

The Influence of Perceived Quality, Brand Awareness, and Price Suitability on Customer Satisfaction and Its Impact on Repurchase Intention of NPK Plus Fertilizer at CV Putra Daerah Jaya

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Abstract

The marketing system of every company aims to achieve its organizational objectives. This study analyzes the influence of perceived quality, brand awareness, and price on repurchase intention, with customer satisfaction as a mediating variable, among farmers of CV Putra Daerah Jaya. The research involved a sample of 140 respondents selected through purposive sampling. Data were analyzed using the Structural Equation Model (SEM) approach with AMOS software. The findings reveal that perceived quality has a positive but statistically insignificant effect on repurchase intention, indicating that an increase in product quality perception does not significantly enhance repurchase intention. In contrast, brand awareness exerts a positive and significant influence on repurchase intention, suggesting that strengthening brand awareness encourages repeat purchases among farmers. Meanwhile, price suitability shows no significant impact on the repurchase intention of NPK Plus fertilizer. Perceived quality, brand awareness, and price suitability all have positive and significant effects on farmer satisfaction. Furthermore, customer satisfaction has a positive and significant effect on farmers repurchase intention, implying that improving satisfaction can lead to higher repurchase intention. The study also finds that customer satisfaction can mediate the relationship between perceived quality and brand awareness to repurchase intention but not significant, and customer satisfaction can mediate price suitability price on farmers repurchase intention.

Keywords: *Perceived Quality, Brand Awareness, Price Suitability, Customer Satisfaction, Repurchase Intention.*



A. INTRODUCTION

Marketing is a company's process and activity aimed at understanding customer needs to develop ideas for developing a product or service (Darsana et al., 2023). Marketing strategy is a company's effort to introduce a product or service, considering specific plans and patterns, with the aim of achieving better goals. Marketing's role for a company is to determine the company's economic value and thus influence customers to make purchases (Fawzi et al., 2022) This purchase is linked to consumer behavior theory. Marketing itself is a process carried out by companies to enable individuals or groups to obtain what they need by offering and creating products that have value to others. A good marketing strategy will produce appropriate results, resulting in increased sales for companies implementing effective marketing (Ngatno, 2017)

Consumer behavior is the process of consumers making decisions to purchase or use a desired product or service (Nugraha & Kurnianingsih, 2021). Understanding consumer behavior is a challenge for marketers due to the numerous variables that influence each other due to the highly complex nature of consumer behavior. Marketing tasks consist of eight main tasks, including conventional marketing, stimulus marketing, marketing development, remarketing, synchromarketing, maintenance marketing, demarketing, and countermarketing (Fawzi et al., 2022). One of these main tasks frequently used by companies is stimulus marketing. The following is an illustration of a model of buyer behavior:

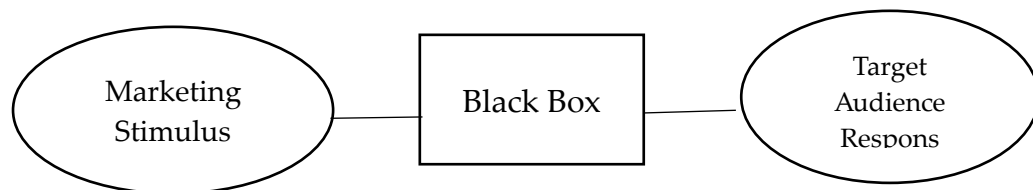


Figure 1.1: Simple Consumer Behavior Model

Source; Sopiah & Sangadji (2013)

Based on this illustration, a marketing stimulus can take the form of a strategy or method created by a company to market its products. The hope is that this stimulus will attract attention and a response from the market. Between the marketing stimulus and the target audience response, there is a "black box," which represents the variables that will influence the market response of the company's target market. Marketing stimuli are implemented by companies to influence consumers to make purchases. These marketing stimuli can take the form of variables that will influence consumer purchasing intentions (Sopiah & Sangadji, 2013).

There are five stages in the consumer purchasing process, as outlined in research by (Wiguna & Santika, 2020) as follows:

- a. Problem recognition stage
- b. Information search stage
- c. Alternative evaluation stage
- d. Purchase decision stage
- e. Post-purchase behavior stage

If consumers perceive the perceived benefits to exceed their expectations, they will continue to maintain a partnership or will be more interested in repurchasing the product or brand. This desire will arise when there is a shared perception between customers and management regarding the factors that influence customer satisfaction, so that consumers feel their desires will always be met by purchasing products from that company (Kurniawan, 2020).

Referring to the theory of planned behavior, behavioral control is based on a person's attitude when making a decision, which can be based on their perspective or belief in a product. Product quality is the ability of a product to perform its function according to its benefits, durability, and existing attributes. Efforts to improve product quality can be done by implementing a TQM (Total Quality Management) program.

The goal is to reduce product damage, the main goal of total quality is to not reduce consumer value (Hakim & Saragih, 2019)

In addition to product quality perceptions, brand awareness can also influence repurchase intention. In planned behavior theory, the attitude-toward-behavior factor refers to a consumer's positive or negative assessment of something. Therefore, it is relevant to describe brand awareness as a concept of attitude toward behavior formed from awareness or recall of a product as having positive or negative value (Sari et al., 2024)

Price is one of the most flexible elements of the marketing mix, as it can change or fluctuate rapidly. Pricing and competition are issues frequently faced by marketing executives. Companies typically don't set a single price but adjust it based on demand, geographic costs, purchase timing, and other factors. As a result, discounts, rebates, and promotional support don't necessarily translate into the same profit per unit sold (Fawzi et al., 2022)

Agriculture in Indonesia plays a significant role in supporting the country's economic development. In addition to serving as a supplier of food resources, the agricultural sector remains a primary source of livelihood for a large portion of the Indonesian population. One of the regencies in Indonesia that still consists of extensive rice field areas is Kudus Regency.

Table 1 Data on Harvested Area and Paddy Production in Kudus Regency 2021

District	Harvested Area (Ha)	Production (Quintal)
Kota	111	7.360
Gebog	1.021	653.900
Bae	803	54.730
Dawe	307,10	18.593
Mejobo	2.092	138.511
Jati	1.250	8.200
Undaan	11.353	816.423

Source: Kudus Regency Statistics Agency in 2021 (2024)

According to data from the Central Bureau of Statistics (Badan Pusat Statistik) of Kudus Regency in 2021, the harvested area of paddy fields in Undaan District reached 11,353 hectares (Ha), with a total production of 816,423 quintals. This indicates that Undaan District had the largest harvested area in Kudus Regency, with a paddy production of 816,423 quintals. In contrast, the district with the smallest harvested area was Kota District, with only 111 hectares and a total paddy production of 7,360 quintals

The highest number of farmers in Kudus Regency is found in Dawe District, with 8,415 farmers, while the lowest number is in the City District, with only 61 farmers (BPS Kudus, 2023). These figures indicate that agriculture remains a primary livelihood for many residents in Kudus Regency. Consequently, the demand for fertilizers in the region—particularly in Undaan District, where farming is still prevalent—requires careful attention. Fertilizers are essential for enhancing agricultural productivity. There are two types of fertilizers available: subsidized and non-subsidized. Subsidized fertilizers represent a government initiative aimed at

supporting Indonesian farmers and promoting national food self-sufficiency. However, in practice, the distribution of subsidized fertilizers often falls short of farmers' actual needs. As a result, many farmers turn to non-subsidized fertilizers to avoid disruptions in their agricultural activities.

Farmers' purchasing decisions depend on several factors. In the field, farmers often lack adequate information about non-subsidized fertilizers, relying instead on information provided by government agencies in collaboration with fertilizer companies. This issue highlights a major concern: the marketing of non-subsidized fertilizers by relevant stakeholders remains suboptimal. Effective marketing can positively impact consumers by providing comprehensive information about the availability and types of non-subsidized fertilizers, thereby educating the broader farming community about their various options

Marketing is a process carried out by companies to enable individuals or groups to obtain what they need by offering and creating products that deliver value to others. An increase in a company's sales is generally reflected in the rise of consumer purchases of its products. The purchasing process involves several stages, including the actual evaluation of alternatives, the ranking of brands, and the formation of purchase intentions. In general, consumers tend to make purchases based on the brands they prefer the most (Nugraha & Kurnianingsih, 2021).

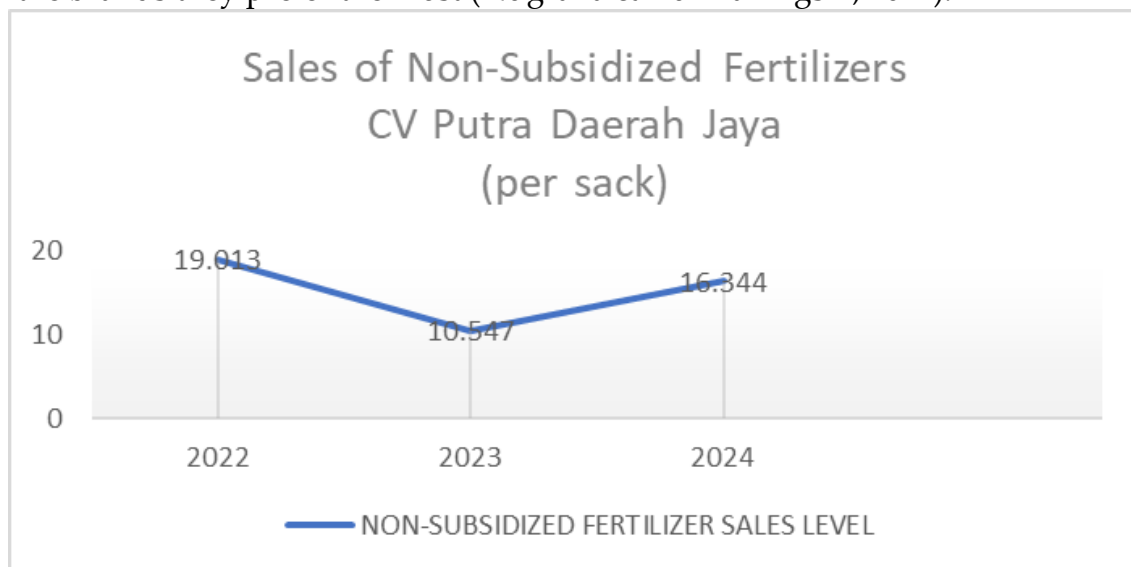


Figure 1 Sales of Non-Subsidized Fertilizers CV Putra Daerah Jaya Period 2022-2024

Source: CV Putra Daerah Jaya, Data Processed by Researchers (2024)

Based on the graph, fertilizer sales in 2024 (as of September) reached 16,344 sacks, representing a 5.7% increase compared to 2023. However, the highest sales were recorded in 2022, with a total of 19,013 sacks. In 2023, sales dropped to 10,547 sacks, marking an 8.4% decline compared to 2022. Overall, non-subsidized fertilizer sales at CV Putra Daerah Jaya declined by 26.6% from 2022 to 2024. This downward trend has become a major concern, highlighting the need for CV Putra Daerah Jaya to improve its sales strategy in order to boost purchase volume. The following data presents the sales of non-subsidized fertilizer produced by PT Petrokimia Gresik from 2022 to 2024:

Table 2 Sales of Non-Subsidized Fertilizers CV Putra Daerah Jaya

Type of Fertilizer	2022	2023	2024	Percentage
SP-26	16.847	2.793	1.984	(-8,09%)
NPK KUJANG	-	605	605	(0%)
NPK PLUS	800	3.245	1.660	(-15,85%)
NPK KEBOMAS	-	1.022	995	(-0,27%)
NITREA	-	380	1.905	(+15,25%)
ZA NON	1.064	1.376	1.935	(+5,59%)
PHOSGREEN	-	806	6.020	(+52,14%)
ZA PLUS	-	160	1.240	(+10,8%)
PETROCAS	302	160	-	-
TOTAL	19.013	10.547	16.344	

Source: CV Putra Daerah Jaya Data Processed by Researchers, 2024

Based on the table, the highest increase in non-subsidized fertilizer sales was observed for the Phosgreen type, which rose by 52.14%. In contrast, the most significant decline occurred in the sales of NPK Plus fertilizer, which dropped by 15.85%. This condition highlights an issue that the company must address to prevent it from developing into a more serious problem. The decline in sales indicates a weakening in the demand for NPK Plus non-subsidized fertilizer.

Sales of NPK Plus fertilizer from 2022 to 2024 declined, replaced by increased sales of other fertilizer types. This trend has drawn the attention of CV Putra Daerah Jaya to investigate the causes of the decreasing sales of NPK Plus. In 2023, Indonesia WOW Brand awarded Phonska Plus (or NPK Plus), produced by PT Petrokimia Gresik, as the most recommended non-subsidized fertilizer by farmers. Deni Dwiguna Sulaeman, SVP of PT Petrokimia Gresik, stated that Phonska Plus ranked first in the non-subsidized fertilizer category based on a survey conducted by MarkPlus, Inc., a leading market research agency in Indonesia. This recognition indicates that Phonska Plus is one of the most preferred and frequently purchased non-subsidized fertilizers among Indonesian farmers (PT Petrokimia Gresik Website, 2024).

Each consumer has the right and freedom to choose products according to their individual needs. Repurchase intention can be influenced by various factors and is often indicated by increased customer satisfaction. Customer satisfaction is achieved when the product or service received aligns with their expectations. In the case of farmers, satisfaction can be realized when their agricultural efforts result in abundant and high-quality crop yields. (Kalistiani et al., 2023).

Satisfying customers is a fundamental goal for every company. Consumers who are satisfied with a product they have purchased are more likely to make repeat purchases of the same product. Customer satisfaction largely depends on the consumer's perception of the product. One strategic effort to improve product quality is through the implementation of a Total Quality Management (TQM) program. Each agricultural field has different fertilizer requirements depending on the specific conditions of the land and the types of crops cultivated in the area. Therefore, to support optimal rice production, the use of appropriate fertilizers is essential to

achieve better yields. Phonska Plus or NPK Plus is among the most commonly used fertilizers in the Undaan region.

PUK NPK PHONSKA PLUS
Plus Kandungannya Plus Panennya

Spesifikasi

N (Nitrogen)	: 15 %
P ₂ O ₅ (Fosfat)	: 15 %
K (Kalium)	: 15 %
S (Sulfur)	: 9 %
Zn (Zink)	: 2000 ppm

Bentuk : Granul
Sifat : Larut Dalam Air
Warna : Putih (Natural White)
Kemasan : 25 Kg

Diperkaya dengan Zink (Zn) untuk mengoptimalkan pembentukan bunga dan memperbanyak buah, serta diperkaya Sulfur (S) untuk meningkatkan kualitas dan daya simpan hasil panen.

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Figure 2 NPK Plus Fertilizer Nutrient Specifications

Source: PT Petrokimia Gresik Website, accessed 2024

This indicates that NPK Plus fertilizer contains high-quality ingredients, ensuring the overall quality of the product. In 2023, Undaan District was one of the largest users of NPK Plus fertilizer, with consumption reaching 3,245 quintals—the highest in that year. However, in 2024, this figure declined to 1,660 quintals. This significant decrease should raise concerns for both PT Petrokimia Gresik and CV Putra Daerah Jaya, prompting further investigation into the causes of the declining sales. In addition to product quality, consumers also pay attention to brand attributes, which serve as another key factor influencing their purchasing decisions.

In addition to product quality, the success of fertilizer marketing also depends on farmers' brand awareness. A lack of brand awareness among farmers may result in limited knowledge and recognition of the products they intend to purchase. Brand is a critical factor that consumers consider when deciding to repurchase a product. Consumers typically compare different brands before making a purchase decision. Prior to buying, they often evaluate alternatives—one of which involves comparing a well-known brand with an unfamiliar product.

Based on an interview with Mr. Abda Almuhtadi Billah, an administrative officer at CV Putra Daerah Jaya, it was revealed that fertilizers produced by PT Petrokimia Gresik have higher sales levels compared to those produced by other companies. This indicates that consumer interest in fertilizers from PT Petrokimia Gresik is stronger than for those from other producers. According to PT Petrokimia Gresik's official website, the company produced 3.77 million tons of non-subsidized

fertilizer in 2023. In comparison, PT Pusri Palembang reported a production volume of 1.3 million tons, and PT Kujang produced 601,325 tons. These data clearly show that PT Petrokimia Gresik had the highest fertilizer sales. This suggests that non-subsidized fertilizers produced by PT Petrokimia Gresik are more widely used by farmers. Consequently, farmers are more likely to purchase and recognize fertilizer products from PT Petrokimia Gresik than those from other companies.

Significant price fluctuations may also influence the rise or fall of a company's sales performance. The following presents the price data for non-subsidized fertilizers produced by PT Petrokimia Gresik in 2022 and 2024:

Table 3 List of Non-Subsidized Fertilizer Prices from CV Putra Daerah Jaya

Types of Non-Subsidized Fertilizers	Price 2022 (Rp/Sack)	Price 2024 (Rp/Sack)
NPK PLUS	177.500,-	215.000,-
SP 26	175.000,-	152.000,-
ZA non	330.000,-	210.000,-
PHOSGREEN	220.000,-	220.000,-
NITREA	147.500,-	320.000,-
ZA PLUS	220.000,-	220.000,-
NITROKU	405.000,-	405.000,-
PETRO CAS	45.000,-	65.000,-

Source: CV Putra Daerah Jaya Data Processed by Researchers, 2024

The data indicate fluctuations in fertilizer prices. The price of NPK Plus fertilizer increased by 3.75%, from IDR 177,000 to IDR 215,000, while the price of SP-26 fertilizer decreased by 2.3%, from IDR 175,000 to IDR 152,000. The price increase of NPK Plus fertilizer led to a 15.85% decline in its sales, whereas the price decrease of SP-26 fertilizer was also accompanied by an 8.09% decline in sales. This suggests that price changes have varying effects on different types of non-subsidized fertilizers. A decrease in price does not necessarily lead to higher sales, nor does an increase in price guarantee improved sales performance.

This study is also motivated by a gap in previous research regarding the influence of farmer satisfaction with fertilizer products. Several variables are believed to affect consumers repurchase intention, including perceived quality, brand awareness, price, and customer satisfaction. The declining repurchase intention can be observed in the sales reports of CV Putra Daerah Jaya, which experienced significant fluctuations from 2022 to 2023. Sales dropped by 8.4% from 2022 to 2023, and although there was a 5.7% increase from 2023 to 2024, it was still insufficient to surpass the 2022 sales figures. The decline in repurchase intention is reflected in the following indicators:

1. Repurchase Intention: Sales of non-subsidized fertilizers at CV Putra Daerah Jaya declined by 2.7% over the period from 2022 to 2024.
2. Customer Satisfaction: Purchases of the NPK Plus non-subsidized fertilizer type dropped by 15.85%.
3. Perceived Quality: NPK Plus fertilizer is formulated with high-quality nutrients, which ideally should encourage farmers to continue purchasing the product (PT Petrokimia Gresik Website, 2024)

4. Brand Awareness: According to the latest non-subsidized fertilizer sales report in 2023, PT Petrokimia Gresik produced 3.77 million tons—surpassing other fertilizer producers. This suggests that the fertilizer products and brand of PT Petrokimia Gresik are the most widely recognized among consumers, especially farmers (PT Petrokimia Gresik Website, 2024)
5. Price suitability: The price of NPK Plus non-subsidized fertilizer rose significantly by 3.75%. This price increase could be a contributing factor to the decline in sales.

B. METHOD

The sample in this study consisted of farmers affiliated with CV Putra Daerah Jaya in Kudus Regency. This research employed Structural Equation Modeling (SEM) for data analysis, which requires a minimum sample size of 100 respondents (Ferdinand, 2005). Based on the formula proposed by Hair et al. (2014), the sample size was determined by multiplying the number of indicators (28) by 5, resulting in a total of 140 respondents. This study utilized SEM analysis using AMOS software, incorporating 28 measurement indicators.

The purposive sampling technique in this study was based on the following criteria:

1. Farmers who had purchased non-subsidized NPK Plus fertilizer more than once.
2. Farmers affiliated with CV Putra Daerah Jaya in the Kudus Regency area.

C. RESULT AND DISCUSSION

Following the SEM analysis process, hypotheses are considered accepted if the calculated Z-value exceeds the critical Z-table value ($Z > 1.65$) (Ghozali, 2017), and the probability value (p-value) is less than 0.05. In this study, the results of the hypothesis testing are presented in the table below:

Table 4 The Results of the Hypothesis Testing

Variable	Z count	P	Description
X1 againts Y2	1,914	0,056	H1 Accepted but non significant
X2 againts Y2	2,427	0,015	H2 Accepted
X3 againts Y2	0,797	0,425	H3 Rejected
X1 againts Y1	3,721	0,000	H4 Accepted
X2 againts Y1	2,543	0,011	H5 Accepted
X3 againts Y1	4,293	0,000	H6 Accepted
Y1 againts Y2	2,969	0,003	H7 Accepted

Source: AMOS Calculation Results, 2025

Based on the data analysis results, the calculated Z-value exceeds the Z-table value ($1.914 > 1.65$), while the probability value is 0.056, which is greater than the threshold of 0.05. This indicates that the probability requirement is not met; therefore, Hypothesis 1 is rejected and the null hypothesis is accepted. It can be concluded that

perceived quality has a positive but statistically insignificant effect on repurchase intention.

Based on the data analysis, the calculated Z-value exceeds the Z-table value ($2.427 > 1.65$), and the probability value is 0.015, which is less than the significance level of 0.05. These values indicate that both the Z-value and the probability meet the required criteria. Therefore, Hypothesis 2 is accepted, and the null hypothesis is rejected. It can be concluded that brand awareness has a positive and significant effect on repurchase intention.

Based on the data analysis results, the calculated Z-value is lower than the Z-table value ($0.797 < 1.65$), and the probability value is 0.425, which exceeds the threshold of 0.05. These results indicate that neither the Z-value nor the probability meets the required criteria. Therefore, Hypothesis 3 is rejected, and the null hypothesis is accepted. It can be concluded that price suitability has no significant effect on repurchase intention.

Based on the data analysis results, the calculated Z-value exceeds the Z-table value ($3.721 > 1.65$), and the probability value is 0.000, which is below the 0.05 significance level. These results indicate that both the Z-value and the probability meet the required criteria. Therefore, Hypothesis 4 is accepted, and the null hypothesis is rejected. It can be concluded that perceived quality has a positive and significant effect on customer satisfaction.

Based on the data analysis, the calculated Z-value exceeds the Z-table value ($2.543 > 1.65$), and the probability value is 0.011, which is below the 0.05 significance level. These results indicate that both the Z-value and the probability meet the required criteria. Therefore, Hypothesis 5 is accepted, and the null hypothesis is rejected. It can be concluded that brand awareness has a positive and significant effect on customer satisfaction.

Based on the hypothesis testing results, the calculated Z-value exceeds the Z-table value ($4.293 > 1.65$), and the probability value is 0.000, which is below the 0.05 significance level. These findings indicate that both the Z-value and the probability meet the required criteria. Therefore, Hypothesis 6 is accepted, and the null hypothesis is rejected. It can be concluded that price suitability has a positive and significant effect on customer satisfaction.

Based on the data analysis results, the calculated Z-value exceeds the Z-table value ($2.969 > 1.65$), and the probability value is 0.003, which is below the 0.05 significance threshold. These values indicate that both the Z-value and the probability meet the required criteria. Therefore, Hypothesis 7 is accepted, and the null hypothesis is rejected. It can be concluded that customer satisfaction has a positive and significant effect on repurchase intention.

The following is a table of the estimated results of the indirect effect and total effect values:

Table 5 Results of the Indirect Effect and Total Effect Values

Variable	Direct Influence	Indirect Influence	Total Influence	Results
PQ -> MBU	0,199	0,140	0,339	can mediate but not significantly
BA -> MBU	0,226	0,092	0,318	can mediate but not significantly
HS -> MBU	0,080	0,155	0,235	Mediating

Source: AMOS Calculation Results, 2025

Based on the table, the direct effect value of the perceived quality variable is 0.199, which is greater than the indirect effect value of 0.140. This result indicates that customer satisfaction can mediate effect of perceived quality on repurchase intention but not significantly. Therefore, consumer satisfaction can mediate its influence on perceived quality on repurchase intention, but its influence is not very significant because it is not significant.

The direct effect of brand awareness on repurchase intention is 0.226, while the indirect effect through customer satisfaction is 0.092, with a total effect of 0.318. Since the direct effect is greater than the indirect effect, the findings indicate that customer satisfaction can mediate the effect of brand awareness on repurchase intention but not significantly. Therefore, consumer satisfaction can mediate its influence on brand awareness on repurchase intention, but its influence is not very significant because it is not significant.

The direct effect of price suitability on repurchase intention is 0.080, while the indirect effect through customer satisfaction is 0.155, resulting in a total effect of 0.235. Since the indirect effect is greater than the direct effect, the findings indicate that customer satisfaction mediates the relationship between price suitability and repurchase intention. This suggests that price influences repurchase intention indirectly through customer satisfaction. Therefore, when prices increase, consumer satisfaction plays a key role in maintaining or enhancing repurchase intention.

The findings of this study indicate that perceived quality has a positive but insignificant effect on repurchase intention. This suggests that farmers' perception of the product quality of Phonska Plus fertilizer has not been strong enough to significantly influence their intention to repurchase. The reputation of PT Petrokimia Gresik as a Southeast Asia-leading fertilizer producer gives consumers a sense of assurance regarding the quality of its products. Farmers' trust in NPK Plus fertilizer distributed by CV Putra Daerah Jaya contributes to a favorable perception, which leads to a modest inclination to repurchase the product. The content of Phonska Plus fertilizer meets the specified quality standards, providing farmers with a sense of safety when using it on their crops. PT Petrokimia Gresik offers a wide range of fertilizer brands tailored to various types of crops, which may explain why perceived quality alone has not significantly driven repurchase intention. The availability of

multiple fertilizer options that can be matched to specific farming needs gives farmers the flexibility to choose products other than NPK Plus.

Setiawan & Safitri (2019) say in his research entitled "The Influence of Product Quality and Price on the Interest in Repurchasing Batang Gadis Rice at S. Riyadi Agent Through Consumer Satisfaction as an Intervening-Variable" states that the quality of the product has a positive and significant effect on the interest in repurchasing, so this statement is contrary to the results of this study. The results of previous research that are in line with this research are research by (Nurmala Putri, 2024), with the conclusion that product quality does not have a significant effect on the interest in repurchasing Phoska Plus fertilizer at PT Petrokimia Gresik.

The hypothesis testing results of this study indicate that brand awareness has a positive and significant effect on repurchase intention. This implies that the stronger the farmers' awareness of the Phoska Plus fertilizer brand distributed by CV Putra Daerah Jaya, the higher their intention to repurchase the product. This finding is supported by farmers' awareness that Phoska Plus is a product of a well-known brand—PT Petrokimia Gresik. PT Petrokimia Gresik is widely recognized as a reputable fertilizer producer in Southeast Asia, which indirectly fosters trust and awareness among farmers to choose a product that is already well established in the market.

A well-known brand tends to remain in consumers' memory, prompting them to repurchase products whose quality they perceive as reliable. Consumers with high brand awareness are more likely to choose products that are familiar and easily recalled. NPK Plus fertilizer is one of the most recommended products among farmers, as evidenced by the Indonesia WOW Brand 2023 award, which named Phoska Plus the most recommended non-subsidized fertilizer by farmers.

This finding is in line with the study conducted by Darwisy & Sumarsono (2022), which confirms that brand awareness has a significant positive influence on repurchase intention. Their study further supports the conclusion that as brand awareness increases, so does the likelihood of repurchase.

The hypothesis testing results indicate that price does not have a positive or significant effect on repurchase intention. Thus, either an increase or a decrease in price does not significantly influence consumers' intention to repurchase. Setting a price that matches the perceived quality of the NPK Plus product is believed to provide value alignment between the product and the outcomes expected by consumers. Competitive pricing strategies and effective marketing approaches may influence repurchase intention. However, these strategies must be supported by distributors who consistently offer competitive prices and provide long-term promotional incentives aimed at improving profitability (Putri, 2024).

CV Putra Daerah Jaya regularly advises KPL (local fertilizer retailers) to maintain standardized pricing for farmers to foster trust across all outlets selling NPK Plus fertilizer. However, price control ultimately lies with the kiosk owners, who independently determine their selling prices. The prices set by CV Putra Daerah Jaya have not significantly increased farmers' repurchase behavior, as many farmers

believe that there are alternative non-subsidized fertilizers better suited to the specific needs of their farmland.

The results of this study are supported by (Hidayah & Apriliani, 2019), those who explain that price has no effect and is not significant on the repurchase interest of Pekalongan batik, so that the price cannot influence the repurchase interest of consumers at all. Meanwhile, according to those (Putri, 2024) who state that price has no effect on repurchase interest so that increasing or decreasing prices cannot influence the level of repurchase interest of Phoska Plus fertilizer consumers, the results of this study are in line with research by researchers.

Based on the hypothesis testing results, perceived quality has a positive and significant effect on customer satisfaction. This indicates that an increase in perceived quality of NPK Plus fertilizer leads to greater customer satisfaction. Enhancing product quality is intended to meet consumer expectations, thereby creating a sense of satisfaction when those expectations are fulfilled. The perceived quality of NPK Plus fertilizer produced by PT Petrokimia Gresik is supported by the numerous awards received by its products. Furthermore, the perceived impression of quality is aligned with the standards and qualifications stated on the NPK Plus packaging. CV Putra Daerah Jaya consistently maintains the quality of its products to ensure they reach farmers in excellent condition, thereby ensuring that the outcomes experienced by the farmers align with their expectations.

(Mirza & Kadir, 2019) explained that product quality can have a positive and significant impact on customer satisfaction at CV Tani Organik Merapi Pakem Sleman. This suggests that improving the quality of CV Tani Organik's vegetable products will also increase customer satisfaction. However, this contrasts with research by (Rosalina & Rahman, 2023), which found that product quality had no significant effect on repurchase intention.

The hypothesis testing results of this study indicate that brand awareness has a positive and significant effect on customer satisfaction. This suggests that as brand awareness increases, it enhances the satisfaction of farmers who purchase NPK Plus fertilizer produced by PT Petrokimia Gresik and distributed by CV Putra Daerah Jaya. PT Petrokimia Gresik is a well-established brand that has operated for over 53 years, fostering trust and brand recall among farmers, making it a preferred choice for their agricultural needs. In addition to the brand's strong presence and top-of-mind positioning among farmers, the composition of NPK Plus fertilizer itself raises expectations that it will contribute to better crop growth. When these expectations are met, they naturally lead to increased customer satisfaction.

The results of this conclusion are in line with research by (Rah Trisno, 2022), which states that brand awareness has a positive and significant effect on consumer satisfaction, so that increasing brand awareness among consumers will also increase consumer satisfaction of Kayu Aro Brand Tea in Pekanbaru City.

The hypothesis testing results of this study indicate that price has a positive and significant effect on customer satisfaction. This suggests that as the price increases, customer satisfaction also increases. According to price theory, the price of a product

is fundamentally determined by the forces of supply and demand. These market dynamics play a role in shaping the price of a product.

In the case of NPK Plus fertilizer, high demand may influence the pricing set by PT Petrokimia Gresik. However, despite the price increase, farmers continue to purchase NPK Plus because the results meet their expectations. Farmers are willing to pay a higher price to avoid the risk of reduced crop yields caused by using lower-quality fertilizers. They believe that a higher price reflects improved product content, which in turn leads to better harvest outcomes. The price of NPK Plus is still considered affordable by many farmers, which explains why this fertilizer remains widely used. (Marwanto et al., 2022), which explains that price perception has a positive and significant effect on vegetable consumer satisfaction at CV Tani Organik Merapi Pakem Sleman. Therefore, these results align with this study.

The hypothesis testing results of this study indicate that customer satisfaction has a positive and significant effect on repurchase intention. This implies that as customer satisfaction increases, the likelihood of farmers repurchasing fertilizer at CV Putra Daerah Jaya also increases. Farmers' satisfaction with the use of NPK Plus fertilizer is evident in their harvest outcomes, which largely meet their expectations. According to the questionnaire results, the alignment between product performance and customer expectations was among the highest-rated items. This suggests that most farmers feel their expectations have been fulfilled, which leads to a strong sense of satisfaction. Such satisfaction fosters a desire to repurchase the same brand and reduces the likelihood of switching to other brands. In addition to repeat purchases, satisfied farmers are also more inclined to recommend the product to fellow farmers who share similar expectations.

This result is in line with (Marwanto et al., 2022), which explains that consumer satisfaction has a positive and significant effect on the repurchase interest of vegetable consumers at CV Tani Organik Merapi Pakem Sleman, thus indicating that the better consumer satisfaction, the higher the level of repurchase interest at CV Tani Organik Merapi.

D. CONCLUSION

Based on the hypothesis testing results, this study concludes that various factors influence customer repurchase intention and satisfaction with NPK Plus fertilizer at CV Putra Daerah Jaya in different ways.

Firstly, perceived quality shows a positive but insignificant effect on repurchase intention. This suggests that although customers recognize the quality of the product, it is not sufficient on its own to drive them to make repeat purchases. In contrast, brand awareness has a positive and significant effect on repurchase intention. This indicates that the more familiar farmers are with the NPK Plus brand, the more likely they are to continue purchasing the product.

The factor of price suitability does not significantly affect repurchase intention. Changes in price—whether increases or decreases—do not substantially influence customers' decisions to repurchase the product. However, perceived price fairness

does have a positive and significant impact on customer satisfaction. When customers feel that the price is fair and aligned with product quality, it enhances their overall satisfaction.

Additionally, both perceived quality and brand awareness are shown to have a positive and significant influence on customer satisfaction. High-quality products and strong brand recognition contribute to a more positive experience and higher customer satisfaction. Ultimately, customer satisfaction plays a crucial role in shaping repurchase behavior. Satisfied customers are more inclined to continue buying the product in the future.

Based on the findings of this study, brand awareness emerged as the most influential factor affecting repurchase intention, while price was identified as the most significant factor influencing customer satisfaction. These results emphasize the importance of strategic decision-making by the company, particularly within the marketing division, to place greater focus on brand awareness and pricing strategies for the NPK Plus fertilizer product. The branding of NPK Plus fertilizer produced by PT Petrokimia Gresik should be further intensified and promoted by CV Putra Daerah Jaya to strengthen brand recall among farmers. In addition, competitive pricing that aligns with product quality must continue to be maintained to ensure that farmers' expectations are consistently met.

For future research, it is recommended to expand the scope of the study by involving a broader population and a larger sample of respondents. This would allow for more generalized insights into the factors influencing consumer repurchase intention. Moreover, future studies should consider incorporating additional variables such as location and brand differentiation to further explore what factors influence farmers repurchase behavior.

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