Product Quality As A Predictor Of Repurchase Intention In Agricultural Heavy Equipment

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Abstract:

Background: This study aims to analyze the factors that influence heavy equipment repurchase intention in the agricultural industry in Indonesia. The rapid economic growth in Indonesia has encouraged the development of the automotive industry, including mechanization in the agricultural sector. Agriculture has an important role in providing the primary needs of the community, improving the national economy, and supporting food security. Exports of agricultural products also contribute significantly to economic growth and poverty reduction.

Materials and Methods: This study used a quantitative approach by collecting data through questionnaires of agricultural business owners or represented by purchasing managers who use heavy equipment. Some of the factors studied include the quality of heavy equipment products, the quality of service of the provider company, the brand image of the product, and the provider company and customer satisfaction receiving all the services provided by the provider company.

Results: The results of this study show that all exogenous variables significantly affect the repurchase intention of heavy equipment in Indonesia. This research has practical implications for heavy equipment manufacturers and distributors in Indonesia to understand the factors that influence heavy equipment repurchase intentions by farmers and agricultural business owners.

Conclusion: By understanding these factors, manufacturers and distributors can develop more effective marketing strategies and increase customer satisfaction. In addition, this research also makes theoretical contributions in the field of purchasing decisions and agricultural mechanization in Indonesia.

Key Word: Product Quality, Service Quality, Brand Image, Repurchase Intention, Heavy Equipment

I. Introduction

Agriculture is a sector that has an important role in a country's economy. In Indonesia, agriculture contributes significantly to food supply, economic development, and improving community welfare. To increase the productivity and efficiency of the agricultural sector, the use of agricultural heavy equipment has become very relevant. Agricultural heavy equipment is used in various agricultural activities, such as tillage, planting, harvesting, and transportation of agricultural products.

In this context, research on heavy equipment repurchase intentions in the agricultural industry is important to understand. Repurchase intention is the tendency or intention of an organization to repurchase a product after the first use. In the agricultural industry, the repurchase intention of heavy equipment can mean a continuous need for heavy equipment to support daily agricultural activities and satisfaction with the benefits obtained.

This study analyzes the factors influencing heavy equipment repurchase intentions in agriculture in Indonesia. This study used a quantitative approach by collecting data through questionnaires of companies that use agricultural heavy equipment. The research variables used are product quality, service quality, brand image, and customer satisfaction which mediates the repurchase intention. The purpose of this study is to provide a better understanding of the factors influencing agricultural heavy equipment repurchase intentions in Indonesia. With this understanding, heavy equipment manufacturers and distributors can develop more effective marketing strategies and increase customer satisfaction. In addition, this research also has theoretical contributions in the field of purchasing decisions and agricultural mechanization in Indonesia, especially for Deutz Fahr and Erreppi Buffalo which is supplied by PT. Maxi Utama Energy Indonesia.

This research is expected to contribute to the understanding of agricultural heavy equipment repurchase intentions in Indonesia and provide insight for stakeholders in the development of a more efficient and productive agricultural sector.

Product Quality

Product quality is one of the key parameters to build a competitive advantage in the market (Dash Guru & Paulssen, 2020). The perceived quality of the product has been confirmed through numerous studies that have

supported its role as a significant driver of, among other things, the company's profitability, export yields, stock returns, and even the market success of new products. Therefore, product quality as a long-term driver of business performance becomes very relevant information for companies.

Product quality refers to the ability of a product to meet consumer needs and expectations (Simbolon et al, 2020). Product quality is an important factor in consumer purchasing decisions and has a direct influence on customer value. In this journal, product quality is a determining factor in purchasing decisions and has a direct positive influence on purchasing decisions thus creating repurchase intent of the same product. Therefore, manufacturers need to ensure that their products are of good quality to meet consumer needs and expectations and increase customer value.

According to Dash Guru & Paulssen, (2020), seven dimensions of product quality have been identified from the customer's point of view, namely performance, features, aesthetics, durability, ease of use, reliability, and service.

H_1 = The quality of the company's products affects customer satisfaction

H_4 = Product quality affects repurchase intention

Service Quality

Service quality is usually conceptualized as employee service behavior during employee-customer interaction. The reason for the importance of interaction is that the intangible nature of service leads consumers to evaluate interaction quality as a real cue for their experience (Erkmen & Hancer, 2019). The dimensions of service quality that are most often used are SERVQUAL, namely tangible, reliable, responsive, assurance, and empathy.

Service quality significantly affects repurchase intentions (Dwi Asri Ningrum, 2021). Companies that provide high-quality service will have customers likely to feel satisfied with their experience. Quality service covers various aspects, such as responsive, friendly, efficient, and professional. Companies that quickly respond to customer requests or inquiries, will make customers feel valued and recognized. In addition, the friendly and polite attitude of company staff can also create a pleasant experience for customers (Erkmen & Hancer, 2019).

Previous studies conducted by Vigriphat & Chan (2007) in the automotive sector, Wiradarma & Respati, (2020) in the online shopping sector, Roy et al, (2019) in the industrial sector, and Ing et al, (2019) agreed to argue that service quality affects customer satisfaction. Mensah & Mensah (2018), Arlando & Suroso (2018), Soebandhi et al, (2020), Saleem et al, (2018), and Ningrum et al, (2021) suggest that good service quality affects consumers' repurchase intentions

H_2 = Service quality affects customer satisfaction

H_5 = Quality of Service affects the repurchase intention

Brand Image

The brand image relates to attitudes towards the brand in the form of trust and preferences. Consumers with a positive brand image are more likely to make purchases. In addition to good past experiences, having a good experience with a brand or company increases customer satisfaction and becomes a reason for repeat purchases. A good and positive brand image can increase customer satisfaction. A positive brand image can lead to higher levels of customer satisfaction, while a negative brand image can lead to lower levels of customer satisfaction. Customers often associate a brand's image with its reputation, quality, and values, which can affect their overall satisfaction with the brand. Therefore, companies must focus on building a strong and positive brand image to increase consumer repurchase intent to the company.

Yuliantoro et al, (2019), Prihatini & Gumilang (2019), and Erkmen & Hancer 2019 argue equally that brand image can increase customer satisfaction and ultimately can increase consumer purchase intent.

H_3 = Brand image affects custoer satisfaction

Customer Satisfaction

Satisfaction is also considered a key driver of customer loyalty, once customers are satisfied with a product/service/brand, they will have positive reactions such as repeat purchase intent or positive recommendations to others (Nguyen-Phuoc et al., 2020). To have a repurchase intent, customers need to obtain satisfaction based on previous purchase experience. Satisfaction is an important aspect for businesses developing new products or those looking for a suitable market for a product or service. The success of a business depends on the success of a company in building satisfaction in its customers. So satisfaction has a significant impact on customer repurchase decision-making.

Satisfaction can be defined as a metric of how well a product or service meets customer expectations. Performance standards and business excellence, which is one of the most significant issues for any business organization. Satisfaction with environmental factors makes customers more likely to make a repurchase.

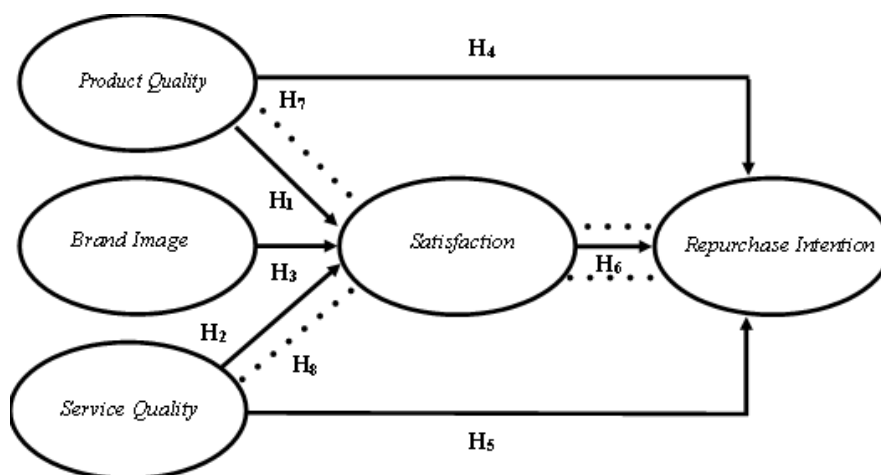H_6 = Satisfaction affects repurchase intention

Figure 1. Conceptual research

II. Material And Methods
This research is a quantitative study that uses Likert scale questionnaires 1-5 as a tool to collect primary data. The variable indicators used are from previous journal adaptations, Dash Guru & Paulsen (2020), Erkmen & Hancer (2019), Mensah & Mensah (2018), Ing & Zheng (2021), and Meliatinova (2020)

Study Design: Quantitative and observational study

Study Location: This research focuses on customers from an agricultural heavy equipment selling company located throughout Indonesia.

Study Duration: December 2023 to March 2024.

Sample size: 344 Respondents.

Sample size calculation: The population and sample of this study are all customers of the company's research object, namely customers who have transacted agricultural heavy equipment Deutz Fahr and Erreppi Buffalo, and who are B2B customers of heavy equipment distribution companies in Indonesia.

The number of respondents was 344 respondents who were directors, heads of department, heads of service, heads of engineering, heads of plantations, or purchasing departments.

Subjects & selection method: The population and sample in this study are all customers of the company's research object, namely all customers who have purchased the company's products in the last 5 years, and who are the company's B2B customers. Respondents who filled out this research questionnaire were company directors, heads of department, heads of service, heads of engineering, heads of plantations, or purchasing departments with a total of 344 respondents. This study used primary data from questionnaire results. The questionnaire in this study will be created using Google Forms and will be distributed to respondents via email or WhatsApp.

Inclusion criteria:
1. Customers (have transacted with the company)
2. Must be the directors, heads of department, heads of service, heads of engineering, heads of plantations, or purchasing departments
3. Have been a customer of the company for at least 1 year, or have used Deutz Fahr or Erreppi Buffalo for at least 1 year.

Procedure methodology
This study used questionnaires as primary data to find out the research hypothesis. 344 questionnaires were distributed and addressed to directors or directors, heads of department, heads of service, heads of engineering, heads of plantations, or purchasing departments. The results of the questionnaire will then be analyzed in descriptive statistics using SPSS then look at the validity reliability and relationships between variables using SEM-Lisrel 8.80. The purpose of this whole set of methods is to find out the significance of the research variables used.

Statistical analysis
To assess the validity, reliability, structural models, hypothesis testing, and strength of mediating variables, the questionnaire results or all of the collected responses from respondents will be analyzed using descriptive statistics, specifically the mean. These results will then be processed using frequency distribution, and finally, SEM analysis will be performed using LISREL 8.80 software.

III. Result

Validity and Reliability

The latent variables used in this study were product quality, service quality, brand image, satisfaction, and repurchase intent. Test evaluation of construct measurement models, validity, and reliability. The results of the validity test are seen from the Standardized Loading Factor (SLF) value can be declared valid if it has good SLF criteria, which is ≥ 0.50. The value of the validity of this research variable can be seen in(Table 1). Reliability testing can be said to be reliable if the construct (Composite reliability - CR) ≥ 0.70 and Cronbach's alpha ≥ 0.70. The CR and Cronbach's alpha values of all these variables are reliable (Table 2), so it can be said that all variables and indicators in this study can represent latent constructs and the indicators used in this study are valid for measuring latent constructs.

Table 1. Validity

Indicator	SLF	STDEV	MEAN	AVE
Product Quality				
1. How a product looks, feels, sounds, or smells	0.70	0.728	4.01	
2. For me, a high-quality product should have a high look and feel of workmanship	0.70	0.716	4.08	
3. A high-quality car should look very sleek and attractive from the outside and should make everyone feel comfortable with its inside look	0.66	0.747	4.05	
4. Size of product useful life	0.65	0.829	3.81	
5. Product quality for me means a product that is reliable and can be used in everyday life without worrying about it being damaged.	0.77	0.826	3.89	0.660
6. High quality products provide a pleasant work experience and keep different classes.	0.81	0.952	3.70	
7. Speed, courtesy, competence and ease of repair associated with the product	0.91	0.732	3.98	
8. If the product is damaged, it can be repaired easily without much difficulty	0.83	0.873	3.83	
9. A high-quality car requires minimal service and if it does require it, the service must be of high quality	0.82	0.732	4.01	
Service Quality				
1. Staff willing to handle my special requests	0.53	0.738	4.08	
2. The staff was able to answer my question correctly	0.69	0.617	4.20	
3. The staff made me feel special	0.71	0.580	4.24	
4. Staff ready to answer my questions	0.51	0.746	3.56	
5. The staff provides fast and fast service	0.72	0.616	4.04	
6. The staff made me feel safe personally	0.53	0.731	3.73	
7. The staff was able to identify my personal needs and wants	0.53	0.611	4.16	
8. Staff maintain service standards at all times	0.65	0.668	3.94	
9. The staff seems to be well trained	0.57	0.778	3.83	
10. The staff made me feel comfortable	0.60	0.629	4.30	0.795
11. The staff seemed to take the best care of me	0.59	0.697	4.06	
12. The staff is professional	0.55	0.709	3.80	
13. Courteous and courteous staff	0.66	0.601	4.02	
14. The staff served my food exactly as ordered	0.64	0.635	3.85	
15. The staff served my food at the promised time	0.63	0.769	3.88	
16. The staff quickly fixed everything that was wrong	0.58	0.638	3.84	
17. The staff usually gives me accurate bills	0.52	0.726	3.81	
18. The company has a visually appealing menu	0.57	0.714	3.71	
19. The company has clean toilets	0.50	0.880	3.48	
20. The company has a visually appealing dining room	0.62	0.717	3.82	
Brand Image				
1. Unique Company Name (Brand)	0.59	0.730	3.75	
2. The Company Name (Brand) has a good reputation in quality	0.68	0.613	4.18	
3. Company Name (Brand) is familiar to me	0.70	0.802	3.66	0.528
4. The company has a good reputation	0.72	0.708	3.86	
5. The company has an honest reputation	0.68	0.622	4.03	
6. I am familiar with the name of this company	0.60	0.741	3.80	

Indicator	SLF	STDEV	MEAN	AVE
Customer Satisfaction				
1. I am happy with this company	0.83	0.593	4.19	
2. Overall, I am happy to transact with this company	0.86	0.583	4.24	
3. Transacting in this company is a satisfying experience	0.82	0.574	4.30	0.756
4. My choice to choose this company is a wise choice.	0.69	0.661	4.24	
5. Overall, I am satisfied with this company	0.78	0.597	4.23	
6. I think I did the right thing in deciding to transact with this company	0.77	0.544	4.27	
Repurchase Intention				
1. I would like to transact with this company again in the future	0.75	0.719	4.13	
2. If given the opportunity, I intend to transact again with this company	0.76	0.628	4.27	0.586
3. I will buy back other products/services in this company	0.57	0.684	4.21	
4. If given the opportunity, I predict I will have to transact with this company in the future	0.54	0.902	3.80	

Table 2. Reliability

Variabel	*Cronbach's Alpha*	*Composite Reliability*	Result
Product Quality	837	0,926	Reliabel
Service Quality	0,939	0,917	Reliabel
Brand Image	0,821	0,824	Reliabel
Satisfaction	0,919	0,910	Reliabel
Repurchase Intention	0,746	0,754	Reliabel

Overall Model Fit

The goodness-of-fit measurement showed that all indices met the criteria (Table 3). Two fit indices namely RMR and RMSEA reached good criteria with values of 0.036 and 0.076 respectively. GFI reached more than the cutoff value ≥ 0.9. The resulting GFI is 0.9 indicates the model is a good fit. and the AGFI value is 0.90 which is a support fit model. Other fit indices such as CFI, NFI, NNFI, IFI, RFI, ECVI, and AIC met the good criteria. Although some indices did not fully meet the criteria, overall the model has shown adequate fit based on most of the goodness-of-fit results. It can be concluded that in general, the model adequately represents the relationship between latent constructs.

Table3. Overall Model Fit

Indeks	*Goodnes Of Fit*	Cut Off Value	Result
RMR	0,036	≤ 0,05	Good fit
RMSEA	0,076	≤ 0,08	Good fit
ECVI	8,64	≈ 6,03	Good fit
AIC	2964,31	≈ 2070,00	Good fit
NFI	0,94	≥ 0,90	Good fit
NNFI	0,95	≥ 0,90	Good fit
PNFI	0,90	≥ 0,90	Good Fit
CFI	0,96	≥ 0,90	Good fit
IFI	0,96	≥ 0,90	Good fit
RFI	0,93	≥ 0,90	Good fit
GFI	0,90	≥ 0,90	Good fit
AGFI	0,90	≥ 0,90	Good fit

Coefficient of Determination (R Square)

R-Square (R2) and Q-Square predictive relevance (Q2) can be used to assess how well exogenous variables explain the diversity of endogenous variables or how much of an impact they have on endogenous variables.

Table 4. R-Square (R^2) and Q^2

Variabel	R^2
Satisfaction (SAT)	0,58
Repurchase Intention (RI)	0,55
$Q^2 = 1 – (1 – R_1{}^2)*(1 – R_2{}^2)$ $Q^2 = 1 – (1 – 0,58)*(1 – 0,55) = 0,811$	

The R-square on the Satisfaction (SAT) variable is 0.58 or 58.0%, which indicates that the diversity of the satisfaction variable can be explained by the product quality, service quality, and brand image variable by 58.0%. Then the repurchase intention variable (RI) obtained an R-square of 0.55 or 55.0%, indicating that the satisfaction variable, product quality, service quality, and brand image can explain the diversity of the repurchase intention variable by 55.0%. Furthermore, the Q-Square predictive relevance (Q^2) value is also obtained at 0.811 or 81.1%. This shows that the diversity of data can be explained by the entire model by 81.1%, meaning that the model can explain the data well. In comparison, the remaining 18.9% is explained by other factors or variables not involved in this study.

Structural Model

Determination of the suitability test of the structural model is carried out by comparing the coefficient of the structural equation with a predetermined significance level. Based on Tables 1 and 2, the structural model used in this study is valid and reliable. The level of suitability of the structural model is at a significance of 0.05 or a confidence level of 95%, it must meet the criteria for a t-value greater than 1.96. The test results show that the structural model accurately represents the relationship between research variables based on predetermined criteria. This model can be used to test hypotheses and achieve research objectives.

Figure 2. Structural Model
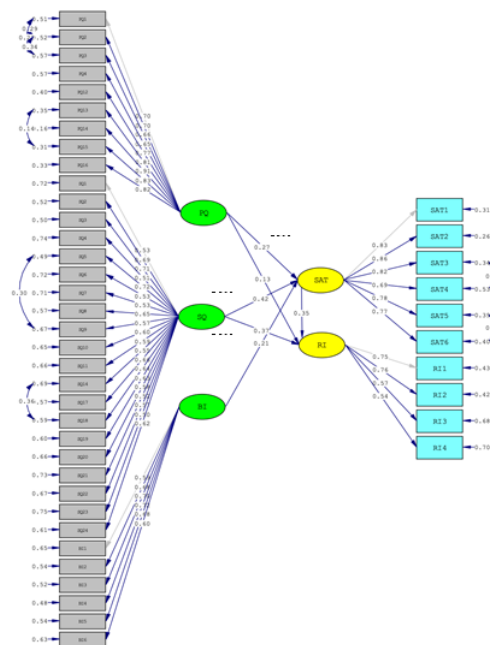
IV. Discussion

After seeing the model's validity, reliability, and goodness of fit, hypothesis testing is carried out. Hypothesis Test. Results can be seen in Table 5 below:

Table 5. Hypothesis Testing - Direct Effect

Hypothesis	Path	Coeficients	T-Table	T-Value	Result
H1	Product Quality → Satisfaction	0,27	1,96	5,26	Support

H2	Service Quality → Satisfaction	0,42	1,96	3,83	Support
H3	Brand Image → Satisfaction	0,21	1,96	2,04	Support
H4	Product Quality→ Repurchase Intention	0,13	1,96	2,23	Support
H5	Service Quality→ Repurchase Intention	0,37	1,96	4,39	Support
H6	Satisfaction → Repurchase Intention	0,35	1,96	4,15	Support

The results of hypothesis testing show that **H1, H2, H3, H4, H5, and H6** are all accepted. Table 5 shows that the relationship between product quality and customer satisfaction has a coefficient of 0.27 and a t-value of 5.26. This supports **H1** which proposes that the construction of product quality has a positive effect on customer satisfaction. A coefficient of 0.27 indicates a positive relationship and a t-value above 1.96 indicates that this relationship is considered statistically significant at $p < 0.05$. The relationship between service quality and customer satisfaction has a coefficient of 0.42 and a t-value of 3.83. **H2** proposes that the construction of service quality has a positive effect on customer satisfaction. A coefficient of 0.42 indicates a positive relationship and a t-value above 1.96 indicates that this relationship is considered statistically significant at $p<0.05$. The relationship between brand image and customer satisfaction has a coefficient of 0.21 and a t-value of 2.04. **H3** proposes that the construction of brand image has a positive effect on customer satisfaction. The relationship between product quality and repurchase intention has a coefficient of 0.13 and a t-value of 2.23. **H4** proposes that the construction of product quality has a positive effect on repurchase intention. The relationship between service quality and repurchase intention has a coefficient of 0.37 and a t-value of 4.39. **H5** proposes that the construction of service quality has a positive effect on repurchase intention. The relationship between satisfaction and repurchase intention has a coefficient of 0.35 and a t-value of 4.15. **H6** proposes that the construction of satisfaction has a positive effect on repurchase intention.

To figure out the mediating or indirect effect of the satisfaction variable on the relationship between product and service quality to repurchase intention, the current research additionally examined a second hypothesis, **H7 and H8**. The effect of mediation appears in the analysis as follows:

Table 6. Indirect Effect Hypothesis

Hypothesis	Path	Coeficients	T-Table	T-Value	Result
H7	Product Quality → Satisfaction → Repurchase Intention	0,10	1,96	3,30	Support
H8	Service Quality → Satisfaction → Repurchase Intention	0,20	1,96	2,90	Support

Table 6 indicates that the relationship between product and service quality to repurchase intention is mediated by satisfaction, as the t-value is higher than the t-table (1.96).

V. Conclusion

The study concluded that customer satisfaction, which in turn influences repurchase intention, is strongly influenced by product quality and service quality. This research found a meaningful relationship between repurchase intention and product quality and service quality. These findings highlight the importance of focusing on product and service quality to improve customer satisfaction which ultimately leads to increased repeat purchases. Distribution companies should prioritize improving service quality, fostering customer satisfaction, and building a brand image as part of their strategic efforts to achieve sustainable business growth. Further research is recommended to explore the dimensions of product quality and expand the scope of research to gain more insight into the intention of buying back agricultural heavy equipment. Using a quantitative approach, this study examines the relationship between product quality, service quality, satisfaction, and repurchase intention. In addition to providing useful insights, this study has several limitations that open up opportunities for future research. First, interview techniques to produce more accurate data. In-depth interviews will help understand how product quality, service quality, and satisfaction, can affect repurchase intention towards agricultural heavy equipment. Second, the object of research is still minimal. This study only used research samples in Indonesia; In the future, research could be conducted on several other agrarian countries to obtain larger samples. Broader coverage by considering multiple locations can also increase generalization.

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