



The Effect of Payo Rice Products and Prices on Consumer Repurchase Decisions

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Abstract

The aim of this research is to analyze the influence of Payo rice products and prices on consumer repurchase decisions. This research is quantitative research that thinks inductively, namely capturing various facts and social phenomena through observations in the field. The population of this research is consumers or people who buy Payo rice. The total sample was 150 consumers. The data analysis techniques used are descriptive analysis, analysis requirements testing and hypothesis testing with logistic regression analysis. The results of this research found that i) Product has a significant effect on the decision to repurchase Payo rice. Improved consumer perception of Payo rice will encourage consumers to repurchase Payo rice. ii) Price has a significant effect on the decision to repurchase Payo rice. The better consumer perception of the price of Payo rice will encourage consumers to repurchase Payo rice. It is hoped that from these findings, shops selling Payo rice can pay attention to the quality of Payo rice that consumers want to encourage consumer loyalty. In addition, setting prices that consumers consider appropriate will strengthen their desire to make repeat purchases. This can help rice shop owners in designing effective marketing strategies to maintain and increase the Payo rice customer base.

INTRODUCTION

The agricultural sector is a sector that has long been of concern to many parties, because in reality farmers, as the main actors in agriculture, still constitute the largest part of the poor population in this country (Windusancono, 2021; Fajar & Mursyid, 2023; Aluman, 2024). Agricultural revitalization is needed as an opportunity to bring awareness to the importance of agriculture, one of which is by empowering agricultural capabilities. Rice is the staple food for most Indonesian people because 95% of the Indonesian population consumes rice. The high demand for rice consumption is caused by the majority of the Indonesian population assuming that rice is a staple food that cannot be replaced. Rice is part which has been separated from (Pasaribu & Karo, 2024; Rafidah, 2024).

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Rice is a staple food for the majority of Indonesian people, so its presence on the market is of strategic value to ensure the socio-economic stability of society. In rice products, the factor that influences consumers in the decision to repurchase rice is product quality (Wahyuni, 2024).

Quality is the overall description and characteristics of a product or service that shows its ability to meet specified needs. So, rice quality is a factor that influences consumers to make decisions. This means that the better the quality of the rice, the higher the consumer's tendency to consume that rice (Silvana et al., 2024; Simbolon et al., 2024). In this research, the author took the Payo Rice type of rice. Payo rice is a superior product from Indonesia and this type of rice has been patented by the regional government in Indonesia. Payo rice has superior varieties with a planting or harvest period once a year. Some Indonesians call it tall rice. Payo rice has the characteristics of large, white and fragrant rice grains. The development of the number of sales of Payo rice during one year can be seen in the following table.

Table 1. Development of rice sales volume

No	Month	Rice Sales Volume (Ton)	Growth Percentage
1	January	118	
2	February	96	-24 %
3	March	100	4%
4	April	80	-25%
5	May	82	2,4%
6	June	94	12%
7	July	91	-3,2%
8	August	91	0%
9	September	60	-51%
10	October	76	21%
11	November	55	-38%
12	December	58	5%

Based on the data in table 1 above, it can be seen that the sales volume of Payo rice experiences fluctuating changes every month, where there is an increase and decrease in sales volume in certain months. The increase and decrease in sales volume is of course caused by many economic factors.

Price is the factor that is considered the most sensitive to consumer purchasing decisions, because price has a negative relationship with purchasing decisions. The rise and fall of rice prices depends on need, if there is a lot of rice stock then the price will fall, conversely if there is little stock then the price of rice will increase. The development of rice prices during the year is as follows:

Table 2. Development of rice prices unit: IDR/kilogram

No	Month	Payo Rice	Kusut Rice	Yellow Rice	IR64 Rice
1	January	Rp.10000	Rp.8100	Rp.7500	Rp.7800
2	February	Rp.10000	Rp.8400	Rp.7500	Rp.7800
3	March	Rp.10300	Rp.8400	Rp.7500	Rp.7800
4	April	Rp.10000	Rp.8400	Rp.7800	Rp.8000
5	May	Rp.10600	Rp.8700	Rp.7800	Rp.8000
6	June	Rp.10600	Rp.8700	Rp.8100	Rp.8100
7	July	Rp.10600	Rp.8700	Rp.7800	Rp.8000
8	August	Rp.11000	Rp.9000	Rp.8400	Rp.8400
9	September	Rp.11000	Rp.9300	Rp.8400	Rp.8400
10	October	Rp.11500	Rp.9600	Rp.8400	Rp.8400
11	November	Rp.11500	Rp.9600	Rp.8500	Rp.8500
12	December	Rp.11500	Rp.9500	Rp.8500	Rp.8400

No	Month	Payo Rice	Kusut Rice	Yellow Rice	IR64 Rice
	Average	Rp.10716	Rp. 8866	Rp. 8016	Rp. 8133

In table 2 it can be seen that the price of rice in Indonesia, for Payo rice, is an average price of IDR 10,716/kg. Meanwhile, the average price for kusut rice is IDR 8,866/kg. The average for yellow rice is IDR 8,016/kg and IR64 rice is IDR 8,133/kg. Among the rice mentioned above, the most expensive rice is payo rice and the cheapest rice is yellow rice.

Based on the type of product produced, Payo rice includes: consumer goods namely goods that are usually purchased for personal consumption or shared with other family members. After purchasing the product, consumers will evaluate whether the product meets their expectations. In this case, consumer satisfaction and dissatisfaction occurs. Consumers will be satisfied if the product meets their expectations and this will further increase demand for the brand in the future. On the other hand, consumers will feel dissatisfied if the product does not meet their expectations and this will reduce consumer demand in the future (Halim, 2024; Rahman et al., 2024; Sukarno et al., 2024). Based on the analysis that the author carried out by referring to keywords from Scopus based data related to research on rice carried out by researchers from various parts of the world, the results were as shown in figure 1.

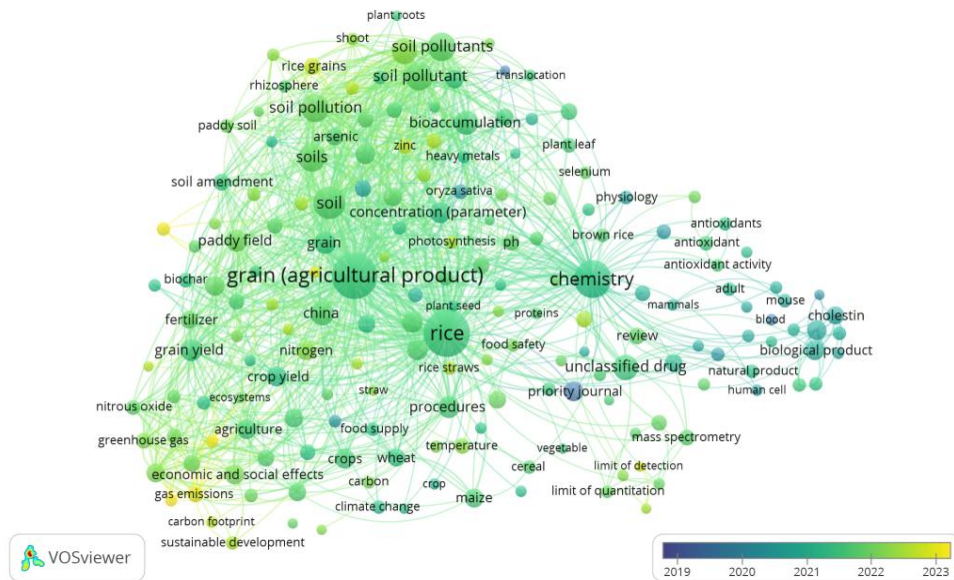


Fig 1. Visualization of researchers' keywords in the world regarding rice

Figure 1 is the result of the analysis that the author used using VoSviewer software. VoSviewer is an analysis tool that is often used by previous researchers (Rahman et al., 2024; Rasdiany et al., 2024; Sabrina et al., 2024), which aims to show network visualization of keywords such as "rice," "bean quality -grains," and "chemistry" which appear as the center of the keywords that appear indicate that this is an important part of the research. The latest research conducted by previous researchers from various countries is research that examines rice in general, such as how to produce quality rice, from examining the grains to the chemical fertilizers used and also many researchers who study how good soil is to produce rice. which is good, while no research has been found that discusses how to assess prices and products to enable consumers to repurchase the rice being sold. In connection with the above, the author is interested in conducting research entitled the influence of payo rice products and prices on consumer.

METHODS

This research is quantitative research that thinks inductively, namely capturing various facts and social phenomena through field observations (Rusmini et al., 2024; Samsuddin et al., 2024). Then analyze it and try to theorize based on what is observed. This type of research is descriptive and associative research, descriptive research is a form of research aimed at describing existing phenomena, both natural phenomena and man-made phenomena. These phenomena can be forms, activities, characteristics, changes, relationships, similarities and differences between one phenomenon and another (Nurhidayah, 2018; Saputro, 2022; Gusriani et al., 2024; Rahma & Azhar, 2024; Putri et al., 2021)). Meanwhile, associative research is research that aims to determine the influence or relationship between two or more variables. This research has the highest level compared to descriptive and comparative because with this research a theory can be built that can function to explain, predict and control a symptom (Ghadani et al., 2022; Potu et al., 2022; Tika Silvana, 2022; Manus et al., 2023; Nadhirah et al., 2023; Rahawarin et al., 2024).

Data sources used in this research i) primary data, primary data is data directly obtained and collected by researchers from research objects using survey techniques, namely using questionnaires. ii) Secondary data, secondary data is data taken indirectly from the source. The researchers obtained information from the department of industry and trade of Sungai Penuh city. So that this research is focused and does not give rise to misinterpretation, the researcher will put forward definitions of the variables that will be used in this research: i) product (x_1). Products are everything that can be offered by Payo rice traders to be owned and consumed that can satisfy consumer wants and needs. The indicators are product type, product quality, product durability. ii) Price (x_2). The price referred to in this research is the consumer's perception of the price of Payo rice in Sungai Penuh City. The indicators are as follows. Price level, price according to quality, payment method.

RESULT AND DISCUSSION

The results and discussion section will begin with the characteristics of the respondents consisting of gender, age, education level, monthly income and occupation as in table 3. Next, the results of the descriptive analysis of each variable and the results of hypothesis testing using logistic regression analysis are explained.

Table 3. Characteristics of respondents

No	Profile	Category	Total	Percentage
1	Gender	Male	31	20.67
		Female	119	79.33
2	Age	< 20 year	7	4.67
		20 – 30 year	25	16.67
		31 – 40 year	37	24.67
		41 – 50 year	51	34.00
		> 50 year	30	20.00
3	Education	Elementary	15	10.00
		Junior high	26	17.33
		High school	77	51.33
		Diploma	10	6.67
		Undergraduate	21	14.00
		Postgraduate	1	0.67
4	Monthly	< IDR 2 milion	3	2.00

No	Profile	Category	Total	Percentage
	Income	IDR 2,1 milion - IDR. 3 milion	24	16.00
		IDR 3,1 milion - IDR 4 Milion	46	30.67
		IDR 4,1 milion -IDR 5 milion	58	38.67
		>IDR. 5 milion	19	12.67
5	Occupation	Civil servant	19	12.67
		Farmer	67	44.67
		Military/police	6	4.00
		Private employee	14	9.33
		Trader	34	22.67
		Other	10	6.67

Based on gender, most respondents who bought payo rice were women, namely 119 people (79.33%), while the rest were men, namely 31 people (20.67%). This payo rice is generally purchased by the female population. The profile of the second respondent is differentiated by age. Based on this age, the majority of respondents were between 41-50 years old, namely 51 people (34%), followed by the age group between 31-40 years, 37 people (24.67%), 30 people aged over 50 years (20%), aged between 20-30 years were 25 people (16.67%), and those aged under 20 years were 7 people (4.67%). This indicates that in general consumers of payo rice are mostly people of productive age who at this age are already established in life.

The profile of the third respondent is differentiated based on education. Based on education level, most respondents had a high school education, namely 77 people (51.33%), followed by a junior high school education level of 26 people (17.33%), a bachelor's degree of 21 people (14%), a diploma of 10 people (6.67%), and elementary school as many as 15 people (10%). Besides that, none of the respondents had a Master's degree. This shows that the majority of payo rice consumers are high school students. The profile of the fourth respondent is differentiated based on income or monthly income. Based on this category, most respondents had incomes between IDR 2.1-3 million, namely 58 people (38.67%), followed by incomes between IDR 3.1-4 million, namely 46 people (30.67%), There are 24 people (16%) with income between IDR 4.1-5 million, 19 people with income above IDR 5 million (12.67%) and 3 people (2%) with income below IDR 2 million. This data shows that the income level of payo rice consumers is relatively low.

The final respondent profile is differentiated based on consumer occupation. Based on this occupation, most respondents work as farmers, namely 67 people (44.67%), traders as many as 34 people (22.67%), civil servants as many as 19 people (12.67%), private employees were 14 people (9.33%), TNI/Polri were 6 people (4%). This shows that the majority of Payo rice consumers' occupations are farmers.

Description of repurchase decision variables

The repurchase decision is a decision taken by consumers to repurchase Payo rice. The indicator is to buy or not to buy. The description of the payo rice repurchase decision variable is presented in table 4 below.

Table 4. Repeat breeding decision variables

Statement	Answer Yes	Answer No
Make a repeat purchase of Payo Rice at the Hj Rice Shop. Yusni Full River	102 68% People	48 32% People

Based on table 4 it is known that 102 people (68%) of the community repurchased payo rice and 48 people (32) of the community did not repurchase payo rice. This data shows that in general people re-purchase payo rice.

Product variable description

Products are everything that can be offered by Payo rice traders to be owned and consumed that can satisfy consumers' wants and needs. A description of the product variables is presented in table 5 below.

Table 5. Payo rice product variables

Indicator	No Item	Alternative Answers										n	Score total	Re average	TCR
		SS		S		R		TS		STS					
		Fi	%	Fi	%	Fi	%	Fi	%	Fi	%				
Product type	1	90	60.00	40	26.67	20	13.33	-	-	-	-	150	670	4.47	89.33
	2	66	44.00	66	44.00	18	12.00	-	-	-	-	150	648	4.32	86.40
	3	57	38.00	64	42.67	22	14.67	7	4.67	-	-	150	621	4.14	82.80
Average		71	47.33	57	37.78	20	13.33	2	1.56	-	-	150	646	4.31	86.18
Product Quality	4	78	52.00	41	27.33	22	14.67	9	6.00	-	-	150	638	4.25	85.07
	5	79	52.67	47	31.33	24	16.00	-	-	-	-	150	655	4.37	87.33
	6	59	39.33	66	44.00	22	14.67	3	2.00	-	-	150	631	4.21	84.13
	7	70	46.67	61	40.67	14	9.33	5	3.33	-	-	150	646	4.31	86.13
	8	57	38.00	68	45.33	18	12.00	7	4.67	-	-	150	625	4.17	83.33
Average		69	45.73	57	37.73	20	13.33	5	3.20	-	-	150	639	4.26	85.20
Product durability	9	62	41.33	68	45.33	18	12.00	2	1.33	-	-	150	640	4.27	85.33
	10	76	50.67	50	33.33	18	12.00	6	4.00	-	-	150	646	4.31	86.13
Average		69	46.00	59	39.33	18	12.00	4	2.67	-	-	150	643	4.29	85.73
Variable average		70	46.36	57	38.28	19	12.89	4	2.47	-	-	150	643	4.29	85.70

Based on the data in table 5 it is known that the average score for the product variable is 4.29 with a respondent achievement rate (TCR) of 85.70%. This shows that the product variable is in the good category. Thus, it can be said that the public believes that Payo rice is a good product in satisfying consumers' desires and needs for rice. If described per indicator, it can be expressed as follows:

The average score for the product type indicator is 4.31 with a respondent achievement rate (TCR) of 86.18%. This shows that the product type indicators are in the good category. Thus, it can be said that the public believes that Payo rice is a good type of product in satisfying consumers' desires and needs for rice. The average score for product quality indicators is 4.26 with a respondent achievement rate (TCR) of 85.20%. This shows that the product quality indicators are in the good category. Thus, it can be said that people think that Payo rice is rice that has good quality and quality. This research found that the lowest indicator in the product variable was product quality. This can be interpreted as meaning that the quality of Payo rice in the future needs to be improved further in order to dominate the rice market. The average score for the product durability indicator is 4.29 with a respondent achievement rate (TCR) of 85.73%. This shows that the product durability indicator is in the good category. Thus, it can be said that people think that Payo rice has high durability.

Product influence on payo rice repurchase decisions

Based on the results of testing the first hypothesis, it is known that the product has a significant effect on the decision to repurchase Payo rice. The better consumer perception of Payo rice will encourage consumers to repurchase Payo rice. Based on the results of this research, it is known that the quality of Payo rice is the most important part of the product attributes and is a component of the company's mix to reach, inform and persuade consumers to buy the products they offer, so that purchases occur. After making a purchase, satisfied consumers will tend to make repeat purchases. Thus, it can be stated

that quality is the overall description and characteristics of a product or service that shows its ability to meet specified needs. So, rice quality is a factor that influences consumers to make decisions. This means that the better the quality of the rice, the higher the consumer's tendency to consume that rice (Nurhikmah, 2022).

The findings of this research are supported by the opinion of (Fernanda et al., 2020) that the factors that influence repurchase decisions are the marketing mix, socio-cultural environment and psychological factors. (Daya et al., 2022) also stated that product is a factor that can determine consumers' repurchase decisions. If customers receive a quality product that meets customer expectations, it will certainly encourage the customer to repurchase the product. Another opinion that supports the results of this research is (Firmansyah et al., 2022) who state that product attributes are product elements that are seen as important to consumers and used as a basis for making repeat purchase decisions. The findings of this research are relevant to the findings of previous research which found that products have a significant effect on repurchase decisions (Mananekke & Maramis, 2022; Irawan et al., 2024).

Price variable description

The price referred to in this research is the value sacrificed by consumers to buy Payo rice. A description of the price variables is presented in table 6 below:

Table 6. Description of price variables

Indicator	No Item	Alternative Answers										n	Score Total	Re average	TCR
		SS		S		R		TS		STS					
		Fi	%	Fi	%	Fi	%	Fi	%	Fi	%				
Price level	1	17	11.33	56	37.33	50	33.33	27	18.00	-	-	150	513	3.42	68.40
	2	22	14.67	59	39.33	51	34.00	17	11.33	1	0.67	150	534	3.56	71.20
	3	25	16.67	59	39.33	49	32.67	17	11.33	-	-	150	542	3.61	72.27
Average		21	14.22	58	38.67	50	33.33	20	13.56	0	0.22	150	530	3.53	70.62
Price according to quality	4	23	15.33	51	34.00	53	35.33	23	15.33	-	-	150	524	3.49	69.87
	5	26	17.33	49	32.67	60	40.00	14	9.33	1	0.67	150	535	3.57	71.33
	Average		25	16.33	50	33.33	57	37.67	19	12.33	1	0.33	150	530	3.53
Payment method	6	47	31.33	52	34.67	38	25.33	12	8.00	1	0.67	150	582	3.88	77.60
	7	27	18.00	62	41.33	40	26.67	20	13.33	1	0.67	150	544	3.63	72.53
	8	20	13.33	77	51.33	41	27.33	12	8.00	-	-	150	555	3.70	74.00
Average		31	20.89	64	42.44	40	26.44	15	9.78	1	0.44	150	560	3.74	74.71
Variabel Average		26	17.15	57	38.15	49	32.48	18	11.89	1	0.33	150	540	3.60	71.98

Based on the data in table 4, it is known that the average score for the price variable is 3.60 with a respondent achievement rate (TCR) of 71.98%. This shows that the price variable is in the sufficient category. Thus it can be said that the public thinks that the price of Payo rice is quite high. This means that the value sacrificed by consumers to buy Payo rice is quite high. If described per indicator, it can be expressed as follows.

The average score of the price level indicator is 3.53 with a respondent achievement rate (TCR) of 70.62%. This shows that the price level indicator is in the sufficient category. Thus, it can be said that the public believes that the level of payo rice is still quite high. This means that the price of Payo rice is affordable for the general public. The average score for the price according to quality indicator is 3.53 with a respondent achievement rate (TCR) of 70.60%. This shows that the price indicator according to quality is in the sufficient category. Thus, it can be said that the public believes that the price of Payo rice is adequate according to the quality. This means that the price of Payo rice sometimes varies according to its quality and consumers buy Payo rice at different prices at different places where it is sold. This research found that the lowest indicator in the price variable is price according to quality. This can be

interpreted as meaning that Payo rice is different in the shop that sells it. The average score for the payment method indicator is 3.74 with a respondent achievement rate (TCR) of 74.71%. This shows that the payment method indicator is in the sufficient category. Thus, it can be said that payment for purchasing Payo rice can be made in cash, consumers will get a discount if they buy Payo rice in large quantities.

The influence of price on the decision to repurchase payo rice

Based on the results of testing the second hypothesis, it is known that price has a significant effect on the decision to repurchase Payo rice. The better consumer perception of the price of Payo rice will encourage consumers to repurchase Payo rice. This research found that the price of Payo rice is the factor that is considered the most sensitive to consumer purchasing decisions, because price has a negative relationship with purchasing decisions. The rise and fall of rice prices depends on need, if there is a lot of rice stock then the price will fall, conversely if there is little stock then the price of rice will increase.

Based on the results of this research, it is known that pricing must be in accordance with other supporting factors, such as service quality, strategic location and many more. If the price is set high but is not balanced by these supporting factors, consumers will look for other alternatives in making a purchasing decision. Pricing must be oriented towards value for customers, not oriented towards costs incurred. Thus, it can be stated that price is the amount of money charged for a product or service, or the amount of value exchanged by customers to obtain benefits from owning or using a product or service. Indirectly, prices can influence costs, because the quantity sold influences the costs incurred in relation to production efficiency.

The findings of this study are supported by [Fauzi & Inayati, \(2021\)](#) states that price is a factor that influences consumers' repurchase decisions. When customers feel that the price matches the product benefits they obtain, it will certainly encourage the customer to repurchase the product. Furthermore, [Prilica & Patrikha, \(2024\)](#) stated that the factors that influence repurchase decisions are the marketing mix, socio-cultural environment and psychological factors. The findings of this research are relevant to the findings of previous research which found that price has a significant effect on repeat purchase decisions ([Anam et al., 2020](#); [Hastoko & Stevany, 2022](#)).

CONCLUSION

Based on the results of the research and analysis that has been carried out, it can be concluded that the product has a significant influence on the decision to repurchase payo rice. The better consumer perception of payo rice will encourage consumers to repurchase Payo rice. Product quality, which is part of the product attributes and is a component of the company's mix, is one of the company's marketing efforts to reach, inform and persuade consumers to buy the products they offer, so that purchases occur. After making a purchase, satisfied consumers will tend to make repeat purchases. This research also found that price has a significant influence on the decision to repurchase payo rice. The better consumer perception of the price of payo rice will encourage consumers to repurchase payo rice. The price of payo rice is the factor that is considered the most sensitive to consumer purchasing decisions, because price has a negative relationship with purchasing decisions. The rise and fall of rice prices depends on need, if there is a lot of rice stock

then the price will fall, conversely if there is little stock then the price of rice will increase.

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