

Seed Quality Analysis Against Seed Repurchase Decisions Through Customer Satisfaction On CV. Rizky Nazwa Niezha

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Abstract

This study aims to analyze the effect of seed quality on seed repurchase decisions through customer satisfaction at CV. Rizky Nazwa Niezha. Seed quality is a key factor in determining customer satisfaction, which in turn can influence the decision to make a repeat purchase. The method used in this study is a survey with a quantitative approach, where data is collected through questionnaires distributed to customers of CV. Rizky Nazwa Niezha. The results of the analysis show that there is a significant positive relationship between seed quality and customer satisfaction. Customers who are satisfied with the quality of the seeds received tend to be more committed to making repeat purchases. In addition, customer satisfaction has been shown to act as a mediator between seed quality and repeat purchase decisions, indicating that improving seed quality can increase satisfaction and encourage repeat purchase decisions. This study provides recommendations for CV. Rizky Nazwa Niezha to continue to improve the quality of products and services in order to increase customer satisfaction and their loyalty. Thus, it is hoped that the company can maintain market share and increase business growth in the future.

Keywords:

Seed Quality; Repurchase Decision; Customer Satisfaction; Customer Loyalty

Introduction

Consumer trust is a key factor in building customer loyalty and influencing repurchase decisions (Afrina, 2024; Mesra, 2018; Setiawan et al., 2020). High trust in a brand or company can increase customer confidence to continue buying the products offered (Prasetyo, 2019). In the context of agribusiness, especially in the sale of plant seeds, consumer trust is greatly influenced by product quality, seller reputation, and previous experience in transactions (Kotler & Keller, 2016(Widodo et al., 2024a)). CV. Rizky Nazwa Niezha is one of the businesses engaged in the sale of plant seeds

CV. Rizky Nazwa Niezha is one of the businesses engaged in the sale of plant seeds that already has a regular customer base. However, the level of competition in the



industry is increasing, so it is important for companies to ensure that consumer confidence remains high in order to drive repurchase decisions (Mesra et al., 2021; Mesra & Asih, 2022). Consumer trust in a company is not only influenced by product quality, but also by the satisfaction felt after making a transaction (Oliver, 2014; Putra & Widodo, 2024).

Customer satisfaction is the result of a comparison between expectations before purchase and experience gained after using the product (Zeithaml et al., 2013);Widodo et al., 2024). High satisfaction can strengthen customer trust in the company and ultimately encourage them to make a repeat purchase (Ghozali, 2018)(Widodo et al., 2024b). Therefore, in this study, customer satisfaction is used as an intervening variable that links consumer trust with repurchase decisions (Pane, 2019; Widodo, 2021). By understanding the relationship between trust, satisfaction, and repurchase decisions, CV. Rizky Nazwa Niezha can design a more effective marketing strategy to increase customer loyalty. Therefore, this study was conducted to analyze the influence of consumer trust on repurchase decisions with satisfaction as an intervening variable (Samudi et al., 2018; Setiawan et al., 2021).

A. Problem Formulation

Based on the background, the formulation of the problem in this study is as follows:

- 1. Does the quality of seeds have a positive and significant effect on the repurchase of seedlings on CV. Rizky Nazwa Niezha?
- 2. Does the quality of seeds have a positive and significant effect on customer satisfaction on CV. Rizky Nazwa Niezha?
- 3. Does customer satisfaction have a positive and significant effect on the repurchase of seeds on CV. Rizky Nazwa Niezha?
- 4. Does the quality of seeds have a positive and significant effect on the repurchase of seeds through customer satisfaction on CV. Rizky Nazwa Niezha?

B. Research Objectives

Based on the formulation of the problem and background that has been described, the objectives of this research are as follows:

- 1. To find out and analyze the influence of seed quality on the repurchase of seedlings on CV. Rizky Nazwa Niezha?
- 2. To find out and analyze the influence of seed quality on customer satisfaction on CV. Rizky Nazwa Niezha?



- 3. To find out and analyze the effect of customer satisfaction on the repurchase of seeds on CV. Rizky Nazwa Niezha?
- 4. To find out and analyze the influence of seed quality on seed repurchase through customer satisfaction on CV. Rizky Nazwa Niezha?

C. Product Quality

According to Hikmah & Veronika (2020), product quality is the superiority of the product in meeting the expectations and needs of consumers. Apart from the physical aspect, product quality also includes functional dimensions, reliability, durability, and added value that can be felt by a consumer. So, a quality product is a product that not only has superior physical characteristics, but is also able to provide benefits and satisfaction to its consumers in accordance with the expectations of the consumers themselves.

D. Product Quality Indicators

According to Hikmah & Veronika (2020) There are five indicators of product quality, namely:

- 1. The ability of the product to entice someone to be interested in buying the product.
- 2. Product Function So that consumers buy products caused by the function of the product which of course is beneficial to consumers.
- 3. The advantages of products that have high marketability when compared to competitor products.
- 4. The durability of the product, such as not easily damaged, not easily defective, which means the quality of the product is good.
- 5. The value of the product after making a purchase that will provide value to the item that has been purchased.

E. Consumer Satisfaction

According to Mowen and Minor (2015), consumer satisfaction is the overall attitude shown by consumers towards goods and services after they acquire and use these goods/services. Meanwhile, according to Koltler (2017), satisfaction is the level of a person's feelings after comparing product performance with the results perceived by consumers.

F. Consumer Satisfaction Indicators

According to Mowen and Minor (2015), the characteristics of satisfied consumers are as follows:

1. Loyal to the product, i.e. buying back from the same manufacturer;



- 2. There is positive word-of-mouth communication, namely recommendations to other potential consumers and saying good things about the product and the product company consumed;
- 3. The company is the main consideration, that is, when buying another brand, the company that has given satisfaction to him will be the main consideration.

G. Repeat Purchase Decision

According to Veronika (2017), the repurchase decision is the consumer's decision to repurchase the same product/service after gaining experience on a previous purchase. This decision is the level of consumer loyalty that occurs because of satisfaction and trust in the product, as well as the perception of consumers that the product purchased meets or meets their expectations.

H. Indicators of Repurchase Decision

Indicators of repurchase decisions according to Veronika (2017) are:

1. Transactional interest

Someone who already has a desire to buy a product. This means that consumers have an interest in purchasing a certain product that they want.

2) Referral interest

Someone who has a desire to refer a product to others. This means that a consumer who already has a strong interest in buying will suggest to the closest people to also buy the same product.

3) Preferential interest

An interest that already describes the behavior of a person who has a primary preference for the product he or she already uses. This preference can only be changed if something untoward happens to their preferred product.

4) Exploratory interest

It is the interest of a consumer in describing the behavior of a person who is always looking for information about the product he is interested in and looking for information to support the positive properties of the product.

I. Conceptual Framework



Figure 1. Conceptual Framework



J. Hypothesis

Based on the conceptual framework, the hypothesis in this study is as follows:

- H1 Seed quality has a positive and significant effect on seed repurchase on CV. Rizky Nazwa Niezha.
- H2 Seed quality has a positive and significant effect on customer satisfaction on CV. Rizky Nazwa Niezha.
- H3 Customer satisfaction has a positive and significant effect on the repurchase of seeds on CV. Rizky Nazwa Niezha.
- H4 Seed quality has a positive and significant effect on seed repurchase through customer satisfaction on CV. Rizky Nazwa Niezha.

Research Methods

A. Type of Research

The type of research used in this study is a type of quantitative research. According to Kuncoro (2021), quantitative data is data that can be measured and calculated directly or indirectly regarding information or explanations in the form of numbers or statistically.

B. Location and Time of Research

The research was carried out on CV. Rizki Nazwa Niezha, whose address is at Jalan Menteng VII Gang Cempaka No. 24, Medan. The research was conducted from July 2024 to December 2024.

C. Research Population

The population in this study is all customers from July 2024 to December 2024 who buy plant seeds on CV. Rizky Nazwa Niezha as many as 220 people both from companies and individuals.

D. Research Sample

The sample used is a sample that represents the population. Sampling was done using the Slovin formula, so that from a population of 220, a sample of 142 respondents was obtained.

E. Research Data Sources

The research data used in this study is a source of primary data taken from the field. According to Ahyar et al., (2020) primary data is data taken directly from the object of research. Primary data is collected by a researcher to answer research questions that have been made.

F. Data Collection Techniques

The data collection technique used is with a questionnaire, the questionnaire is distributed to the research respondents. According to Sugiyono (2020), a questionnaire is a data collection technique that is carried out by providing a set of questions related to the object



being researched, given one by one to respondents who are directly related to the object being researched.

G. Data Analysis Techniques

According to Ghozali (2014), the Partial Least Square (PLS) method is a variance-based structural equation model (PLS) that uses indicators (manifest variables) to represent measurable variables and latent variables (which cannot be measured immediately). Furthermore, regarding the application of the Structural Equation Model (SEM) along with PLS (Partial Least Square) estimation for data analysis, the researcher uses guidelines regarding the minimum sample size in SEM-PLS, as revealed by Hair et al. (2019). There are two (2) methods available to determine the minimum sample size in SEM-PLS, namely Rule of Thumb and Power Analysis. According to Sugiyono (2020), verifiable analysis is to check whether it is true or not when it is explained to test a way with or without improvements that have been implemented elsewhere by overcoming problems similar to life. Verifiable analysis in this study uses statistical test tools, namely by testing variance-based structural equations or better known as Partial Least Square (PLS).

H. Outer Model Analysis

As stated by Jogiyanto (2025), the correction model is carried out to increase the validity and reliability of the instrument. The validity test is used to determine the level of understanding of each intrusive person. On the other hand, the reliability of the test is used to determine the consistency of the measuring instrument used. Convergent validity and discrimination can be used to assess the validity of an assessment. The validity of convergence can be assessed by looking at the charge factor or its outer charge. Validity is indicated by an indicator if its value is more than 0.5% or 50%. The closer to one (one), the more accurate the indicator is said. One way to evaluate the validity of discrimination is to look at the AVE (Average Variance Extracted) value. If the AVE is greater than 0.5%, then the data is considered valid on a cross-valid basis. The reliability test aims to assess whether the measurement indicators of latent variables are reliable or not. The trick is to evaluate the results of the outer loading of each indicator. A loading value above 0.7 indicates that the construct can explain more than 50% of the variance of the indicator.

I. Structural Model Analysis (Inner Model)

Assessing the predictive power of a structural model begins with determining whether or not the construction is correlated. then proceeded to measure the prediction capacity of the model using three criteria, consisting of path coefficient, effect size (F2), and determination coefficient (R2).

J. Variance Inflation Factor (VIF)

SmartPLS v.3 uses the Variance Inflation Factor (VIF) to evaluate collinearity. Multicollinearity is quite often found in statistics. Multicollinearity is a phenomenon in which two or more independent variables or exogenous constructs are highly correlated, causing



poor model prediction capabilities. The VIF value must be less than 5, because if it is more than 5 indicates the presence of colunity between constructs.

K. Coefficient of Determination (R2)

The Coefficient of Determination (R2) is a way to assess how much endogenous construct can be explained by exogenous constructs. The endogenous construct in this study is teacher performance, while the exogenous construct in this study is job training, job motivation and job satisfaction. The value of the determination coefficient (R2) is expected to be between 0 and 1.

L. Path Coefficients atau Koefisien Jalur

Furthermore, path coefficients between constructs are measured to see the significance and strength of the relationship and also to test the hypothesis. The value of path coefficients ranges from -1 and +1, the relationship between the two constructs is getting stronger.

M. Hypothesis Testing

The bootstrapping procedure generates a t-statistical value for each relationship path used to test the hypothesis. The t-value of the statistic will be compared with the t-value of the table. The study used a confidence level of 95% so that the level of precision or limit of inaccuracy (α) = 5% = 0.05.

Results And Discussion

A. Outer Model Analysis

There are three steps in utilizing the information check method with SmartPLS to survey external models, namely Focused Legitimacy, Discrimination Legitimacy, and Composite Dependence.

B. Convergent Validity

The convergent validity of the estimation model with reflective markers is evaluated by looking at the relationship between the object score/part score assessed by PLS Programming. The single reflexive size should be high assuming it relates more than 0.70 to the projected building.



Figure 2. Outer Model



In this study there is an equation and the equation consists of two substructures for substructure 1:

 $Z = \beta X + e_1$ $Z = 0.450X + e_1$ For substructure 2: $Y = \beta X + \beta 2Z + e_2$ $Y = 0.105 X_1 + 0.739Z + e_2$

		0	
	Customer	Repurchase of	Seed
	Satisfaction	Seeds	Quality
X.1			0,637
X.2			0,754
X.3			0,714
X.5			0,519
Y.1		0,939	
Y.2		0,690	
Y.3		0,534	
Z.1	0,991		
Z.2	0,984		
Z.3	0,971		

Table 1. Outer Loadings

Source: Smart PLS, 2025

The consequences of handling using SmartPLS should be seen in the table above. The external model value or the relationship between the build and the factor meets the combined legitimacy because all have a value above 0.50, and that implies this exploration is substantial.

C. Discriminant Validity

The legitimacy of discrimination is done to guarantee that every idea of each idle variable is not the same as a different factor. The model has great discriminatory legitimacy if each stack value of each inert variable sign has the largest stack value with the other stack values for other idle factors. The side effects of the discriminatory legitimacy test were obtained as follows:

	Customer Satisfaction	Repurchase of Seeds	Seed Quality
X.1	0,343	0,261	0,637
X.2	0,314	0,367	0,754
X.3	0,287	0,285	0,714

Table 2. Discriminant Validity



X.5	0,240	0,229	0,519
Y.1	0,873	0,939	0,457
Y.2	0,338	0,690	0,188
Y.3	0,197	0,534	0,225
Z.1	0,991	0,772	0,448
Z.2	0,984	0,805	0,468
Z.3	0,971	0,738	0,406

Source: Smart PLS, 2025

As can be seen above, the loading factor has a larger value in each variable with other loading factors can be explained that the value of the cross loading factor of the job training variable is greater than the cross loading of other variables. The cross loading value of the work motivation variable is greater than the cross loading value of other variables. The cross loading value of the job satisfaction variable is greater than the cross loading value of other variables, the cross loading variable of teacher performance is greater than the cross loading value of other latent variables. In this case, the research is valid in a state of discriminand.

D. Composite reliability

In composite reliability research to see each variable with its reliability value and if the variable value is greater than 0.60 then the study is considered reliable and if it is below 0.60 and 0.7 then it is not reliability there are several blocks to determine whether the research is reliable or not and valid or not including the Coranbach alpha value, composite reliability and AVE value can be seen in the table below.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0,981	0,984	0,988	0,964
Repurchase of Seeds	0,645	1,078	0,775	0,547
Seed Quality	0,566	0,582	0,754	0,438

Table 3. Construct Reliability and Validity

Source: Smart PLS, 2025

In table 3 above, it can be seen that in the Cronbach alpha column, the value of each variable is greater than 0.5, which means that the variable fidelity reliability data is true. The composite reliability column has a value greater than 0.6 so that it can be explained that each variable is considered reliable because the data is greater than 0.6.



In the AVE column, each variable gets a value greater than 0.4 which means that the data is valid in AVE. All variables from the cronbach alpha column, composite reliability column and AVE column have a value greater than 0.4 so they are considered reliable and valid.

E. Testing the Structural Model (Inner Model)

Testing the inner model or structural model is carried out to see the relationship between the structure, significance value and R-square of the research model. The structural model is evaluated using R-square for dependent constructs

F. Coefficient of Determination (R2)

In assessing the model with PLS, it starts by looking at the R-square for each dependent latent variable. The table below is the result of Rsquare's estimation using SmartPLS.

	R Square	R Square Adjusted
Customer Satisfaction	0,202	0,197
Repurchase of Seeds	0,628	0,622

Table 4. R Square Results

Source: Smart PLS, 2025

In table 4, there is an R square value in both dependent variables for the customer satisfaction variable, there is an R square value of 0.202, meaning that the influence of seed quality on customer satisfaction is 20.2%, the rest is in other variables outside the model. The R square value of seed repurchase is 0.628, meaning that the influence of seed quality and customer satisfaction is 62.8%, the rest is in other variables outside the model.

G. Hypothesis Testing

After assessing the inner model, the next thing is to evaluate the relationship between latent constructs as hypothesized in this study. The hypothesis test in this study was carried out by looking at t-statistics and P-values. The hypothesis was declared accepted if the *T-Statistics* value > 1.96 and the P-Values < 0.05. The following are the results of *Path Coefficients* direct influence.

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
Customer Satisfaction - > Repurchase of Seeds	0,739	13,378	0,000	Accepted

Table 5. Path Coefficients



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Seed Quality -> Customer Satisfaction	0,450	6,591	0,000	Accepted
Seed Quality -> Repurchase of Seeds	0,105	1,573	0,116	Rejected

Source: Smart PLS, 2025

In the results in table 5 there is a direct influence value which will be explained as follows:

- Customer satisfaction had a positive and significant effect on seed repurchase with a t-statistical value of 13.378 above 1.96 and a significance of 0.000 below 0.05, meaning that customer satisfaction had a positive and significant effect on seed repurchase because the significance value was below 0.05.
- 2. Seed quality has a positive and significant effect on customer satisfaction with a t-statistical value of 6.591 above 1.96 and a significance of 0.000 below 0.05, meaning that seed quality has a positive and significant effect on customer satisfaction because the significance value is below 0.05.
- 3. Seed quality had a positive and significant effect on seed repurchase with a tstatistical value of 1.573 below 1.96 and a significance of 0.116 above 0.05, meaning that seed quality had a positive but not significant effect on seed repurchase because the significance value was above 0.05.

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
Seed Quality -> Customer Satisfaction - > Repurchase of Seeds	0,333	6,256	0,000	Accepted

Table 6. Path Coefficients

Source: Smart PLS, 2025

In table 6, there is an indirect influence, namely Seed quality has a positive and significant effect on seed repurchase through customer satisfaction with a t-statistical value of 6.256 and a significance value of 0.000, meaning that customer satisfaction plays a role as a mediating variable between seed quality and seed repurchase.

Conclusion

A. Conclusion

 Seed quality had a positive but not significant effect on seed repurchase in CV. Rizky Nazwa Niezha, with an original sample value of 0.105 and a P Value of 0.116.



- Seed quality has a positive and significant effect on customer satisfaction on CV. Rizky Nazwa Niezha, with an original sample value of 6.591 and a P Value of 0.000.
- 3. Customer satisfaction has a positive and significant effect on the repurchase of seeds on CV. Rizky Nazwa Niezha, with an original sample value of 13.378 and a P Value of 0.000.
- 4. Seed quality has a positive and significant effect on seed repurchase through customer satisfaction on CV. Rizky Nazwa Niezha, with an original sample value of 0.333 and a P Value of 0.000.

B. Suggestion

- 1. Seed companies should pay more attention to the quality of their seeds, such as seeds that are resistant to disease attacks and resistant to weather changes.
- 2. Companies also need to pay attention to the satisfaction of their customers because if the customer is satisfied then they will come back to make a repeat purchase. Customer satisfaction can be seen from the service provided to them, their expectations are the same as what they get.
- 3. If the company really expects repurchases for every consumer or customer, it needs to improve service, quality and other factors that will allow customers to come back and not switch to other companies.

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