa goat milk: Protein, Calcium, Potassium, Phosphorus, Magnesium, Calories, Fat, Carbohydrates, Fiber, Sugar, Vitamin A.

Amanah Mitra Usaha Cooperative has been operating for several years and has demonstrated the ability to improve the quality and quantity of peranakan etawa goat production. With support from Koperasi Amanah Mitra Usaha, farmers in this area can gain access to technology, resources and a wider market, increasing their opportunities to participate in the livestock industry. The owners not only sell the goats, but also process the meat into ready-to-eat meals and produce etawa goat milk. The milk has been produced and has become a favorite choice of the local community and outside the area. Consumers have different views in deciding to buy peranakan etawa goat milk, comparing options based on cost and the greatest satisfaction obtained (Putri et al., 2023).

Amanah Mitra Usaha Cooperative faces several challenges that affect the demand and marketing of Peranakan Etawa goat milk. One of the main issues is the variability in consumer demand, which is influenced by factors such as price, income levels, consumer preferences, and market expectations. The cooperative also faces competition from cow's milk and plant-based alternatives, which can impact sales.

Additionally, marketing challenges arise due to limited strategies in expanding consumer reach and increasing awareness about the benefits of goat milk. Without effective promotion, the cooperative struggles to attract a broader market. Economic factors also play a significant role, as fluctuations in consumer purchasing power, driven by income stability, directly affect the demand for Etawa goat milk. When household income decreases, consumers may prioritize other essential goods over goat milk, leading to a decline in sales. Addressing these challenges requires a strategic approach to pricing, marketing, and consumer engagement to ensure business sustainability and growth.

Amanah Mitra Usaha Cooperative as a forum for farmers plays an important role in managing milk marketing, but there are still obstacles in optimizing marketing strategies that can increase demand. With the increasing public awareness of a healthy lifestyle, goat milk has great market potential. However, to make the most of this opportunity, an in-depth analysis of the factors affecting the demand for goat milk in the region is required. Therefore, this research aims to analyze the demand for Peranakan Etawa goat milk and the role of Amanah Mitra Usaha Cooperative in improving product marketing. In Rempak Village, Amanah Mitra Usaha Cooperative has become one of the places that provide Etawa goat products. However, despite the promising market potential, there is still much to understand regarding what drives consumers to choose this product. And according to research by Muhammad Dimas Taris 2019 with the title (Factors Affecting Demand for Etawa Goat Milk (Case Study: Tharraya Farm Paya Geli Village, Sunggal District, Deli Serdang Regency) that the factors that influence the demand for etawa goat milk are influenced by price fulfillment, income level and taste to be one of the factors that are expected to increase consumer demand in buying etawa goat milk.

2. METHODS

Kampung Rempak Village, Siak District, Siak Regency, Riau Province is the main geographical location where the research will be conducted. This location had to be chosen because it is the center of the Etawa goat farming industry and has direct relevance to the research topic. As the main case research, this cooperative is the place where data related to the Etawa goat farming industry, including information on marketing, sales, and quality management, will be collected.

The sample in this study amounted to 32 people who consumed peranakan etawa goat milk which was the minimum sample size. The technique used in this research is a nonprobability sampling technique, namely snowball sampling. According to Sugiyono (2014) snowball sampling is a sampling technique that is initially small in number, then gets bigger. The data collection technique used in this research is field research with questionnaire, interview, and observation. The data analysis used in this research is descriptive analysis which can be used to describe the behavior of variables in research on demand.

3. RESULT AND DISCUSSION

RESULT

Respondents' Responses to Peranakan Etawa Goat Milk Products in Kampung Rempak Village, Siak District, Siak Regency. Research is a process of searching, discovering and describing continuously to validate or to test existing theories. Through previous research procedures that have been made by researchers. Be it a report on the results of observations (observations), interviews (interviews), and the acquisition of data from documentation that researchers obtain in the field. Everyone has the right to give their opinion about peranakan etawa goat milk products, whether peranakan etawa goat milk helps parents and the elderly or vice versa. Based on the respondent's opinion regarding how important it is for the father / mother to use etawa peranakan goat milk which contains many benefits for health seen from the demand factors

1. Factor of Total Demand for Peranakan Etawa Goat Milk

Table 1. Total Consumption of Etawa Goat Milk in a Month

No	Goat milk consumption (liter)	Number (Person)	Percentage (%)
1	Never	-	-
2	1-2 liter	2	6,25
3	2-5 liter	11	34,38

4	> 5 liter	20	62,50
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of Peranakan Etawa goat milk consumers in Kampung Rempak Village consume more than 5 liters per month as many as 20 people or 62.5%. Then, 11 people or 34.38% of respondents consume between 2 to 5 liters per month, while only 2 people or 6.25% consume 1-2 liters per month. There were no respondents who never consumed goat's milk. This data indicates that Peranakan Etawa goat's milk is quite popular among respondents, with most consuming a sizable amount each month.

Table 2. Frequency of Purchase of Peranakan Etawa Goat Milk by consumers

No	Purchase Frequency (liter)	Number (Person)	Percentage (%)
1	Never	-	-
2	Once a month	6	6,25
3	Twice a month	7	34,38
4	Once a week	19	62,50
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of consumers buy goat milk once a week as many as 19 people or 59.38%. Then, 7 people or 21.88% buy twice a month, and 6 people or 18.75% buy once a month. There are no respondents who never buy goat's milk. This data indicates that the consumption of Peranakan Etawa goat's milk is quite routine among respondents, with most of them buying on a weekly frequency.

2 Price Factors for Peranakan Etawa Goat Milk

Tabel 3. Average Price of Peranakan Etawa Goat Milk Purchased by Consumers

No	Average Milk Price	Number (Person)	Percentage (%)
1	< Rp 50.000	-	-
2	Rp. 50.000-Rp 60.000	12	37,50
3	Rp 60.000 - Rp 70.000	18	56,25
4	> Rp 70.000	2	6,25
Total		32	100%

Source: Processed Data, 2025

The table above shows that most consumers buy Peranakan Etawa goat milk at a price of Rp 60,000 - Rp 70,000 as many as 18 people or 56.25%. Then, 12 people or 37.5% bought at a price of Rp 50,000 - Rp 60,000, and only 2 people or 6.25% bought at a price of more than Rp 70,000. There are no respondents who buy goat milk at prices below Rp 50,000. This data indicates that the price range of Rp 60,000 - Rp 70,000 is the most common among consumers.

Table 4. Consumer Opinion on the Price of Peranakan Etawa Goat Milk

No	Perception of price	Number (Person)	Percentage (%)
1	Very expensive	-	-
2	Expensive	11	34,38
3	Reasonable	19	59,38
4	Cheap	2	6,25
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of consumers rated the price of Peranakan Etawa goat milk as reasonable as many as 19 respondents or 59.38%. Meanwhile, 11 respondents or 34.38% felt the price was expensive, and 2 respondents or 6.25% considered it cheap. No consumers rated the price as very expensive. This data indicates that the price of Peranakan Etawa goat milk is still considered within acceptable limits by

most consumers.

3. Cow's Milk Price Factor

Tabel 5. Respondents' Opinion on the Price of Cow's Milk Per Liter

No	Price if Cows Milk	Total (People)	Persentase (%)
1	< Rp 20.000	-	-
2	Rp 20.000 – Rp 30.000	6	18,75
3	Rp 30.000 – Rp 40.000	22	68,75
4	> Rp 40.000	4	12,50
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of respondents assessed the price of cow's milk to be in the range of Rp 30,000 - Rp 40,000 as many as 22 people or 68.75%. Then, 6 people or 18.75% of respondents rated the price at Rp 20,000 - Rp 30,000, and 4 people or 12.5% rated the price at more than Rp 40,000. No respondents rated the price of cow's milk below Rp 20,000. This data indicates that most consumers consider the price of cow's milk to be around Rp 30,000 - Rp 40,000 per liter, which may be a reference in comparing prices with goat's milk.

Table 6. Respondents' Opinion If the price of cow's milk drops, will they still buy goat's milk

No	Respondent Opinion	Total (People)	Persentase (%)
1	Yes, keep buying goat milk	22	68,75
2	No, switching to cow's milk	2	6,25
3	Reduce buying goat milk	8	25,00
4	Don't know	-	-
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of respondents, 22 people or 68.75%, will still buy goat's milk even if the price of cow's milk drops. However, 8 people or 25% of respondents stated that they would reduce the purchase of goat's milk, while 2 people or 6.25% would switch completely to cow's milk. There were no respondents who did not know or were undecided. This data indicates that goat's milk has high consumer loyalty, but a small proportion of them may switch or reduce consumption if the price of cow's milk becomes cheaper.

4. Income Factor

Table 7. Respondents' opinion on whether their income is enough to buy goat milk regularly

No	Respondent's Opinion	Number (Person)	Percentage (%)
1	Yes, very sufficient	6	18,75
2	Enough	24	75,00
3	Not quite enough	2	6,25
4	Not enough	-	-
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of respondents, 24 people (75%), felt that their income was sufficient to buy goat's milk regularly. Meanwhile, 6 respondents (18.75%) felt very sufficient, and 2 respondents (6.25%) felt insufficient. There were no respondents who felt their income was not enough to buy goat's milk. This data indicates that in general, goat's milk is still affordable for most consumers in Kampung Rempak Village.

Table 8. Respondents' Opinion if their Income Increases, Would they Buy More PE Goat Milk

No	Respondent's opinion	Number (Person)	Percentage (%)
1	Yes, will buy more	19	59,38
2	No, the purchase amount will remain the same	11	34,38

3	No, will buy other products that are more needed	2	6,25
4	Don't know, depends on the future situation	-	-
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of respondents, 19 people or 59.38%, would buy more goat milk if their income increased. Meanwhile, 11 people or 34.38% stated that the number of purchases would remain the same, and 2 people or 6.25% chose to buy other products that were more needed. There were no respondents who did not know or had doubts in their decision. This data indicates that the demand for Peranakan Etawa goat milk has the potential to increase if people's purchasing power is getting better.

5. Taste Factor

Tabel 9. Consumers' Opinions on How Much They Like the Taste of Goat's Milk Compared to Cow's Milk

No	Respondent's Opinion	Number (Person)	Percentage (%)
1	Like very much	9	28,13
2	Like	15	46,88
3	Average	8	25,00
4	Dislike	-	-
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of respondents as many as 15 people or 46.88% like the taste of goat milk, and 9 people or 28.13% really like it. Meanwhile, 8 people or 25% felt that the taste was normal, and there were no respondents who did not like the taste of goat's milk. This data indicates that most consumers have a fairly positive preference for the taste of goat's milk compared to cow's milk.

Table 10. Respondents' Opinions on the Main Reasons for Choosing Peranakan Etawa Goat Milk

No	Respondent's Opinion	Number (Person)	Percentage (%)
1	Healthier/ better nutrition	19	59,38
2	Better taste	5	15,63
3	Contains more protein	3	9,38
4	Not compatible with cow's milk	6	18,75
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of respondents 19 people or 59.38% chose Peranakan Etawa goat milk because it is considered healthier and better nutritious than cow's milk. A total of 6 people or 18.75% chose it because it did not match cow's milk, while 5 people or 15.63% liked the taste better. Only 3 people or 9.38% chose it because of its higher protein content. In conclusion, health factors are the main reason consumers choose goat's milk, while taste and intolerance to cow's milk also play a role.

6. Future Expectations Factor

Table 11. Respondents' Opinion that Consuming PE Goat Milk Can Help Maintain a Healthy Body in the Future

No	Respondent's opinion	Jumlah (Orang)	Persentase (%)
1	Very trusting	9	28,13
2	Believe	13	40,63
3	Fairly trusting	10	31,25
4	Do not believe	-	-
Total		32	100%

Source: Processed Data, 2025

The table above shows that most respondents, 13 people or 40.63%, believe that Peranakan Etawa goat milk has good prospects in the future, while 9 people or 28.13% strongly believe in its potential. A total of 10 people or 31.25% were moderately confident, but no respondents felt pessimistic. This shows that the

majority of consumers are optimistic about the future of goat milk, both in terms of health benefits and market opportunities.

Table 12. Respondents' Opinions on Things that can Increase Their Interest in Buying Etawa Goat Milk in the Future

No	Respondents' opinions	Jumlah (Orang)	Persentase (%)
1	Price reduction	3	9,38
2	Improved taste quality	5	15,63
3	Increase in clearer health benefits	22	68,75
4	Promotions and discounts	2	6,25
Total		32	100%

Source: Processed Data, 2025

The table above shows that the majority of respondents, 22 people or 68.75%, are interested in buying more goat milk if the health benefits are clearer. A total of 5 people or 15.63% wanted an improvement in taste quality, while 3 people or 9.38% hoped that the price would be more affordable. Only 2 people or 6.25% considered promotions and discounts as the main factors. This data shows that clarity of health benefits is the most influential factor in increasing consumer interest in Peranakan Etawa goat milk.

DISCUSSION

1). Consumption and Purchase Frequency

The data shows that 62.5% of consumers consume more than 5 liters of goat milk per month, while 34.38% consume 2 to 5 liters, and 6.25% consume 1-2 liters. No respondents avoid goat's milk, indicating it is well-accepted in the community and has become part of their consumption habits, suggesting stable and sustainable demand. In terms of purchase frequency, 59.38% buy it weekly, 21.88% buy it twice a month, and 18.75% buy it monthly, further indicating consistent consumption. This data suggests that goat milk is well-integrated into the community's consumption habits, with a stable demand. The majority of consumers purchase it regularly, with most consuming more than 5 liters per month and buying it weekly this indicates a consistent and potentially growing market.

2). Price Factors for Peranakan Etawa Goat Milk

In demand theory, price is one of the main factors that influence the amount of goods demanded (Hardiansyah and Putri, 2021). In general, when the price of a good increases, its demand will decrease. However, in the case of Peranakan Etawa goat's milk, the data shows that although the price is relatively high compared to cow's milk, the demand remains stable. Based on the data, most consumers continue to purchase Peranakan Etawa goat milk despite its relatively high price. The majority (56.25%) buy it at Rp 60,000–Rp 70,000 per liter, followed by 37.50% at Rp 50,000–Rp 60,000, and only 6.25% pay more than Rp 70,000. None buy it below Rp 50,000, indicating that Rp 60,000–Rp 70,000 is the most common price range. In terms of perception, 59.38% of respondents consider the price reasonable, 34.38% see it as expensive, and 6.25% consider it cheap. Despite being pricier than cow's milk, demand remains strong due to the perceived health and nutritional benefits. However, the segment that views the price as expensive should be addressed through strategies such as promotions or more affordable packaging to maintain market competitiveness.

3). Comparison with Cow's Milk Price

In demand theory, substitute goods are goods that can replace each other in consumption. If the price of an item increases, consumers tend to switch to its substitutes (Mursyid and Lamtana, 2020). In this context, cow's milk serves as a substitute good for goat's milk, as both are similar sources of protein and calcium. According to demand theory, the price of substitute goods can affect demand. While 68.75% of respondents view cow's milk as priced at IDR 30,000–40,000 per liter—almost half the price of goat's milk—68.75% would still choose goat's milk, 25% would reduce consumption, and only 6.25% would switch entirely. This indicates strong consumer loyalty to goat's milk despite its higher price. The impact of cow's milk as a substitute is limited, as health benefits and personal preferences play a more significant role in purchase decisions. To maintain demand, marketing strategies highlighting goat milk's advantages and offering targeted promotions for price-sensitive consumers can help sustain market stability.

4). Income Factor

According to Hardiansyah and Putri (2021) demand theory also states that demand for normal goods will increase along with an increase in consumer income. Based on the data, 75% of respondents felt their income was sufficient to regularly purchase goat milk, 18.75% felt very sufficient, and only 6.25% felt it was insufficient. None reported being unable to afford it, indicating that goat milk remains affordable for most consumers. Furthermore, 59.38% stated they would buy more if their income increased, 34.38% would maintain their current consumption, and 6.25% would allocate additional income to other products. This suggests that goat milk is a normal good, as demand increases with income. According to Mursyid and Lamtana (2020), and Zahara and Anwar (2021), income reflects purchasing power, and for normal goods, a rise in income leads to increased demand. Thus, consumer income is a key factor influencing goat milk demand, supported by the finding that 93.75% of respondents feel financially capable of purchasing it regularly.

5). Taste Factors and Reasons for Choosing Goat Milk

According to (Sukirno, 2018) consumer taste or taste involves satisfaction with the quality of goods, comfort in using these products. Taste is the impression obtained by consumers when feeling the products/services provided by the company which can affect consumer demand for a good/service. "Consumer taste is a key factor in demand theory. The data shows that 46.88% of respondents liked the taste of Peranakan Etawa goat milk, 28.13% really liked it, and 25% felt it was neutral—none disliked it. This indicates that taste is not a barrier to demand and may even support it.

The main reason consumers choose goat milk is its perceived health and nutritional benefits (59.38%), followed by intolerance to cow's milk (18.75%), better taste (15.63%), and higher protein content (9.38%). According to Zahara and Anwar (2021), consumer tastes can shift due to factors like age, income, and environment, influencing demand positively or negatively. In this case, taste supports demand, but the primary drivers are health and nutrition. Therefore, to boost demand, marketing strategies should emphasize health benefits, provide nutritional education, and maintain the taste quality preferred by consumers. Based on the results, 40.63% of respondents believe that goat milk has good future prospects, 28.13% strongly believe, and 31.25% moderately believe none expressed pessimism. To increase interest, 68.75% of respondents want clearer information on its health benefits, 15.63% expect better taste quality, 9.38% hope for price reductions, and 6.25% are attracted by promotions or discounts. This highlights that education about health benefits is the most influential factor in boosting future demand.

6). Future Expectations

According to (Sukirno, 2018) Forecasts about future changes can affect demand. Consumers' forecasts of future price increases become higher, encouraging people to buy more now, in order to save expenses in the future. According to Hardiansyah and Putri (2021), consumer expectations about the future are an important factor affecting demand. If consumers believe in a product's potential, they are more likely to increase or sustain their consumption. In this case, the absence of pessimistic views and the dominance of positive expectations indicate strong market confidence in goat milk. In conclusion, future expectations significantly influence demand. With most consumers having a positive outlook and seeking more health-related information, there is great potential for market growth. Therefore, marketing strategies should focus on health education, maintaining product quality, and offering appealing promotions to ensure stable and sustainable demand.

Based on the results, 40.63% of respondents believe that goat milk has good future prospects, 28.13% strongly believe, and 31.25% moderately believe—none expressed pessimism. To increase interest, 68.75% of respondents want clearer information on its health benefits, 15.63% expect better taste quality, 9.38% hope for price reductions, and 6.25% are attracted by promotions or discounts. This highlights that education about health benefits is the most influential factor in boosting future demand.

According to Hardiansyah and Putri (2021), consumer expectations about the future are an important factor affecting demand. If consumers believe in a product's potential, they are more likely to increase or sustain their consumption. In this case, the absence of pessimistic views and the dominance of positive expectations indicate strong market confidence in goat milk. In conclusion, future expectations significantly influence demand. With most consumers having a positive outlook and seeking more health-related information, there is great potential for market growth. Therefore, marketing strategies should focus on health education, maintaining product quality, and offering appealing promotions to ensure stable and sustainable demand.

4. CONCLUSION

Based on the results of research conducted on the Analysis of Milk Demand in the Peranakan Etawa Goat Farming Industry in the Village of Kampung Rempak, Siak Sub-District, the researcher can draw the following conclusions of the effect of goat milk prices, prices of other goods/cow milk, income, tastes, and Forecast about future conditions on the level of demand for peranakan etawa goat milk in the Amanah Mitra Usaha Cooperative:

- a. Price of PE goat milk. Although the price of PE goat milk is relatively high compared to cow's milk, demand remains stable. Most consumers purchase the product at a price range of Rp 60,000 – Rp 70,000 per liter and consider the price reasonable. This indicates that price is not a major barrier to demand, as consumers prioritize the health benefits and nutritional value of the product.
- b. Substitute Goods (Cow's Milk). Despite cow's milk being cheaper and a potential substitute, most consumers continue to choose goat milk. Only a small portion of respondents reduce their consumption or switch to cow's milk. This reflects a high level of consumer loyalty to PE goat milk and highlights that health considerations outweigh price sensitivity.
- c. Income. PE goat milk can be classified as a normal good, as demand tends to increase along with income. The majority of respondents stated that their income was sufficient or very sufficient to regularly purchase goat milk, showing that the product remains affordable for most consumers.
- d. Taste. Taste is not a barrier to the consumption of PE goat milk, as most respondents either liked or strongly liked its taste. The main reason for consumption is the perceived health and nutritional benefits, not merely taste, indicating that goat milk has more value in the eyes of consumers.
- e. Forecast about Future Conditions. Most respondents have a positive outlook on the future prospects of goat milk. They express interest in receiving more information about its health benefits, improved taste quality, and promotional offers. These expectations indicate potential market growth if supported by effective marketing strategies, and health education can be a key strategy to increase consumption.

5. ACKNOWLEDGMENTS

In this research, the author has been assisted by several parties involved and related to the results of this study. The institution where the author serves Riau University, through the Institute of research and service of this college. Riau University has provided support so that the author can continue to work in studying economics according to his field of expertise.

6. REFERENCES

- Ane, N. (2019), "Studi Kasus Performa Produksi Dan Aksesibilitas Pasar Susu Kambing Peranakan Etawa Di Peternakan As-Salam Kota Tasikmalaya", Prosiding Semnas Pertanian 2019, pp. 112–117
- Badan Pusat Statistik. (2024), "Populasi Kambing Menurut Provinsi (Ekor), 2021-2023", Badan Pusat Statistik.
- Dwi Asmorowati, L. and Harisudin, M. (n.d.). "Analisis Permintaan Susu Segar di Kabupaten Boyolali", Desember, Vol. 9 No. 4, pp. 161–177.
- Hardiansyah, R. and Putri, A.S. (2021), Pengantar Ekonomi Mikro, Edisi Pertama., Penerbitan Cv Insan Cendekia Mandiri, Solok Sumatera Barat
- Hidayat, M.A., Pembangunan, P.E., Tinggi, S., Ekonomi, I. And Jember, M. (2021), "Analisa Potensi Ternak Kambing Peranakan Etawah Di Desa Bagorejo, Kecamatan Gumukmas, Kabupaten Jember".
- Mursyid., MSI Lamtana., M.E. (2020), Dasar - Dasar Ekonomi Mikro, Malang: Prestasi Pustaka Publisher.
- Pusat Data dan Sistem Informasi Pertanian. (2022), "OUTLOOK SUSU Pusat Data dan Sistem Informasi Pertanian Sekretariat Jenderal-Kementerian Pertanian 2022", OUTLOOK SUSU Pusat Data Dan Sistem Informasi Pertanian Sekretariat Jenderal-Kementerian Pertanian 2022, pp. i–62.
- Putra, R.T. And Huda, S.N. (2023), "Studi Literatur: Peran Sistem Informasi Manajemen Pada Industri Peternakan", *Mustek Anim Ha*, Vol. 12 No. 02.

- Putri, S., Saragih, F.H., Mahyuddin, T. And Gustiana, C. (2023), "Faktor-Faktor Yang Mempengaruhi Kepuasan Konsumen Terhadap Susu Kambing Etawa (Studi Kasus Usaha Ternak Kambing Etawa Pak Yetno Di Desa Benua Raja Kecamatan Rantau Kabupaten Aceh Tamiang), *Agrimansion*, Vol. 24 No. 3.
- Putri, R.K. (2019), "Analisis Penawaran dan Permintaan Susu Segar Dalam Negeri di Indonesia", *Repository.Uinjkt.Ac.Id*.
- Rosiadi, R., Dwi Agustin, A.L., Atma, C.D. and Istai'in Ningtyas, N.S. (2021), "Dampak Covid-19 Terhadap Permintaan Susu Kambing Peranakan Etawa Di Desa Aikmual Lombok Tengah", *Jurnal Ilmu Dan Teknologi Peternakan Indonesia (JITPI) Indonesian Journal of Animal Science and Technology*, Vol. 7 No. 1, pp. 1–8, doi: 10.29303/jitpi.v7i1.78.
- Sugiyono, 2018. Metode Penelitian Manajemen. Bandung : Alfabeta Sukirno, Sadono. (2016). Mikroekonomi: Teori Pengantar. Edisi Ketiga. Jakarta: 99 PT. Raja Grafindo Persada
- Zahara and Anwar. (2021), Mikroekonomi (Sebuah Pengantar). Bandung: Media Sains Indonesia.