AGRISOCIONOMICS
Jurnal Sosial Ekonomi dan Kebijakan Pertanian
ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

THE INFLUENCE OF BRAND IMAGE AND BRAND TRUST ON CUSTOMER SATISFACTION OF FERTILIZER ON FARMERS IN BANTUL REGENCY

Muhammad Fikri Hijami*, Hani Perwitasari, and Any Suryantini
Agribusiness, Faculty of Agriculture, Gadjah Mada University, Yogyakarta, Indonesia

*Correspondence Email: muhammadfikrihijami@mail.ugm.ac.id

Submitted 11 October 2023; Approved 24 December 2023

ABSTRACT

The widely distributed Non-subsidized NPK fertilizers which are quite diverse give more options for farmers to choose from which they want to use in their farming activities. This study aims to determine the effect of brand image and brand trust on customer satisfaction of non-subsidized NPK fertilizer shallot farmers in Bantul Regency. This quantitative research was conducted by using a non-probability sampling method with convenience sampling technique. The number of respondents in this study was 100 shallot farmers who use non-subsidized NPK fertilizer with the Mutiara and Phonska Plus brands at least twice. Data analysis was done with Structural Equation Modelling-Partial Least Square (SEM-PLS). The results of this study shows that the brand image variable is measured from indicators of brand identity, brand personality, brand associations, and brand attitudes and behavior. The brand trust variable is measured by some indicators which are brand characteristics, company characteristics, customer-brand characteristics, affective trust, and cognitive trust. The customer satisfaction variable is measured by service quality, product quality, price suitability, as well as situation and personality. Furthermore, the analysis shows that brand image and brand trust have a positive and significant effect on customer satisfaction. It is expected that farmers can exchange information regarding the use of non-subsidized NPK fertilizer in order to decide best decisions in cultivating shallot plants.

Keywords: *brand image, brand trust, customer satisfaction*

BACKGROUND

The subsidized fertilizer policy is an opportunity that enables farmers to get the fertilizer at subsidized prices. This policy is very helpful for small and medium farmers who cultivate food crops, horticulture, and plantations that have a narrow land of no more than 2 hectares (Peraturan Menteri Pertanian Republik Indonesia Nomor 10 Tahun 2022). In the implementation of subsidized fertilizer implementation in real terms in the field, not all farmers who need subsidized fertilizer can get it because of the limited availability of subsidized fertilizer and there are still many cases of misuse of subsidized fertilizer quotas. The solution offered by fertilizer providers to the problem of limited allocation of subsidized fertilizers is by implementing the sale of non-subsidized fertilizers. Non-subsidized fertilizers produced by both government-owned and private-owned companies as well as from within or from abroad have a selling price two or three times more expensive than subsidized fertilizers. Non-subsidized fertilizers generally have good quality with nutrient levels that are in accordance with the needs of certain crops and the policies of fertilizer producers (Ibnu, 2021). Farmers can decide to buy non-subsidized fertilizers to meet the shortfall in subsidized fertilizer

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

allocation set by the government by taking into account many considerations from various types of non-subsidized fertilizer products that are sold freely at agricultural stores.

Various trademarks officially sold in kiosks spread across Indonesia tend to give farmers a variety of choices according to the needs of crops and land owned by farmers. This diverse choice also has a bad impact in the form of confusion about the authenticity of these non-subsidized fertilizer products because many products have sprung up on agricultural kiosks. In this situation, there is a need for a good brand image and brand trust in farmers imaged by the company to influence consumer trust in brands that have proven authenticity and quality. In the research conducted by Kusumah & Wahyudin (2018) titled Purchase Decision of Chemical Compound Fertilizers by White Pepper Farmers, three variables were examined such as brand image, promotion, and distribution. Brand image and distribution partially have a positive effect on the purchase decision of chemical compound fertilizers by white pepper farmers. Suryati (2015) suggests that the brand image applied by the company must be based on the quality of the brand to cause consumer loyalty to the brand and the association applied to the brand, a positive and strong brand image also contributes to building consumer trust. The impact of strong brand image and brand trust in agricultural products can shape consumer loyalty (Kotler et al., 2019). Consumers who are satisfied with the quality and performance of the product and have trust in the brand, tend to continue to choose products from the brand in the future. Consumers who are loyal to agricultural brands tend to provide long-term support and recommend the product to others (Tjiptono and Diana, 2019). Loyal consumers can be effective brand ambassadors, help increase brand awareness, and attract new consumers. Support and positive recommendations from loyal customers can help expand market share and increase product sales (Shin et al., 2019).

Bantul Regency is the largest shallot producing area in the Special Region of Yogyakarta Province, namely Bantul Regency with a production of 16,900.8 tons in 2021 (BPS, 2022). Shallot centers in Bantul Regency are Kapanewon Kretek and Kapanewon Sanden. There was a significant increase in shallot harvest area in Bantul Regency by 2 times in 2021 compared to 2020. This situation indicates that there are several factors that influence this such as increasing planting area, government policy support, harvest success, intensive plant care and so on. There are several studies related to brand image and brand trust on consumer satisfaction such as those conducted in Ihsan & Sutedjo (2022) research on the Influence of Brand Image and Brand Trust on consumer satisfaction of Bottled Drinking Water Amidis and Putra et al. (2023) on the Influence of Brand Image and Brand Trust on Purchasing Decisions with Consumer Satisfaction as an Intervening Variable at PT Galatta Lestarindo. however, no one has conducted such research on non-subsidized NPK fertilizers with the object of research on onion farmers in Kapanewon, Kretek and Sanden, which are shallot production centers in Bantul Regency. Based on this description, further research is needed to determine the influence of brand image and brand trust on consumer satisfaction of non-subsidized NPK fertilizer in shallot farmers in Bantul Regency. According to the explanation above and previous research, the hypothesis in this research are brand image and brand trust have a positive and significant impact on sutomer satisfaction.

RESEARCH METHODS

The basic method carried out in this study is a descriptive method with a quantitative approach. The sampling technique used in this study is non probability sampling. The sampling

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

technique in this study was carried out using the convenience sampling method because of the limitation in time, finance, and logistic issue (Sugiyono, 2019). The number of samples is determined based on the analytical tool used, namely SEM-PLS analysis (Structural Equation Modelling-Partial Least Square). Based on research from Nauvallia et al. (2020) and Hair et al. (2013) recommend that the number of samples needed in SEM-PLS analysis with 1 indicator multiplied by 5 or more depends on the number of variables, the number of indicators, as well as the expected size effect. The number of indicators in this study is 13 indicators so that the minimum number of samples is 65 samples. In this study, 100 samples were taken with the sample criteria used in this study were shallot farmers in Bantul Regency, precisely in Kapanewon Kretek and Sanden, independent farmers who were not bound by agreements with companies or agencies providing agricultural inputs, farmers who used non-subsidized NPK fertilizers at least 2 times and farmers who used non-subsidized NPK fertilizer brands, namely NPK Mutiara and NPK Phonska Plus fertilizers. The time for the research is carried out from July to August 2023. This location determination was carried out purposively with the consideration that Kapanewon Kretek and Sanden are areas with the largest shallot planting and production area in Bantul Regency (BPS, 2021). Bantul Regency is a shallot production center in the Special Region of Yogyakarta (BPS, 2022).

The variables studied in this study are brand image, brand trust, and customer satisfaction. Indicators on brand image variables are divided into 4, namely brand identity, brand personality, brand association, and brand attitude and behavior (Kotler et al., 2019). Indicators on brand trust variables are brand characteristics (Lau et al., 1999), company characteristics (Lau et al., 1999), customer-brand characteristics (Lau et al., 1999), affective trust (Kim et al., 2019) and cognitive trust (Kim et al., 2019). Indicators on customer satisfaction variables are service quality (Saniah et al., 2020), brand quality (Saniah et al., 2020), price suitability (Saniah et al., 2020), and situation and personal (Zeithaml et al., 2017).

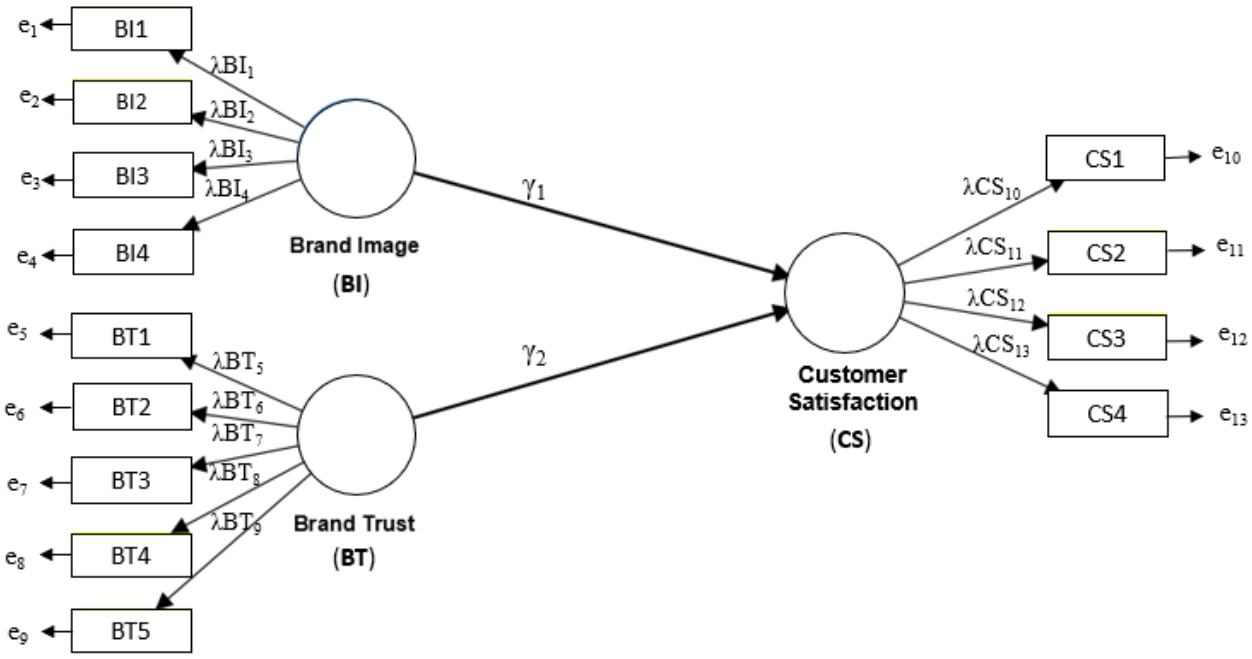

Figure 1 Pathway Diagram of The Influence of Brand Image and Brand Trust on Customer Satisfaction

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

Information:
BI : Brand Image
BT : Brand Trust
CS : Customer Satisfaction
λ : Loading factor of latent variable
ɣ : Coefficient of influence of exogenous variables on endogenous variables
e : Error

Measurement Model (Outer Model)

The outer model, also known as the measurement model or outer relation model, aims to link indicators with latent variables in the research. This measurement model is used to evaluate the validity and reliability of the model. Validity testing is conducted to assess the extent to which the research instrument can measure the studied construct (Abdillah and Jogiyanto, 2009), while reliability testing is used to measure the consistency of the measuring instrument in assessing a concept. It can also be used to assess the consistency of farmers in answering questions in the research questionnaire. Testing in the measurement model (outer model) is conducted as follows:

Validity Test

Convergent Validity

Testing for convergent validity, the values of outer loading or loading factor and the Average Variance Extracted (AVE) are used (Sari et al., 2022). The reflective measurement or criteria in this test are based on correlations > 0.7. However, in the initial stages of developing the measurement scale, a loading value of 0.5 is considered sufficient (Ghozali, 2006). The next step in determining convergent validity is measuring the model with reflective indicators assessed based on the Average Variance Extracted (AVE) for each construct, considering the correlation between other constructs in the model. Each indicator should meet the criterion of > 0.5 to be considered valid and have good discriminant validity (Ghozali, 2014).

Discriminant Validity

Testing for discriminant validity involves examining cross-loading values, Fornell-Larcker, and heterotrait-monotrait ratio. The cross-loading value tested on a variable must be greater than the cross-loading value of other variables. In meeting the heterotrait-monotrait ratio criterion, the HTMT value should not exceed 0.9 because surpassing this value indicates a lack of discriminant validity. Regarding Fornell-Larcker criteria, it is considered fulfilled if the square root of the average variance extracted is greater than the correlation value with other constructs (Hair et al., 2022).

Reliability Test

Cronbach's Alpha

In the reliability test using Cronbach's Alpha, it can be reinforced by considering the Cronbach's Alpha values. The assessment criteria for variables are met when the Cronbach's Alpha value for each variable is > 0.7, indicating that the variable is considered reliable (Ghozali, 2014).

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

Composite Reliability

In the section used to test the reliability of variable indicators, Composite Reliability is employed. A variable is considered credible or reliable if the Composite Reliability value for each variable is > 0.7 (Ghozali, 2014). Hartono (2011) states that a variable value of 0.6 is still acceptable, but in this study, the Composite Reliability value used must be greater than >0.7.

Structural Model (Inner Model)

Coefficient of Determination (R^2)

Ghozali (2008) states that the coefficient of determination aims to measure how well the independent variable can explain its dependent variable. The coefficient of determination values range between zero and one. The higher the value, the greater the ability of the independent variable to explain the variation in the dependent variable. A value of R^2 at 0.75 indicates a strong influence, while 0.5 – 0.74 suggests a moderate influence, and 0.25 – 0.49 indicates a weak influence (Hair et al., 2022).

F^2 Value

In addition to the evaluation of endogenous construct, it is important to assess the magnitude of the exogenous substantive impact (F^2) and total effect. The F^2 value is used to examine the substantive impact of exogenous variables on the endogenous construct. The determination of the substantive impact on the latent endogenous variable is classified into three categories: 0.02 indicates a small impact, 0.15 suggests a medium impact, and 0.35 denotes a large impact. A value less than 0.02 indicates no impact (Hair et al., 2022).

Direct Effect Value

The direct effect, also known as the path analysis coefficient, is used to examine the significance and strength of relationships in the coefficient values between constructs. The path coefficient values range between -1 and +1. If the path coefficient value approaches +1, the relationship between the two constructs becomes stronger and positive. Conversely, if the path coefficient value approaches -1, it indicates that the relationship between the two constructs is weaker and negative (Hair et al., 2022).

Hypothesis Test

Hypothesis testing is conducted to examine the validity of a statement, where the goal of hypothesis testing is to establish a basis for determining whether a decision is rejected or fails to be rejected. In this study, SEM-PLS is employed for hypothesis testing using the bootstrapping method. Bootstrapping is a resampling technique that draws a large number of subsamples from the original data and estimates the model for each subsample. This method is utilized to determine the standard error of coefficients to assess the statistical significance of direct effect, specific indirect effect, and total effect values, employing 5,000 subsamples (Hair et al., 2022). Hypothesis testing can be observed through t-statistics and p-values as follows: significance value < 0.10 (α=10%) and t-statistic value > 1.65; significance value < 0.05 (α=5%) and t-statistic value > 1.96; significance value < 0.01 (α=1%) and t-statistic value > 2.58 (Hartono, 2011).

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

RESULT AND DISCUSSION

Farmer Characteristics

The sample in this study amounted to 100 farmers who were included in the rersponden criteria, namely shallot farmers in Bantul Regency, independent farmers who were not bound by agreements with companies or agencies providing agricultural inputs, farmers who used non-subsidized NPK fertilizers at least 2 times and NPK Mutiara and NPK Phonska Plus fertilizer brands. This data is used to determine the characteristics of farmers in this study because it is considered to affect several aspects of variables in this study.

Table 1. Farmer Characteristics

Description	Number	Percentage (%)
Gender		
Male	80	80
Female	20	20
Age		
Z Generation (19-25)	2	2
Y Generation (26-41)	18	18
X Generation (42-57)	48	48
Baby Boomers (≥58)	32	32
Education		
Elementary School	17	17
Junior High School	22	22
Senior High School	54	54
Diploma	2	2
Bachelor	4	4
Master	1	1
Land (m^2)		
<1.000	9	9
1.000-2.000	40	40
2.001-3.000	15	15
3.001-4.000	20	20
4.000-10.000	15	15
>10.000	1	1
Ownership Status		
Own	33	33
Rent	46	46
Cultivator/Profit Share	21	21

Outer Model Test (Validity and Reliability)

Validity and reliability tests were carried out at an early stage with convergent validity tests (outer loadings/loading factor values and Average Variance Distracted values), discriminant validity tests (cross loadings values), and reliability tests (Cronbach's Alpha and Composite Reliability values) (Hair et al., 2022).

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

Convergent Validity

Outer Loading Value

The convergent validity test used the loading factor value with the criteria in this test with a correlation in outer loading value more than 0.5 is considered sufficient (Ghozali, 2008). Brand identity (BI1) is the most determining indicator of brand image with 0.873 loading factor value. Company characteristic (BT2) is the most determining indicator of brand trust 0.866 loading factor value. Kiosk service quality (CS1) is the most determining indicator of customer satisfaction 0.801 loading factor value.

Table 2. Outer Loading Value

Variable	Indicators	Outer Loadings	Description
Brand image	BI1	0.873	Valid
	BI2	0.846	Valid
	BI3	0.615	Valid
	BI4	0.776	Valid
Brand Trust	BT1	0.827	Valid
	BT2	0.866	Valid
	BT3	0.598	Valid
	BT4	0.600	Valid
	BT5	0.684	Valid
Customer Satisfaction	CS1	0.801	Valid
	CS2	0.790	Valid
	CS3	0.772	Valid
	CS4	0.667	Valid

Average Variance Extracted (AVE) Value

Hair et al., (2022) suggests that an Average Variance Extracted (AVE) value greater than 0.5 indicates that on average the construct has explained more than half of the indicator variance.

Table 3. Average Variance Extracted (*AVE*) Value

Variable	Code	Average Variance Extracted	Description
Brand image	BI	0.615	Valid
Brand Trust	BT	0.589	Valid
Customer Satisfaction	CS	0.524	Valid

Discriminant Validity

Cross Loadings Value

The value of cross loadings is the first approach to assessing the validity of the indicator discriminant. In particular, the indicator loading factor on the corresponding construct must be greater than any cross loadings on the other construct (Hair et al., 2022). Brand image, brand trust, and satisfaction have good discriminant validity and are eligible for use in later stage testing. The loading factor value in BI1 gets the highest value of 0,873 compared to other loading factor values. The loading factor value on BT2 gets the highest value of 0,866 compared to other loading factor values. Indicators on consumer satisfaction show that the value of the loading factor in KK1 gets the highest

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

value of 0,866 compared to the value of other loading factors. The loading factor that has the highest value shows the strongest contribution in explaining the construct in each variable (Hair et al., 2022).

Table 4. Cross Loadings Value

Indicator	BI	BT	KK
BI1	0,873	0,402	0,426
BI2	0,846	0,504	0,487
BI3	0,615	0,166	0,370
BI4	0,776	0,300	0,313
BT1	0,377	0,827	0,611
BT2	0,374	0,866	0,654
BT3	0,252	0,598	0,474
BT4	0,273	0,600	0,345
BT5	0,386	0,684	0,358
KK1	0,329	0,583	0,801
KK2	0,406	0,729	0,790
KK3	0,368	0,426	0,772
KK4	0,530	0,412	0,667

Reliability Test

Ghozali (2014) states that the data used can be declared reliable if Cronbach's Alpha and Composite Reliability values are greater than 0.7. Based on table 5, all values of Cronbach's Alpha and Composite Reliability are greater than 0.7. This shows that the questions answered by the respondents have been consistent and reliable.

Table 5. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability	Description
Brand image	0.788	0.863	Reliable
Brand Trust	0.770	0.851	Reliable
Customer Satisfaction	0.768	0.843	Reliable

Inner Model Test

R^2

Brand image and brand trust variables affect customer satisfaction with an adjusted R^2 of 0.570. This shows that brand image and brand trust variables can explain customer satisfaction variables by 57%, while the remaining 43% is influenced by other variables outside the research that has been done.

Table 6. Coefficient Determination Value (R^2 dan Adjusted R^2)

Variable	Code	R^2	R^2 Adjusted
Customer Satisfaction	CS	0.583	0.570

F^2

The determination of the magnitude of the substantive influence on endogenous latent is classified into 3 categories, namely small influence (0.02), medium influence (0.15), and large

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

influence (0.35). Less than 0,02 indicates no effect (Hair et al., 2022). The brand image variable has an F^2 value of 0.106 on customer satisfaction, which shows that the ability of brand image to explain customer satisfaction is relatively small. Brand trust has an F^2 value of 0.684 on customer satisfaction so it can be concluded that the ability of brand trust to explain customer satisfaction is large.

Table 7. F^2 Value

Variable	F^2 Value Customer Satisfaction
Brand Image	0.106
Brand Trust	0.684

Hypothesis Test

In this study, SEM-PLS was used for hypothesis testing with bootstrapping method. This method was used to determine standard error coefficients to assess the statistical significance of direct effect values (Hair et al., 2022). The hypothesis test can be seen from the t-statistic and p-value as follows: significance value < 0.10 (α=10%) and T-statistic value > 1.65; significance value < 0.05 (α=5%) and T-statistic value > 1.96; significance value < 0.01 (α=1%) and T-statistic value > 2.58 (Hartono, 2011).

Table 8. Hypothesis Test Result

Hypothesis	Coefficient	Standard Deviation	t-Statistic	P-Value	Description
BI->CS	0.241	0.081	2,990	0.003***	H_0 rejected
BT->CS	0.612	0.077	7,898	0.000***	H_0 rejected

The Effect of Brand Image on Customer Satisfaction

Based on the results of bootstrapping that has been done, the hypothesis testing result is in the form of a t-statistic value of 2,990 greater than the t-table of 2.58 (α = 0.01). This result shows that there is a significant influence of brand image on consumer satisfaction and also supported by a probability value of 0.003 which is smaller than 0.01 with an error rate of 1%. The direct influence of brand image on consumer satisfaction is 0.241 which shows a positive influence. These results show that every increase in one value in brand image will increase the value of consumer satisfaction by 0.241, this is in line with research conducted by Ihsan & Sutedjo (2022) in the research on the Influence of Brand Image and Brand Trust on consumer satisfaction of Amidis Bottled Drinking Water that brand image has a positive and significant effect on consumer satisfaction.

Shallot farmers in Bantul Regency who use non-subsidized NPK fertilizer Mutiara/Phonska Plus. The influence of brand image on consumer satisfaction is indicated by several indicators on these two variables. Brand image is influenced by brand identity, brand personality, brand association, and brand attitude towards brand behavior. Brand identity relates to respondent's knowledge of the brand characteristics used such as packaging shapes, logos, and fertilizer colors. In this study, 99 farmers out of 100 farmers were familiar with all the attributes of non-subsidized NPK fertilizer used. In the aspect of brand personality, 89 farmers considered that they already knew the brand personality of the product used. In the aspect of brand association related to offers highlighted by a brand such as discounts, cashback, and others, it shows that 56 out of 100 farmers have not felt that it has been given by the company in marketing its products. As for the aspects of brand attitude and behavior in

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

the form of an attitude of responsibility given by the company represented by its partners, the official kiosk has been responsible for damage to the product felt by respondents as evidenced by 78 farmers who have felt this. The aspects of brand image have an influence on consumer satisfaction. Based on the results of the answers from these farmers, it has indicated a positive and significant influence on consumer satisfaction.

PT Meroke Tetap Jaya with Mutiara fertilizer products does branding by selling fertilizers with various packaging from 1 kg, 5 kg, 25 kg, and 50 kg. This strategy makes it easier for farmers to purchase fertilizers according to farmers' needs because farmers who are respondents in this study 99% have less than 1 ha of land and apply fertilizer 1 to 2 times so that they have a small fertilizer need from the dose and dose of balanced fertilizer.Mutiara fertilizer is also still the top of farmers' minds because it is the trademark that farmers have long known as NPK fertilizer and with the blue color on the fertilizer which has become a characteristic that farmers remember.

The branding strategy on Phonska Plus fertilizer products is carried out by PT Petrokimia by promoting the fertilizer from demonstration plots, establishing cooperation with subsidized fertilizer distributors and kiosks, and conducting soil test car activities. The demonstration plot was carried out to prove that the fertilizer is a quality fertilizer on farmers' land with the supervision of agronomist officers from PT Petrokimia. Cooperation with distributors and subsidized fertilizer stores is carried out by offering bundling subsidized fertilizers with Phonska Plus fertilizer, distributing leaflets in every fertilizer purchase, and installing Phonska Plus posters at stores and distributors. For stores and distributors who are able to sell the most Phonska Plus fertilizer, certain prizes will be given from the company. This soil test car activity was carried out by soil testing and counseling related to the conditions and nutrient deficiencies that occurred on the land by the company, then after that fertilizer promotion activities were carried out from PT Petrokimia to farmers. The promotion was carried out to reach new markets because Phonska Plus fertilizer is classified as a fertilizer that was only launched in 2016.

The Effect of Brand Trust on Customer Satisfaction

Based on the results of bootstrapping that has been done, the hypothesis is taken in the form of a t-statistic value of 7,898 is greater than the t-table of 2.58 ($\alpha = 0.01$). This result implies that there is a significant effect of brand trust on consumer satisfaction. This result is also supported by a probability value of 0.000 which is less than 0.01 with an error rate of 1%. The direct influence of brand trust on consumer satisfaction is 0.612 which shows a positive influence. These results show that every increase in one value in brand trust will increase the value of consumer satisfaction by 0.612. This is in accordance with research conducted by Dayanti et al. (2019) in the research on the Influence of Brand Image and Brand Trust on Consumer Satisfaction and Consumer Loyalty of Ara Shop Sidoarjo Products that brand image has a positive and significant effect on consumer satisfaction.

The influence of brand trust on consumer satisfaction is indicated by several indicators on these two variables. The indicators of brand trust are brand characteristics, company characteristics, consumer-brand characteristics, affective trust and cognitive trust, Brand characteristics are shown by respondents who believe in the fertilizer brand used has a good reputation consistently proven by 95 farmers giving a good response. The characteristics of the company where farmers have believed that the product brand provides honest and accurate information so that 87 farmers responded well to the indicator item. The characteristics of consumer-company indicated that the product was purchased

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

because of the need for the product so that 91 of the farmers responded well to the indicator. The affective trust and cognitive trust were responded well respectively with 93 and 96 farmers claiming to choose the product because they thought that good fertilizer was the right investment to get good results and the fertilizer used was believed by farmers to have been tested for quality.

Consumer satisfaction is influenced by service quality, product quality, price suitability, as well as situational and personal factors. Consumer satisfaction, described by indicators of service quality, shows that 89% of farmers are satisfied with the informative, educational, and responsive services provided by the kiosk. The agricultural kiosks, which are partners of the company, are open to sharing information about the availability of fertilizers, the use of other agricultural products, and consultation on the effective selection and techniques for using agricultural products. The agricultural kiosks are responsible for damaged fertilizer products and provide replacements with new products (Yoana & Tjokrosaputro, 2019).

The quality of non-subsidized NPK fertilizer products used by farmers, under the brands NPK Mutiara and NPK Phonska Plus, is considered by farmers to be of good quality. Farmer satisfaction with product quality, as described by product quality indicators, is at 94%, where farmers are satisfied with the quality of NPK Mutiara and Phonska Plus fertilizers. This good quality is evidenced by the growth of onion plants and a good yield that aligns with expectations when using the non-subsidized NPK fertilizers. Based on the research by Hamdani et al. (2023), the application of NPK fertilizer significantly influences both the quantity and quality of tubers. The tubers produced are associated with the accumulation of photosynthesis results, which are optimally distributed in the formation of tubers from the nutrient elements obtained in the NPK fertilizer.

Indicators of situational and personal factors show that 85% of farmers express satisfaction with these indicators. This includes the availability of products at agricultural kiosks. The availability of non-subsidized fertilizers at agricultural kiosks follows the recommendation of PT Petrokimia's regional sales staff, which dictates that the products should be available for one week in the kiosk line, two weeks in the distributor line, and one month in the fertilizer buffer warehouse.

CONCLUSION AND SUGGESTION

Brand image and brand trust have a positive and significant effect on consumer satisfaction of non-subsidized NPK fertilizer in shallot farmers in Bantul Regency. Brand identity indicators, brand characteristics, and product quality are the best indicators on each of the variables of brand image, brand trust, and consumer satisfaction. For manufacturers need to maintain the strength of brand identity, accuracy of product information, quality of kiosk service, product quality and quality of brand perception. Maintaining the strength points from this research should be the right way to maintain the manufacturers legacy in selling fertilizer products, especially in non subsidized fertilizers. Evaluations that need to be considered about several aspects that need to be considered such as paying attention to special offers, considering product characteristics that suit farmers' needs, and improving the guarantee of product stock availability at agricultural kiosks. It is hoped that farmers can exchange information on the use of non-subsidized NPK fertilizers, precisely the Mutiara and Phonska Plus brands from the point of view of brand image, brand trust, and consumer satisfaction, so that other farmers can decide to use the best fertilizer for the crops they cultivate, both onion plants and other crops.

REFERENCES

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

Abdillah dan Jogiyanto. 2009. Konsep dan Aplikasi PLS (Partial Least Square) untuk Penelitian Empiris. Yogyakarta: Fakultas Ekonomi dan Bisnis UGM.

BPS. 2021. Kabupaten Bantul Dalam Angka 2021.

BPS. 2022. Kabupaten Bantul Dalam Angka 2022.

Dayanti, A. D., Sudapet, N., & Subagyo, H. D. 2019. The Effect of Brand Image and Brand Trust on Customer Satisfaction and Customer Loyalty of Ara Shop Sidoarjo. Journal of World Conference, 1(2): 257–262.

Ghozali, I. 2008. Structural Equation Modelling. Edisi Kedua. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, I. 2014. Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS). Edisi 4. Semarang: Badan Penerbit Universitas Diponegoro.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. 2022. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition (Third Edition). SAGE Publication Inc.

Hamdani, K. K., Susanto, H., Nurawan, A., Rodhian, S., & Rahayu, S. P. 2023. Aplikasi Pupuk NPK pada Tanaman Bawang Merah di Kabupaten Cirebon. Vegetalika, 12(2): 160. https://doi.org/10.22146/veg.77700

Hartono. 2011. Konsep dan Aplikasi Structural Equation Modeling (SEM) Berbasis Varian dalam Penelitian Bisnis. Yogyakarta: UPP STIM YKPN.

Ibnu, M. 2021. Dampak Kebijakan Billing System Penebusan Pupuk Subsidi di Provinsi Lampung The Impact of Billing System Policy for Subsidized Fertilizer Redemption in Lampung Province. Jurnal Sosial Ekonomi Pertanian, 17(3): 59–73. https://journal.unhas.ac.id/index.php/jsep

Ihsan, M. N., & Sutedjo, B. 2022. Pengaruh brand image dan brand trust terhadap kepuasan konsumen dan dampaknya terhadap minat beli ulang The influence of brand image and brand trust on consumer satisfaction and its impact on re-buying interests. Jurnal Ekonomi Manajemen Dan Akuntansi, 24(1): 170–176. http://journal.feb.unmul.ac.id/index.php/FORUMEKONOMI

Peraturan Menteri Pertanian Republik Indonesia Nomor 10 Tahun 2022 tentang Cara Penetapan Alokasi dan Harga Eceran Tertinggi Pupuk Bersubsidi Sektor Pertanian, Kementerian Pertanian Republik Indonesia (2022). www.peraturan.go.id

Kim, E. J., Kim, S. H., & Lee, Y. K. 2019. The Effect of Brand Hearsay and Brand Trust and Brand Attiudes. Journal of Hospitality Marketing and Management, 28(7): 765–784. https://doi.org/10.1080/19368623.2019.1567431

Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. 2019. Marketing Management (4th Edition). Pearson Education. www.pearson.com/uk

Kusumah, Perdana., & Wahyudin, Nanang. 2018. Purchase Decision of Chemical Compound Fertilizers by White Pepper Farmers. Russian Journal of Agricultural and Socio-Economic Sciences, 76(4): 287–295. https://doi.org/10.18551/rjoas.2018-04.30

Lau, G. T., Lee, S. H., & Manager, M. 1999. Consumers' Trust in a Brand and the Link to Brand Loyalty. Journal of Market Focused Management, 4: 341–370.

Nauvallia, S., Martini, E., & Sos, S. 2020. Pengaruh Celebrity Endorser Gita Savitri terhadap Keputusan Pembelian Produk Online Shop Femme Outfit di Media Sosial Instagram. EProceedings of Management, 7(2).

Putra, R., Yulasmi, Y., & Susriyanti, S. 2023. Pengaruh Brand Image dan Brand Trust terhadap Keputusan Pembelian dengan Kepuasan Konsumen sebagai Variabel Intervening pada PT Galatta Lestarindo. Jurnal Administrasi Sosial Dan Humaniora, 7(1): 1. https://doi.org/10.56957/jsr.v7i1.246

ISSN 2580-0566; E-ISSN 2621-9778
http://ejournal2.undip.ac.id/index.php/agrisocionomics
Vol 8 (2): 528-540, June 2024

Saniah, S., Ariadi, B., & Harpowo. 2020. Faktor-Faktor yang mempengaruhi Kepuasan Konsumen Kedai "Pesankopi" di Kota Malang. Journal of Agricultural Socioeconomics and Business, 3(1): 40–49. https://doi.org/10.22219/agriecobis

Sari, S. N., Riyanto, S., & Kusuma, B. A. 2022. The Effect of Social Capital on the Food Security of Members of the "Melati Putih" Sustainable Food House (KRPL) Area in Bandungrejosari, Sukun District, Malang City. Agrisocionomics, 6(1): 148. http://ejournal2.undip.ac.id/index.php/agrisocionomics

Shin, S. K. S., Amenuvor, F. E., Basilisco, R., & Owusu-Antwi, K. 2019. Brand Trust and Brand Loyalty: A Moderation and Mediation Perspective. Journal of Applied Science and Technology, 38(4): 1–17. https://doi.org/10.9734/cjast/2019/v38i430376

Sugiyono. 2019. Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.

Suryati, Lili. 2015. Manajemen Pemasaran. Yogyakarta: Budi Utama.

Tjiptono, Fandy dan Diana, Anastasia. 2019. Pemasaran. Yogyakarta: Andi Publisher.

Yoana, M., & Tjokrosaputro, M. 2019. Pengaruh Brand Experience, Brand Trust, Customer Satisfaction terhadap Brand Loyalty Produk Cimory. Jurnal Manajemen Bisnis Dan Kewirausahaan, 2(5): 38–43.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. 2017. Services Marketing: Integrating Customer Focus Across the Firm (Seventh Edition). McGraw-Hill.