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## Product quality and price in deciding to repurchase rice Batang Girl

Hartelina Hartelina<sup>\*)</sup>, Syifa Pramudita Faddila, Yanu Prasetyo, Thuwi Wulakrisna

Universitas Singaperbangsa Karawang, Indonesia

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### ABSTRACT

Karawang Rice Agent is one of the rice producing villages in Sentra Bizhub, BLOK B2 Teluk Jambe Timur, Karawang. There are various types of rice produced, such as hybrid rice, virgin rice, jasmine rice and so on. Apart from that, the rice produced by Jaya Makmur Village is not consumed by the community itself, some is also sold in various sub-districts and districts. The aim of this study to determine the relationship between product quality and price on interest in buying rice at the Batang Girl rice agent in Karawang, with customer satisfaction as the intervention variable. A nonprobability sampling technique was used in this research, where 60 Karawang rice agent consumers were selected as samples. Testing was carried out using validity, reliability, mediation and hypothesis testing tools with the help of the WarPPL version 3.0 program. Hypothesis test results show that product quality (X1) has a significant positive effect on customer satisfaction (Z), with a path coefficient of 0.93. Apart from that, the R-Square of 0.87 shows that product quality has a large influence of 87% on customer satisfaction. Furthermore, the results of the hypothesis test show that price (X2) also has a significant positive effect on customer satisfaction (Z), with a path coefficient of 0.83. An R-Square of 0.78 indicates that price has a large influence of 78% on customer satisfaction. Furthermore, the results of hypothesis testing show that customer satisfaction (Z) has a significant positive effect on repurchase intention, with a path coefficient of 0.98. An R-Square of 0.97 indicates that customer satisfaction has a very large influence of 97% on repurchase intention. Based on these findings, it can be concluded that product quality and price have a significant effect on customer satisfaction which in turn has an impact on repurchase intention. The implications of these findings reflect the importance of maintaining product quality and setting appropriate prices in an effort to increase customer satisfaction, which in turn can increase repeat purchase intention. By further understanding these dynamics, Batang Girl rice agents in Karawang can optimize their marketing strategies to achieve long-term success in a competitive market.



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### Corresponding author:

Hartelina Hartelina,  
Universitas Singaperbangsa Karawang  
Email: [hartelina@feb.unsika.ac.id](mailto:hartelina@feb.unsika.ac.id)

## Introduction

In this era of globalization, product quality and price in deciding to repurchase Batang Girl Rice are crucial aspects in the context of global competition and rice market dynamics. Product quality and price are two main

factors that influence consumer decisions in various parts of the world, especially in the food industry such as rice. Product quality is an important parameter that reflects the level of consumer satisfaction and trust in the brand. In the midst of increasingly fierce global competition, consumers tend to choose products with high quality to ensure a satisfying consumption experience that meets expectations. Rice Batang Girl, superior product quality can be a significant differentiator in the global market. Apart from that, price factors also have an important role in consumer decision making globally. Competitive and affordable prices are a determining factor in whether consumers will make repeat purchases or switch to another brand. On a global scale, consumers tend to become smarter in comparing prices of similar products before making purchasing decisions (Levy & Shalev, 2017). Therefore, a deep understanding of how product quality and price interact in a global context is key to the success of a brand or product. The right combination of superior product quality and competitive prices can create significant added value and increase product attractiveness in the global market. This has a direct impact on consumers' repurchase decisions, ultimately contributing to business success and brand sustainability in the global marketplace.

Karawang Rice Agent is one of the rice producing villages in Sentra Bizhub, BLOK B2 Teluk Jambe Timur, Karawang. There are various types of rice produced, such as hybrid rice, virgin rice, jasmine rice and so on. Apart from that, the rice produced by Jaya Makmur Village is not consumed by the community itself, some is sold in various sub-districts and districts, as is the case in East Waringin City Regency where there is a Karawang Rice Agent. This Karawang Rice Agent is one of the Rice Agents in East Kotawaringin. This Rice Agent sells Rice from Jaya Makmur Village. The rice sold is Jasmine Rice, Batang Girl Rice, Hybrid Rice and 32 Rice and there is also Katigan Red Rice. (Abidin et al., 2021). Datasales of maiden rice show that sales fluctuate or sales are inaccurate every month. Sales data shows that sales in August and January experienced a very drastic decline, data shows that in August 2020 sales of Batang Girl Rice reached 10 tonnes, while in January 2022 sales of Batang Girl Rice only amounted to 2 quintals. (Margahana, 2020).

According to Mr. Slamet, the owner of the Karawang Rice Agent, obtained through interviews, confirmed that in January 2022, consumer buying interest in jasmine rice will increase compared to consumer buying interest in Batang Girl rice. Where sales of Jasmine Rice increased from the previous month, on the other hand, sales of Batang Girl Rice experienced a decrease from the previous month. The decline in sales at Girl Rice Batang is a benchmark for product improvement, basically consumers see whether the quality of the food they consume is as expected or not, consumers believe that the quality of the food consumed will influence health and nutrition to create positive energy, so they can carry out daily activities. good day (Mulyanto et al., 2019). So it is not impossible that the factor causing the decline in sales is product quality (Pudjiarti et al., 2019).

ISO 9000 Theory, Anggraeni et al. (2022), provides a strong foundation for understanding the concept of product quality. According to ISO 9000, product quality can be defined as "the extent to which a set of inherent characteristics meets requirements" (Narundana et al., 2021). This statement highlights the essence of achieving the characteristics contained in the product, measuring the extent to which the product is able to meet the established standards. Requirements, in the context of ISO 9000, are defined as "stated, implied or mandatory needs or expectations" (Mirfan, 2016). This means that product quality is not only limited to physical characteristics, but also includes aspects that may be implied or stated by consumers (Hismawati & Hardiyan, 2018). These requirements include needs or expectations that are expressly or implicitly desired and must be met by the product. Therefore, the concept of product quality in the interpretation of ISO 9000 becomes a complex combination of properties and characteristics that determine the extent to which a product can meet customer requirements and needs.

The importance of customer involvement in determining and evaluating product quality is also emphasized in this theory (Zhang et al., 2023). Customers are not only product recipients, but also active assessors of the extent to which the product's properties and characteristics meet their needs (Sullivan & Kim, 2018). Therefore, measuring product quality cannot be separated from the direct views and evaluations of consumers. In the decline in sales of Batang Girl Rice found in the interview with Mr. Slamet, the ISO 9000 theory provides a deeper understanding regarding the potential role of product quality as a cause of this decline. By considering customer requirements and expectations, Karawang Rice Agents can detail appropriate product improvement steps to improve quality and, in turn, improve consumer buying interest. These references provide a critical theoretical basis for analyzing the relationship between product quality and consumer response.

Apart from product quality, price also has a very important role in business continuity, because price is one of the factors determining whether a product or item will sell or not when it is offered. According to Maulana et al. (2022), price is a monetary value or other exchange value (Liao & Lin, 2016), including other goods and services, which are exchanged to obtain the right to own or use those goods and services (Lee & Charles,

2021). In the consumption process, customers don't just stop at the consumption process (Savila et al., 2019). However, customers will carry out an evaluation of the consumption that has been carried out, which is called post-purchase/post-consumption alternative evaluation, where the result of the evaluation is that the customer is satisfied or dissatisfied with the consumption of the product or service that has been carried out. have been done (Filieri & Lin, 2017).

Although there has been research (Sullivan & Kim, 2018; Ariffin et al., 2016; Meilatinova, 2021; Hui-Wen Chuah et al., 2022; Hasan, 2021) which examines the influence of consumer satisfaction on repurchase intention, there is still a gap in Karawang Rice Agents. This research will contribute by exploring more deeply the influence of consumer satisfaction as a mediator between product quality, price and repurchase intention, providing a more comprehensive understanding of the dynamics of the rice market. The novelty of this research lies in its focus on Karawang Rice Agents, which may face unique market dynamics and consumer characteristics. By involving product quality and price variables, this research seeks to provide more specific insight into the factors that influence consumer repurchase interest at the local level, and the potential strategies that can be implemented by these agents. Companies must pay attention to customer satisfaction and also how to act after purchase. If the performance of a product or service does not meet expectations then customers will be disappointed, if it meets expectations then customers will be satisfied (Moin et al., 2020), and if it exceeds expectations then the customer will be very satisfied (Curina et al., 2020). These feelings determine how customers act after a purchase. This feeling also determines whether the customer will buy the product again or not, which is often called repurchase interest (Pee et al., 2018).

A hypothesis is a statement or conjecture proposed as a basis for conducting research or experiments. A hypothesis functions as a prediction or initial explanation regarding the relationship between variables in research. A hypothesis can be a statement based on theory, previous research, observation, or understanding of the phenomenon to be studied. In research, hypotheses are formulated to test the relationship between variables that are considered important or have the potential to influence the phenomenon under study. A hypothesis can be a statement regarding the relationship between these variables, either a cause-effect relationship or an associative relationship. Hypotheses are divided into two types, namely the null hypothesis and the alternative hypothesis. The null hypothesis states that there is no significant relationship or difference between the variables studied, while the alternative hypothesis states that there is a significant relationship or difference between these variables.

The purpose of hypothesis testing is to gather empirical evidence that can support or refute it. So the hypothesis proposed in this research is:

H1: Product quality influences consumer satisfaction of Batang Girl Rice at the Karawang Rice Agent

H2: Price influences consumer satisfaction of Batang Girl Rice at the Karawang Rice Agent

H3: Consumer satisfaction influences women's interest in repurchasing Batang rice at Karawang rice agents

## Method

This research uses a quantitative approach with a cross-sectional research design. Collection Data was collected through a survey by distributing questionnaires to 60 respondents who were consumers of the Karawang Rice Agent. The use of non-probability sampling techniques was carried out using the convenience sampling method, which allows this research to more easily access respondents who have experience shopping at the agent. (Sugiyono, 2018). The research instrument used was a structured questionnaire, which was designed to measure the main variables, namely product quality, price, consumer satisfaction and repurchase intention. The validity and reliability of the instrument were tested using the content validity test and Cronbach's alpha test.

Data analysis was carried out using path analysis techniques and the Sobel test to test the mediation variable of consumer satisfaction on the relationship between product quality and price and repurchase intention. The results of statistical analysis are interpreted to understand the extent to which product quality and price influence consumer satisfaction, and how consumer satisfaction then mediates this relationship with repurchase intention. This research has the advantage of providing in-depth insight into the factors that influence consumer repurchase interest in the Karawang Rice Agent context. However, it should be acknowledged that this approach has limitations, such as the potential for respondent bias and the general constraints associated with cross-sectional designs. By understanding these limitations, the results of this research can provide a valuable contribution to the development of knowledge in the field of consumer satisfaction and repurchase intention in the rice industry.

## Results and Discussion

Validity testing is carried out using construct validity which measures how well an instrument is used, in this case the questionnaire must be able to measure understanding of the concept being measured. Validity tests include content validity and criterion validity. Content validity testing is used to see the content of the variables being measured. Widyastono (2017) believes that a validity test is a test used to show the level of use of measuring instruments in measuring the content being measured, and is also a test to measure the validity or invalidity of a questionnaire.

The validity testing procedure is convergent validity by correlating item scores (component scores) with build scores and then producing loading factor values. A composition or loading factor is called high if it is greater than 0.70 with a p value < 0.05 (Hair, 2016). In this research, validity and inefficiency are seen from the output of the WarpPLS version 3.0 program. The validity test of this research was carried out on 60 respondents, with the results described as follows: In testing the validity of product quality, there are indicators whose load values are below research standards. According to Hamidi (2016) If there is an indicator whose value is below the applicable provisions, then that indicator must be removed from the model. Then determine the AVE (Average Variance Extracted) value of the variable. If the AVE value is above 0.05 then the variable is considered valid. Validity Test Results of question items on the variable "Product Quality (X1)" were taken by 60 respondents, with the following results:

**Table 3.** Validity Test Results for Product Quality Variables (X1)

Product Quality (X1) Indicator	Load Factor	P-value	Status
Do you agree that the Girl's rice stalks are intact and not broken?	0.981	0.001	legitimate
Do you agree that chick rice sticks can last up to 6 months?	0.889	0.001	legitimate
Do you agree that the Girl's packaging weight limit corresponds to her actual weight?	0.844	0.001	legitimate
Do you agree that female stem rice has a fluffier texture?	0.927	0.001	legitimate
Do you agree that rice stalks do not rot easily and become infested?	0.961	0.001	legitimate
Do you agree that female rice stalks are white and clean?	0.964	0.001	legitimate
Do you agree that the quality of female stem rice is very good?	0.911	0.001	legitimate
Do you agree that this Girl's rice bar packaging is waterproof?	-0.287	0.029	Invalid

Source: Processed data, 2022

From the table above there is an invalid indicator, namely the eighth indicator. According to Hair (2016), this indicator should be excluded from the variable model. Then the AVE value of the latest model is calculated to see the validity of the variance, which can be seen in the table below.

**Table 4.** Validity Test Results for Product Quality Variables (X1)

Product Quality (X1) Indicator	Load Factor	P-value	Status
Do you agree that the Girl's rice stalks are intact and not broken?	0.984	0.001	Legitimate
Do you agree that chick rice sticks can last up to 6 months?	0.890	0.001	Legitimate
Do you agree that the Girl's packaging weight limit corresponds to her actual weight?	0.842	0.001	Legitimate
Do you agree that female stem rice has a fluffier texture?	0.933	0.001	Legitimate
Do you agree that rice stalks do not rot easily and become infested?	0.963	0.001	Legitimate

Product Quality (X1) Indicator	Load Factor	P-value	Status
Do you agree that female rice stalks are white and clean?	0911	0.001	Legitimate
Do you agree that the quality of female stem rice is very good?	0962	0.001	Legitimate

Source: Processed data, 2022

Based on the table above, the validity test results from 60 respondents are calculated. Shows that all total question items have a factor loading greater than 0.70 and a P value below 0.05, in this case it can be said that the question above is considered valid (Hair, 2016). And for the AVE value is 0.86. In this case, the product quality indicator can be said to be valid, because the AVE value is greater than 0.05.

Validity Test Results of question items on the variable "Price (X2)" were taken by 60 respondents, with the following results:

**Table 5.** Price Variable Validity Test Results (X2)

Price (X2) Indicator	Load Factor	P-value	Status
Do you agree that female stem rice has an affordable price?	0.818	0.001	legitimate
Do you agree that female stem rice has a price according to your wishes?	0.843	0.001	legitimate
Do you agree that female stem rice has a price that can compete with other products?	0.890	0.001	legitimate
Do you agree that female stem rice has a price commensurate with the benefits you feel?	0.848	0.001	legitimate

Source: Processed data, 2022

Based on the table above, the validity test results from 60 respondents are calculated. Shows that all total question items have a factor loading greater than 0.70 and a P value below 0.05, in this case it can be said that the question above is considered valid (Hair, 2016). Validity Test Results of question items on the variable "Consumer Satisfaction (Z)" were taken by 60 respondents, with the following results:

**Table 6.** Validity Test Results of Consumer Satisfaction Variables (Z)

Customer Satisfaction (Z) Indicator	Load Factor	P-value	Status
Do you agree that chick rice has a white texture and smells delicious?	0.901	0.001	legitimate
Do you agree that the service provided is good and polite?	0.888	0.001	legitimate
Do you agree that the products sold by the Karawang Rice Agent are of good quality?	0.894	0.001	legitimate
Do you agree that the products sold by the Karawang Rice Agent meet standards?	0.860	0.001	legitimate

Source: Data processed in 2022

Based on the table above, the validity test results from 60 respondents are calculated. Shows that all total question items have a factor loading greater than 0.70 and a P value below 0.05, in this case it can be said that the question above is considered valid (Hair, 2016). Validity Test Results of question items on the variable "Repurchase Intention (Y)" were taken by 60 respondents, with the following results:

**Table 7.** Validity Test Results of the Repurchase Intention Variable (Y)

Interest in Buying (Y) Indicator	Load Factor	P-Value	Status
After you bought that Girl's rice sticks, will you buy it again next time?	0913	0.001	legitimate
Would you recommend Nasi Batang Girl to others?	0912	0.001	legitimate
Is stem rice the main rice product you will buy?	0.943	0.001	legitimate

Interest in Buying (Y) Indicator	Load Factor	P-Value	Status
Will you buy rice from a Girl elsewhere if the rice stock at the Karawang Rice Agent runs out?	0.827	0.001	legitimate

Source: Processed data, 2022

Based on the table above, the validity test results from 60 respondents are calculated. Shows that all total question items have a factor loading greater than 0.70 and a P value below 0.05, in this case it can be said that the question above is considered valid (Hair, 2016). Thus it can be concluded that each total question item from all variables, namely Product Quality (X1), Price (X2), Consumer Satisfaction (Z) and Repurchase Intention (Y) used in this research is declared valid so it is valid, feasible and reliable for collecting data used in this research.

#### Trust test

According to Insap (2018), reliability testing is used as a tool to measure the consistency or reliability of questionnaires used as variable indicators in research. A questionnaire is said to be highly reliable if individual responses to questionnaire questions are consistent or stable over time. Reliability shows how reliable or trustworthy the results or measurements are and provides relatively consistent measurement results after many measurements. To measure the reliability of research variables, the Alpha coefficient or Cronbach's Alpha is used. A measurement item is considered to have a good level of confidence if the Alpha coefficient value exceeds 0.7 (Insap, 2018). In this study, the reliability of the questionnaire was assessed using WarPLS version 3.0. The reliability test was carried out involving 60 respondents who were the research sample, with the results described as follows:

**Table 8.** Reliability Test Results for Variables X1, X2, Z, and Y

Variable	Cronbach's Alpha	Composite reliability	Information
Product Quality (X1)	0.972	0.977	Reliable
Price (X2)	0.898	0.929	Reliable
Consumer Satisfaction (Z)	0.909	0.936	Reliable
Buyback Interest (Y)	0.921	0.944	Reliable

Source: Processed data, 2022

Based on the calculation of the results of the Reliability Test of the research instrument above, it shows that the four variables, namely Product Quality (X1), Price (X2), Consumer Satisfaction (Z) and Repurchase Intention (Y) have Cronbach's Alpha values and Composite Reliability greater than 0.7 and all variables are declared Reliable (Insap, 2018).

#### Research Mediation Test Results

Mediation tests are a set of statistical procedures used to investigate whether a particular data set exhibits a mediation structure (Sutopo & Sugiyono, 2021). Mediation structures presuppose a particular conceptualization of the mechanisms through which independent variables can influence dependent variables not directly, but through additional intervening processes captured by mediating variables. Intermediary variables are additional variables that are placed between the independent variable and the dependent variable. The intermediary variable (mediator) transmits the influence of the independent variable to the dependent variable. To determine the magnitude of the influence on the mediation path, the Variance Accounted For (VAF) method is used, namely measuring the mediation effect criteria based on the VAF value. If the VAF value is  $> 80\%$  then the mediation variable is Full Mediation, if  $20\% \leq \text{VAF} \leq 80\%$  then the mediation variable is partial mediation, and if  $\text{VAF} < 20\%$  then the Mediation variable is not mediation (Hair, 2016).

#### Determine the Path Coefficients of Variables X1, Z, and Y

The Mediation Test in this study was carried out by 60 respondents, with the results described as follows: Knowing the direct influence of product quality variables (X1) on repurchase interest (Y). if the path coefficient is  $> 0.70$  and is significant 0.01 then it can be said that there is a significant direct effect (Supriyati, 2015). The results of the direct influence test can be seen in the following table:

**Table 9.** Mediation Test Results for Direct Effects of X1 and Y

Variable	Product quality	signature	Information
Buyback Interest	0.95	0.01	significant direct impact

Source: Processed data, 2022

From the table above it can be said that variables X1 and Y have a significant direct influence, so mediation calculations can be carried out. Knowing the indirect influence between the variables Product Quality (X1), Consumer Satisfaction (Z) and Repurchase Intention (Y). If the path coefficient is  $> 0.70$  and is 0.01 significant, it can be said that the indirect effect is significant (Supriyati, 2015). The results of the direct influence test can be seen in the following table:

**Table 10.** Mediation Test Results for Indirect Effects of X1, Z, and Y

Variable	Product Quality (X1)	Buyback Interest (Y)	signature	Information
Consumer Satisfaction (Z)	0.93	0.75	0.01	The indirect impact is quite large
Buyback Interest	0.25		0.01	The direct impact is not significant

Source: Data processed in 2022

Based on the table above, the results of the mediation test, the indirect effect is significant and the direct effect value of the path coefficient has decreased from 0.95 to 0.25, this shows that the mediating variable is able to absorb the direct influence of the model without mediation. . So in this case a VAF calculation will be carried out to find out how big the role of the Mediator is.

$$\text{VAF} = 0.93 \times 0.75 / 0.93 \times 0.75 + 0.25$$

$$= 0.74 \times 100\%$$

$$\text{VAF} = 74\%$$

From the calculations above, it can be concluded that there is a partial mediation effect.

#### Determine the path coefficients X2, Z and Y

The Mediation Test in this study was carried out by 60 respondents, with the results described as follows: Determine the direct influence between the price variable (X2) and repurchase intention (Y). if the path coefficient is  $> 0.70$  and is significant 0.01 then it can be said that there is a significant direct effect (Supriyati, 2015) The results of the direct influence test can be seen in the following table:

**Table 11.** Mediation Test Results for Direct Effects of X2 and Y

Variable	Product quality	signature	Information
Buyback Interest	0.93	0.78	The immediate impact is very significant

Source: Processed data, 2022

From the table above it can be said that variables X2 and Y have a significant direct influence, so mediation calculations can be carried out. Knowing the indirect influence between the variables Price (X2), Consumer Satisfaction (Z) and Repurchase Intention (Y). If the path coefficient is  $> 0.70$  and is 0.01 significant, it can be said that the indirect effect is significant (Supriyati, 2015). The results of the direct influence test can be seen in the following table:

**Table 12.** Mediation Test Results for Indirect Effects of X2, Z, and Y

Variable	Product Quality (X1)	Buyback Interest (Y)	signature	Information
Consumer Satisfaction (Z)	0.88	0.75	0.01	The indirect impact is quite large
Buyback Interest	0.24		0.01	The direct impact is not significant

Source: Processed data, 2022

Based on the table above, the results of the indirect influence mediation test are significant and the direct influence path coefficient value has decreased from 0.93 to 0.24, this shows that the Mediation Variable is able to absorb the direct influence of the model without mediation. So in this case a VAF calculation will be carried out to find out how big the role of the Mediator is.

$$\begin{aligned} \text{VAF} &= 0.88 \times 0.78 / 0.88 \times 0.78 + 0.24 \\ &= 0.75 \times 100\% \\ \text{VAF} &= 75\% \end{aligned}$$

From the calculations above, it can be concluded that there is a partial mediation effect or there is several mediations, this shows that the price variable is able to directly influence the repurchase interest variable without going through or involving consumer satisfaction.

### Hypothesis test

According to Sutopo & Sugiyono (2021) Hypothesis is a temporary answer to the research problem formulation. The truth of the hypothesis must be proven by the data collected. The steps for determining the hypothesis begin with determining that the Path Coefficient must be positive and the P-value must be below 0.05, then determine how big the effect is by looking at the R-square value. The hypothesis test in this study was taken by 60 respondents, with the results described as follows:

H1: Product quality influences consumer satisfaction with Batang Girl Rice at the Karawang Rice Agent

**Table 13.** Hypothesis Test Results for Variable X1 against Z

Variable	Path Coefficient	P-value	R-Square
Product Quality on Consumer Satisfaction	0.934	< 0.001	0.87

Source: Processed data, 2022

From the table above, it can be seen that product quality has a positive and significant effect on consumer satisfaction of Batang Girl rice at Karawang rice agents, and has an influence of 87%.

H2: Price influences consumer satisfaction in Batang Girl Rice at the Karawang Rice Agent

**Table 14.** Hypothesis Test Results for Variable X2 Against Z

Variable	Path Coefficient	P-value	R-Square
Price Against Consumer Satisfaction	0.833	< 0.001	0.78

Source: Processed data, 2022

From the table above, it can be seen that price has a positive and significant effect on consumer satisfaction of Batang Girl rice at Karawang rice agents and has an influence of 78%.

H3: Consumer satisfaction influences repurchase interest in Batang Girl Rice at Karawang Rice Agents

**Table 15.** Hypothesis Test Results for Variable Z Against Y

Variable	Path Coefficient	P-value	R-Square
Consumer SatisfactionTo Purchase Interest	0.986	< 0.001	0.97

Source: Processed data, 2022

From Table 15 above, it can be seen that Consumer Satisfaction has a positive and significant effect on Repurchase Interest in Batang Girl Rice at Karawang Rice Agents, and has an influence of 97%. The influence of consumer satisfaction as a mediator between product quality and repurchase interest at the Karawang Rice Agent is an interesting research focus. The first mediation analysis shows that consumer satisfaction has a role in continuing the influence of product quality on repurchase intentions. The mediation test shows a partial mediation effect with a mediation effect percentage of 74%. However, these results give rise to significant differences with the findings of previous research conducted by (Liang et al., 2018). Through the Sobel test, this research aims to measure the extent to which consumer satisfaction is able to explain the influence between product quality and repurchase intention. The calculation results show that the Z value, which reflects the significance of the mediation effect, is 1.3457. Unfortunately, this value is smaller than the t table which should be 1.9845, and the p value of 0.1815 is greater than 0.05. Therefore, statistically, the consumer satisfaction variable is not able to significantly mediate the influence of product quality on repurchase intentions.

The difference between these findings and research Zhang et al. (2023), Cen et al. (2024), Law et al. (2022), Chen & Liu (2023) indicates variations or differences in population characteristics, research methods, or other factors that may influence the results. Therefore, it is important to explore and consider these factors in the interpretation of research results. This provides valuable insight into the dynamics of consumer satisfaction



and repurchase interest in the Karawang Rice Agent industry. This research provides a basis for researchers and practitioners to better understand the factors that influence consumer behavior in the sector, and provides the impetus for further research to understand the context and factors that may modify the relationship between product quality, consumer satisfaction and interest.

The influence of consumer satisfaction as a mediator between price and repurchase intention at the Karawang Rice Agent is the subject of interesting research. The second mediation test confirms that consumer satisfaction has a role in linking the influence of price with repurchase intention. The observed mediation effect is 75%, indicating that consumer satisfaction plays a partial role in transmitting the impact of price on repurchase intention. These findings are consistent with the results of previous research conducted by (Liu et al., 2023; Liu & Chou, 2015), which also shows that consumer satisfaction can function as a significant mediator in the relationship between price and repurchase intention. The results of calculations using the Sobel test show that the consumer satisfaction variable partially mediates the influence of price on repurchase interest. With a Z value of 2.7835, which is significantly greater than the t table (1.9845), and a p value of 0.0054 is smaller than 0.05, it can be concluded that the consumer satisfaction variable has a significant partial mediation effect. These results provide further understanding of the role of consumer satisfaction in linking price aspects with consumer decisions to repurchase at the Karawang Rice Agent. Thus, this research not only contributes to theoretical understanding of the relationship between price, consumer satisfaction, and repurchase intention, but also provides practical implications for managers of Karawang Rice Agents. The knowledge gained from this research can help decision makers to design more effective marketing strategies, increase consumer satisfaction, and in turn, strengthen repeat purchase interest in the rice market.

The research limitations include several shortcomings, such as the sample size which does not cover sufficient variation, as well as the possibility of other variables not being included in this study. Therefore, the results of this study need to be interpreted with caution and should not be considered a complete picture. Recommendations for future research include developing a more comprehensive model by considering other variables that may influence the relationship between product quality, price, consumer satisfaction, and repurchase intention. Additionally, research could be conducted involving more rice agents and different market contexts to increase the generalizability of the findings. Practitioners in the rice industry can take advantage of these findings by increasing attention to product quality, price management, and customer service to increase customer satisfaction and repurchase interest.

## Conclusion

From the analysis carried out, several key points can be drawn which are the main focus in recommending improvement steps for Karawang Rice Agents. First, it is necessary to pay attention to fulfilling product quality by optimizing every factor in the quality dimension, especially maintaining the texture of the rice sticks in accordance with standards so that consumers always feel satisfied with the product the rice sticks they bought. Second, in the context of price fulfillment, the Karawang Rice Agent needs to consider setting prices that are competitive with competitors so that they can attract consumer buying interest. Third, in the aspect of fulfilling consumer satisfaction, the focus of improvement must be given to the quality of service provided by Karawang Rice Agent employees, to create a positive impression on consumers. Finally, to increase repurchase intentions, Karawang Rice Agents must continue to improve product quality and price with the aim of making consumers feel satisfied and have the desire to buy more rice in the future. The message that can be taken home from this text is the importance of understanding and improving every dimension, whether product quality, price, consumer satisfaction, or repurchase intentions holistically. Alignment and balance between these factors is the key to creating positive consumer experiences, strengthening loyalty and driving long-term sales growth. Thus, the Karawang Rice Agent can achieve sustainability and success in the competitive rice market.

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