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The Effect of Product Availability, Service Quality, Price Fairness and Store Trust on Repurchase Intention (A Study at Sari Jaya Tani Agricultural Store)

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Abstract: This study analyzes the effects of product availability, service quality, price fairness, and store trust on repurchase intention among customers of Sari Jaya Tani, an agricultural input store in Brebes Regency. A quantitative survey was conducted with 100 customers selected through purposive sampling, and the data were analyzed using multiple linear regression. The four variables jointly had a significant effect on repurchase intention and explained 86.5% of its variance. Service quality, price fairness, and store trust each had a positive and significant effect, whereas product availability had no significant partial effect. Price fairness was the strongest predictor. The non-significant effect of product availability is discussed in relation to its overlap with store trust and the predominance of loyal customers in the sample. Agricultural input retailers should prioritize fair pricing, advisory service, and trust building while keeping stock reliable during planting seasons.

Keywords: Product Availability, Service Quality, Price Fairness, Store Trust, Repurchase Intention

INTRODUCTION

Agricultural input retailers play an important role in farming because they supply fertilizers, pesticides, seeds, and other cultivation inputs. Unlike general retail customers, farmers need products that match their cultivation needs and are available exactly when the planting season begins. The success of an agricultural input store therefore depends not only on the size of its market, but also on its ability to understand customer needs and retain customers (Kotler & Keller, 2016; Tjiptono, 2019).

Brebes Regency in Central Java is a major producer of shallots and rice. Data from the Brebes Regency Agriculture and Food Security Office show that the allocation of urea and NPK/Phonska fertilizer rose from 40,492 tons in 2024 to 50,500 tons in 2025 and 65,500 tons in 2026. A large market, however, does not guarantee the success of every store, because each store still has to persuade customers to come back.

Repurchase intention is a customer's tendency to buy again from the same provider (Hellier et al., 2003) and is an important indicator of a retailer's sustainability. This issue is

relevant to Sari Jaya Tani Agricultural Store in Brebes Regency, whose revenue declined over 2021–2025, as shown in Table 1.

Table 1. Annual Revenue of Sari Jaya Tani Agricultural Store, 2021–2025

Year	Annual Revenue (IDR)	Growth
2021	345,500,000	—
2022	318,200,000	−7.90%
2023	324,500,000	+1.98%
2024	245,800,000	−24.25%
2025	185,400,000	−24.57%

Source: Internal data of Sari Jaya Tani Store, processed (2026)

Revenue fell from IDR 345,500,000 in 2021 to IDR 185,400,000 in 2025, a decline of about 46.33%, with the steepest drops in 2024 and 2025. Falling revenue does not directly prove that repurchase intention has declined, but it provides an empirical basis for examining the factors that influence customers' willingness to shop again.

One factor that may be related to this decline is product availability. In 2021–2023, the store bought in bulk four to five times a year to keep stock ahead of the planting season. In 2024–2025, this fell to one or two times a year, and the store relied increasingly on local intermediary suppliers for fast-moving products. This change may have reduced the completeness of stock at the moment farmers needed it. Weissmann and Hock (2022) show that product availability affects purchase intention, while Sweeney et al. (2023) find that inventory levels and product availability are related to retail sales.

Besides product availability, service quality deserves attention because farmers often need information about the type, dosage, and suitability of inputs for their crops. Soeharso (2024) found that service quality increases repurchase intention through customer satisfaction. In contrast, Jaya and Heryjanto (2023) found that service quality had no significant effect on purchase decisions at a retail store. These differences suggest that the effect of service quality needs to be tested again in other business contexts.

The next factor is price fairness, which is the customer's judgment of whether a price is reasonable and commensurate with the benefits received (Xia et al., 2004). For farmers, the cost of inputs is a major component of farming expenses. Hui et al. (2025) found that price fairness positively affects repurchase intention, whereas Ginting et al. (2023) found that price perception had no direct effect on repurchase intention and mattered only through satisfaction.

Store trust may also sustain the relationship between farmers and sellers, because the choice of inputs directly affects harvests and income. Li et al. (2019) found that farmers' trust in input retailers encourages repurchase intention, although this effect weakens when competition among retailers intensifies.

Studies on the repurchase of agricultural inputs have mostly been conducted in China and emphasize relational factors, such as personal relationships, the seller's professional competence, and relational benefits (Li et al., 2020; Gao et al., 2023). Meanwhile, Indonesian studies on product availability, service quality, price fairness, and trust have generally focused on cosmetics retail, digital services, and e-commerce (Anggraeni & Bernarto, 2024; Ginting et al., 2023; Sudarmo & Radianto, 2024). Few studies have tested these four factors in a single model for agricultural input stores in Indonesia. Farmers' purchases follow the planting season and depend on farming costs, so the effects of these factors may differ from those found among other retail customers.

Based on this phenomenon and research gap, this study analyzes the partial and simultaneous effects of product availability, service quality, price fairness, and store trust on repurchase intention at Sari Jaya Tani Agricultural Store. Theoretically, it extends the application of Expectation Confirmation Theory to agricultural input retailing. Practically, the

results are expected to guide store management in planning inventory, service, pricing, and trust-building strategies.

Literature Review

Expectation Confirmation Theory and Signaling Theory

Expectation Confirmation Theory (ECT) explains that customers compare the perceived performance of a product or service with their initial expectations. Confirmed expectations lead to satisfaction, which in turn drives the intention to buy again (Oliver, 1980; Bhattacherjee, 2001). In this study, product availability, service quality, price fairness, and store trust are treated as aspects of the shopping experience that farmers evaluate after each purchase. Signaling theory complements this explanation. When buyers lack complete information about a seller's quality, they rely on observable signals to judge the seller (Spence, 1973; Connelly et al., 2011). For farmers, the quality and authenticity of inputs often become apparent only after use, so consistent stock, informative service, and transparent prices can act as signals of a store's credibility.

Repurchase Intention

Repurchase intention is an individual's judgment about buying again from the same provider, taking into account current circumstances and previous experience (Hellier et al., 2003). In this study, it is measured through the intention to buy again, preference for the store over alternatives, willingness to continue purchasing, and resistance to switching to competitors.

Product Availability and Repurchase Intention

Product availability is a store's ability to provide the products customers need completely, in sufficient quantities, and at the right time. Stock-outs push customers to look elsewhere, whereas consistent availability increases purchase intention (Weissmann & Hock, 2022). From an ECT perspective, farmers who always find the fertilizers and pesticides they need during the planting season experience confirmed expectations and are more likely to return.

H1: Product availability has a positive effect on repurchase intention.

Service Quality and Repurchase Intention

Service quality reflects customers' evaluation of the service received across five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1988). Soeharso (2024) shows that service quality increases repurchase intention through satisfaction. In the purchase of agricultural inputs, Li et al. (2020) found that the seller's professional competence, such as the ability to give technical advice, increases farmers' intention to buy again. However, Sudarmo and Radianto (2024) found a negative direct effect of service quality at a wholesale store, so this relationship needs to be tested in other contexts.

H2: Service quality has a positive effect on repurchase intention.

Price Fairness and Repurchase Intention

Price fairness is a customer's assessment of whether a seller's price is reasonable, acceptable, and justifiable compared with a reference price, such as a previous price or a competitor's price (Xia et al., 2004). Positive price perceptions raise perceived value and buying intention (Zielke et al., 2023). Hui et al. (2025) found that price fairness positively affects repurchase intention, and Anggraeni and Bernarto (2024) showed that price fairness increases satisfaction, which then drives repurchase intention.

H3: Price fairness has a positive effect on repurchase intention.

Store Trust and Repurchase Intention

Store trust is a customer's belief that the store has the ability, benevolence, and integrity to serve its customers (Mayer et al., 1995). Trust reduces the perceived risk of transactions (Gefen, 2000). In the agricultural input context, trust in retailers and the relational benefits that farmers receive have been shown to increase repurchase intention (Li et al., 2019; Gao et al., 2023).

H4: Store trust has a positive effect on repurchase intention.

Because the four factors jointly shape the shopping experience, a simultaneous hypothesis is also proposed. The research model in Figure 1 shows the partial effects (H1–H4) and the simultaneous effect (H5), together with the indicators of each variable.

H5: Product availability, service quality, price fairness, and store trust simultaneously have a significant effect on repurchase intention.

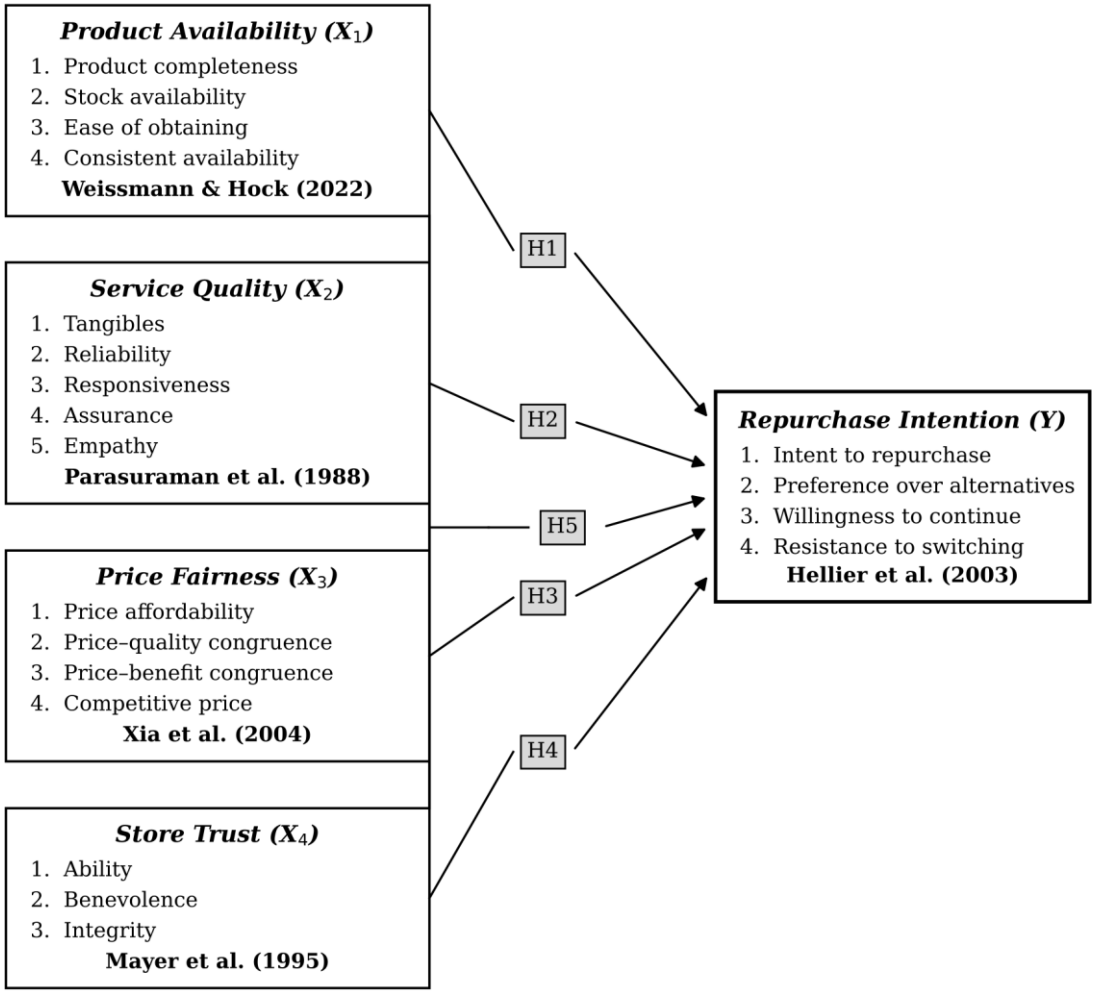

Figure 1. Research Model

METHOD

This study used a quantitative approach with an explanatory research design to analyze the effects of product availability, service quality, price fairness, and store trust on the repurchase intention of customers of Sari Jaya Tani Agricultural Store in Brebes Regency. A quantitative approach was chosen to test hypotheses about relationships between variables through numerical measurement and statistical analysis (Sugiyono, 2023). The study used a cross-sectional design, with primary data collected through a questionnaire in a single period.

The population consisted of customers who had shopped at Sari Jaya Tani Agricultural Store in Batursari Village, Sirampog District, Brebes Regency. Because the store does not keep a complete customer list, the population size is unknown. The sample was set at 100

respondents, which meets the recommendation of Hair et al. (2019) of 15–20 observations per independent variable in multiple regression, or 60–80 respondents for four independent variables. Respondents were selected by purposive sampling, with the criteria of being at least 17 years old, having purchased at the store, and being willing to complete the questionnaire. The questionnaire was distributed from 25 August to 9 September 2026.

Product availability (8 items) was measured through product completeness, stock availability, ease of obtaining products, and consistent availability. Service quality (10 items) was measured through the five SERVQUAL dimensions (Parasuraman et al., 1988). Price fairness (8 items) covered price affordability, price–quality congruence, price–benefit congruence, and competitive price. Store trust (6 items) was measured through ability, benevolence, and integrity (Mayer et al., 1995). Repurchase intention (8 items) was measured through intent to repurchase, preference over alternatives, willingness to continue, and resistance to switching (Hellier et al., 2003). All items used a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). All indicators were adapted from established instruments.

Primary data were obtained from the questionnaire, while secondary data came from the store's sales records for 2021–2025 and from relevant books and journal articles.

Data were analyzed using IBM SPSS Statistics version 27. Classical assumption tests covered residual normality, multicollinearity, and heteroscedasticity (Ghozali, 2021). Hypotheses were tested using multiple linear regression, with the t-test for partial effects (H1–H4) and the F-test for the simultaneous effect (H5). The adjusted R^2 was used to assess how much of the variation in repurchase intention the model explains.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondents were 100 customers of Sari Jaya Tani Agricultural Store. Their characteristics are presented in Table 2.

Table 2. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	62	62.0
	Female	38	38.0
Age	17–25 years	19	19.0
	26–35 years	52	52.0
	36–50 years	20	20.0
	> 50 years	9	9.0
Main occupation	Civil servant/private employee	19	19.0
	Farmer	60	60.0
	Entrepreneur/trader	18	18.0
	Other	3	3.0
Purchase frequency	1–2 times	9	9.0
	3–5 times	19	19.0
	> 5 times	72	72.0
Most frequently purchased product	Seeds	7	7.0
	Other farming tools and supplies	3	3.0
	Pesticides	50	50.0
	Fertilizers	40	40.0
Total respondents		100	100.0

Source: Questionnaire data, processed (2026)

Most respondents were male (62.0%), aged 26–35 years (52.0%), and farmers (60.0%). A total of 72.0% had purchased more than five times, and the most frequently purchased products were pesticides (50.0%) and fertilizers (40.0%).

This composition shows that most respondents were active customers who had shopped repeatedly. These characteristics make them suitable for evaluating the shopping experience, but they also mean that customers who had switched to other stores were not represented in the sample. This is taken into account in the discussion.

Descriptive Analysis

The descriptive analysis summarizes respondents' assessments based on the mean score of each variable on the five-point Likert scale. The results are presented in Table 3.

Table 3. Descriptive Statistics of Research Variables

Variable	Number of Items	Mean	Category
Product Availability (X1)	8	3.80	Good
Service Quality (X2)	10	3.96	Good
Price Fairness (X3)	8	3.80	Good
Store Trust (X4)	6	4.23	Very Good
Repurchase Intention (Y)	8	3.70	Good

Source: Questionnaire data, processed (2026)

As shown in Table 3, store trust had the highest mean (4.23; very good). Its highest indicator was the store's consistency in keeping its service commitments (4.29). Service quality had a mean of 3.96 (good), with the highest indicator being honest and professional service (4.13) and the lowest being the speed and accuracy of payment transactions (3.68).

Product availability and price fairness each had a mean of 3.80 (good). For product availability, the indicator on rare stock-outs of main products had the lowest score (3.58), while stock certainty during the planting season had the highest (4.09). For price fairness, the match between product quality and price had the lowest score (3.63).

Repurchase intention had a mean of 3.70 (good), the lowest among all research variables. Its lowest indicators were willingness to shop regularly and continuously (3.44) and prioritizing the store over competitors (3.54). Thus, the high level of trust in the store has not been fully matched by a commitment to shop regularly.

Classical Assumption Tests

Classical assumption tests were conducted before hypothesis testing. The results are summarized in Table 4.

Table 4. Classical Assumption Tests

Test	Indicator	Result	Conclusion
Normality	Asymp. Sig. (K–S)	0.099 > 0.05	Normal
Multicollinearity	Tolerance	0.213–0.370 (> 0.10)	No multicollinearity
	VIF	2.699–4.685 (< 10)	No multicollinearity
Heteroscedasticity	Glejser significance	0.086–0.653 (> 0.05)	No heteroscedasticity

Source: Questionnaire data, processed (2026)

The Kolmogorov–Smirnov Asymp. Sig. of 0.099 (> 0.05) indicates that the residuals were normally distributed.

Tolerance values ranged from 0.213 to 0.370 (> 0.10) and VIF values from 2.699 to 4.685 (< 10), so there was no serious multicollinearity. However, product availability had the highest VIF (4.685), indicating that it shares a considerable amount of variance with the other independent variables.

The Glejser test produced significance values of 0.086–0.653 (> 0.05), so there was no indication of heteroscedasticity.

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis are presented in Table 5.

Table 5. Multiple Linear Regression Results

Variable	B	Std. Error	Beta
Constant	-7.124	1.818	
Product Availability (X1)	0.001	0.083	0.001
Service Quality (X2)	0.293	0.070	0.259
Price Fairness (X3)	0.630	0.081	0.585
Store Trust (X4)	0.232	0.088	0.166

Source: Primary data, processed using SPSS 27 (2026)

Based on Table 5, the multiple linear regression equation is as follows: $Y = -7.124 + 0.001X_1 + 0.293X_2 + 0.630X_3 + 0.232X_4 + e$

The constant of −7.124 is not interpreted substantively because a value of zero on all independent variables lies outside the range of questionnaire scores. The coefficients of service quality (0.293), price fairness (0.630), and store trust (0.232) are positive, meaning that a one-unit increase in each variable is followed by an increase in repurchase intention equal to its coefficient, holding the other variables constant. The coefficient of product availability (0.001) is close to zero.

Based on the standardized beta coefficients, price fairness had the largest relative effect (0.585), followed by service quality (0.259), store trust (0.166), and product availability (0.001).

F-Test (Simultaneous Effect)

The F-test was used to test the simultaneous effect of the four independent variables (H5). The results are presented in Table 6.

Table 6. F-Test Results (ANOVA)

Source of Variation	Sum of Squares	df	Mean Square	F	Sig.
Regression	3,329.408	4	832.352	152.477	< 0.001
Residual	518.592	95	5.459		
Total	3,848.000	99			

Source: Primary data, processed using SPSS 27 (2026)

An F value of 152.477 with $p < 0.001$ indicates that product availability, service quality, price fairness, and store trust simultaneously have a significant effect on repurchase intention, so H5 is supported. This does not mean that every variable has a significant effect on its own.

t-Test (Partial Effects)

The t-test was used to test the effect of each independent variable (H1–H4) while controlling for the other variables in the model, at a significance level of 0.05. The results are presented in Table 7.

Table 7. t-Test Results

Variable	B	Std. Error	Beta	t	Sig.	Conclusion
Product Availability (X1)	0.001	0.083	0.001	0.013	0.990	Not significant
Service Quality (X2)	0.293	0.070	0.259	4.179	< 0.001	Positive and significant
Price Fairness (X3)	0.630	0.081	0.585	7.810	< 0.001	Positive and significant
Store Trust (X4)	0.232	0.088	0.166	2.646	0.010	Positive and significant

Source: Primary data, processed using SPSS 27 (2026)

Product availability had no significant effect on repurchase intention ($t = 0.013$; $p = 0.990$), so H1 is not supported. Service quality had a positive and significant effect ($t = 4.179$; $p < 0.001$), so H2 is supported. Price fairness had a positive and significant effect ($t = 7.810$; p

< 0.001), so H3 is supported. Store trust had a positive and significant effect (t = 2.646; p = 0.010), so H4 is supported.

Coefficient of Determination (R^2)

The coefficient of determination shows the proportion of variation in repurchase intention explained by the model. The results are presented in Table 8.

Table 8. Coefficient of Determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.930	0.865	0.860	2.336

Source: Primary data, processed using SPSS 27 (2026)

As shown in Table 8, the R^2 of 0.865 and the adjusted R^2 of 0.860 indicate that the four independent variables explain about 86% of the variation in repurchase intention, with the remainder explained by factors outside the model. This high value should be read with caution because all variables were measured from the same respondents at the same time, so part of the strength of the relationships may stem from common measurement.

Discussion

The results show that service quality, price fairness, and store trust have positive and significant effects on repurchase intention, while product availability has no significant effect. Price fairness has the largest relative effect.

Product availability had no significant effect on repurchase intention. This finding differs from Weissmann and Hock (2022), who showed that product availability increases purchase intention, and it appears to contradict the store's declining revenue after procurement frequency fell. There are three possible explanations. First, product availability had the highest VIF (4.685). Conceptually, it overlaps with the ability dimension of store trust, namely the belief that the store can supply the inputs farmers need, so part of its effect may have been absorbed by other variables when all four were tested together. Second, 72% of respondents had shopped more than five times. Customers who had switched to other stores because of stock-outs were not reached by the survey, which limited the variation in availability ratings in the sample. Third, studies of agricultural input purchases show that farmers' repurchase intention is largely driven by personal relationships, seller competence, and relational benefits (Li et al., 2020; Gao et al., 2023). Product availability is therefore better understood as a basic requirement than as a differentiating factor. This does not mean that inventory can be neglected, because the indicator on stock-outs of main products received the lowest mean (3.58).

Service quality had a positive and significant effect on repurchase intention. In an agricultural store, service covers not only transactions but also explanations of product type, dosage, and use. This finding is consistent with Soeharso (2024) and with Li et al. (2020), who found that the seller's professional competence increases farmers' intention to buy again. It differs from Jaya and Heryjanto (2023) and Sudarmo and Radianto (2024). The difference can be explained by the nature of agricultural products, which require technical advice, so farmers value service more than general retail customers do. The lowest indicator, the speed and accuracy of payment (3.68), shows that transaction efficiency can still be improved.

Price fairness had a positive and significant effect and the largest relative effect. Farmers judge fairness by comparing the store's prices with competitors' prices, previous prices, and the benefits of the product for their harvest (Xia et al., 2004). This finding is consistent with Hui et al. (2025) and Anggraeni and Bernarto (2024), but differs from Ginting et al. (2023), who found no direct effect of price perception on repurchase intention. The dominance of price fairness can be explained by thin farming margins and the ease with which farmers compare prices across stores. The indicator on the match between product quality and price (3.63) shows that the store needs to explain the value of its products more clearly.

Store trust had a positive and significant effect on repurchase intention. Trust forms when farmers judge the store to be capable, caring, and honest (Mayer et al., 1995), and it reduces the perceived risk of choosing inputs (Gefen, 2000). This finding is consistent with Li et al. (2019), who showed that farmers' trust in retailers encourages repurchase. However, store trust had the highest mean (4.23) but the smallest standardized coefficient among the significant variables (0.166). This suggests that the already high level of trust has not yet been fully converted into a commitment to regular purchases.

From the ECT perspective, these results show that farmers' post-purchase evaluations are shaped mainly by aspects experienced directly in each transaction, namely price fairness and the quality of interaction with the seller, while product availability functions as a baseline expectation. From the signaling theory perspective, transparent prices and informative service are the signals farmers rely on most when judging a store's credibility. Future research could test store trust as a mediating variable, since trust is theoretically formed through experiences with availability, service, and price.

In practical terms, Sari Jaya Tani Store should keep its prices competitive and transparent, strengthen its staff's ability to provide technical advice, speed up payment, and maintain consistent commitments to customers. Stock of main products should still be maintained, especially before the planting season, because stock-outs may drive customers away before they are captured in evaluations such as this study.

CONCLUSION

Product availability, service quality, price fairness, and store trust simultaneously have a significant effect on the repurchase intention of customers of Sari Jaya Tani Agricultural Store. Partially, service quality, price fairness, and store trust have positive and significant effects, while product availability has no significant effect. Price fairness has the largest relative effect.

The store is advised to maintain fair and transparent prices, improve its advisory service, and keep its commitments to customers, without neglecting stock reliability for main products during the planting season. This study has limitations: the sample came from a single store, was selected purposively, and was dominated by active customers, while the cross-sectional design with single-source perception data limits causal conclusions. Future research should involve several agricultural stores, reach customers who have switched, and test customer satisfaction or store trust as mediating variables.

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