

Analysis of the Influence of Service Quality and Perceived Risk Based on Type of Consumer on Consumer Satisfaction and its Impact on Repurchase Intentions of Kebomas NPK Fertilizer After Centralization at PT Petrokimia Gresik



Muhammad Chandra Budiman¹, Masmira Kurniawati²

^{1,2}Master of Management, Faculty of Economics and Business, Airlangga University

ABSTRACT: Optimization of all resources owned into an integrated whole, is the goal for cost efficiency in the company's operational processes. Centralization is an integration effort initiated to produce optimal shipping costs, one-stop integrated services, and better service speed than before. However, in a transformation it is necessary to measure and evaluate the progress of the transformation itself in order to make improvements that support centralization. This study aims to analyze the effect of Service Quality (X1) and Perceived Risk (X2) based on Consumer Type (Z) on Consumer Satisfaction (M) and their impact on Repurchase Intention (Y) of NPK Kebomas fertilizer after centralization at PT Petrokimia Gresik. This study used a survey method with 95 respondents randomly selected from NPK Kebomas fertilizer users. The results of the study show that Service Quality has a positive influence on Consumer Satisfaction in Repurchasing Intentions. Perceived Risk which is moderated by Consumer Type has a negative influence on Consumer Satisfaction in Repurchasing Intentions. Consumer Type have an influence on Perceived Risk. Distributors have a higher Perceived Risk than End Users. Based on the research results, it can be concluded that centralization has a good impact on the company, it's just that some suggestions for improvement are needed to accommodate the gap that originates from withdrawing responses from consumers in this study.

KEYWORDS: Centralization; Service quality; Perceived Risk; Consumer Type; Satisfaction Consumer; Repurchase Intention

I. INTRODUCTION

In order to increase consumer satisfaction and repurchase intentions of NPK Kebomas Fertilizer after centralization at PT Petrokimia Gresik, efforts need to be made to improve the quality of PT Pupuk Indonesia services, clarify the benefits of NPK Kebomas Fertilizer products, and reduce the perceived risk dimension through increased communication and transparency with distributors. NPK Kebomas fertilizer is a highly valued product in local and international markets, mainly due to its quality and effectiveness. There are two main types of consumers for this product: distributors and end users. While Distributors are entities or individuals who buy NPK Kebomas Fertilizer in large quantities for resale. As an important link in the supply chain, distributors often have extensive sales networks and strong relationships with various companies, making them a key element in reaching a wider market. They usually profit from volume discounts and seek to profit by selling products at higher prices to end users. NPK Kebomas Fertilizer Distributors vary in size and type. Some may focus on the local market, while others may have a wider or even international reach. These different types of distributors may include sales agents, trading firms, or lines of business within larger companies. End users of NPK Kebomas Fertilizer are those who actually use the product. In this case, the end user is usually plantations. The purpose of the use of such fertilizers is to increase the productivity and quality of their crops. These plantations can farm a wide variety of crops, ranging from vegetables and fruits to horticultural crops and coffee or tea plants. Various plant nutritional needs, based on plant types and soil conditions, can be fulfilled by the composition of NPK (Nitrogen, Phosphorus, Potassium) contained in NPK Kebomas Fertilizer. Regardless of the size of the plantation, they all have the same goal: to achieve the best results. This means these farms are looking for high-quality products that can provide the nutrients their crops need, and Pupuk NPK Kebomas provides this solution. So important is the contribution of both in the supply chain of NPK Kebomas Fertilizer. While distributors ensure the distribution of products to various regions, end users or plantations help maintain the health and productivity of their plants by using NPK Kebomas fertilizer.

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II. LITERATURE REVIEW

Service Quality

Service quality is the company's ability to provide the best quality service compared to its competitors. A company's ability to provide the highest possible quality service compared to its competitors is a measure of Service Quality (Sumarwan & Tjiptono, 2018). Service quality is a form of consumer assessment of the level of service received with the expected level of service. If the service received or felt is as expected, then the quality of service is perceived as good and satisfactory. Consumers' evaluation of the extent to which the amount of service provided to them is consistent with their anticipated level of service is an example of Service Quality. If the service obtained or experienced is consistent with what was anticipated, then the overall Service Quality is considered acceptable and satisfactory (Kotler et al., 2023). Based on the 2 (two) opinions above regarding Service Quality (service quality) is the level of excellence and output that is not in the form of physical products: This provides benefits for consumers and ranges from high levels to low levels based on consumer expectations. As a result, the highest level of Service Quality comes from the feedback provided by the Consumer, and it is possible to achieve this level of Service Quality constantly by improving the Customer's service and paying special attention to service performance criteria, which include internal and external service standards.

Perceived Risk

Perceived risk or perceived risk can be defined as the uncertainty faced by consumers when they are unable to see the possibilities that will occur due to purchasing decisions made. Thus, it can be said that risk perception is not able to know long-term benefits, many losses or advantages, inconveniences, products are not able to provide the expected performance (Suryani, 2013). Perceived risk is the Consumer's perception of the uncertainty and negative consequences of buying a product or service whereas repurchase intention refers to the level of confidence perceived by the Consumer to purchase a particular product or service or to repurchase any product or service at a particular organization (Sanjaya, 2016). Based on the 2 (two) opinions above regarding perceived risk, it can be concluded that perceived risk or risk perception in purchasing a product or service is a very subjective concept, depending on past experience and individual assessment of possible risks. This perception of risk can lead to uncertainty and discomfort in purchasing decisions, even if the actual probability of such risk is small. This can affect the repurchase intention of consumers, which in turn can affect sales and company image. Therefore, companies need to pay attention to and manage this perceived risk factor in an effort to increase consumer satisfaction and repurchase intentions of products or services offered.

Types of Consumer

Distributors are intermediaries who buy products from manufacturers and sell them to retailers and end consumers. Distributors are responsible for distributing or distributing products from producers to consumers. Distributors can be in the form of individuals or companies that buy products directly from manufacturers in very large quantities (Hati & Fitri, 2017). End users are end consumers who use products sold by distributors. End users can also buy products directly from distributors. End users are parties who receive products from distributors after going through the distribution chain (Hati & Fitri, 2017). Thus, distributors and end users are two different things in the business world. Distributors are responsible for distributing products from producers to retailers and end consumers, while end users are end consumers who use products sold by distributors.

Consumer type refers to the characteristics, preferences, and behaviors of individuals that influence their purchasing decisions and interactions with products or services. Types of consumers according to attitude. The type of consumer can be seen based on their attitude towards a particular product or brand. Consumer attitudes include aspects such as previous satisfaction, beliefs, preferences, and loyalty to the brand. The type of consumer based on attitude can help in identifying different market segments and devising marketing strategies accordingly (Kotler & Armstrong, 2021) Types of consumers based on experience level. The type of consumer can be seen based on their level of experience in using the product or service. Consumer experience includes their level of knowledge, skills, and understanding of the product. The type of consumer based on experience level can influence how they interact with the product and their perception of risk (Solomon, 2015). Types of consumers by demographic segment. Consumer types can be distinguished based on demographic characteristics such as age, gender, income, education, and geographic location. These demographic variables can help in identifying consumer needs and preferences within a particular segment, as well as designing marketing messages accordingly (Schiffman & Wisenblit, 2018).

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Consumer Satisfaction

Consumer satisfaction as a cognitive and affective evaluation of the experience of purchasing and consuming a product or service. Consumer satisfaction can be defined as an objective and subjective assessment of the quality of a product or service at the point of sale and use (Oliver, 2014). Consumer satisfaction is the degree to which consumer's perception of the performance of products or services provided by a company is in accordance with their expectations. One definition of consumer satisfaction is the extent to which the actual performance of a product or service provided by a company meets consumer expectations (Kotler & Armstrong, 2018). Consumer satisfaction is a subjective evaluation that arises when a consumer's experience with a company's product or service exceeds, conforms, or underscores their expectations. When consumer expectations are exceeded, met, or not met, consumers are said to be satisfied with the products or services provided by the company (Anderson, 2018). Consumer satisfaction as a positive feeling that arises when consumer expectations of a product or service are met or even exceeded. Satisfaction of a product or service is achieved when consumer needs are met or even exceeded (Zeithaml *et al.*, 2018). Based on the 4 (four) definitions above regarding Consumer satisfaction, it can be concluded that Consumer satisfaction is a cognitive and affective evaluation of the experience of purchasing and consuming products or services, and is an objective and subjective assessment of the quality of products or services at the point of sale and use. Consumer satisfaction is determined by the extent to which the actual performance of a product or service meets consumer expectations. Subjective evaluation arises when a Consumer's experience with a product or service exceeds, conforms, or falls below their expectations, and when a Consumer's expectations are exceeded, met, or not met, the Consumer is said to be satisfied with the product or service provided by the company. Consumer satisfaction is achieved when consumer needs are met or even exceeded

Repurchase Intention

Consumers who make repeat purchases are one of the goals of marketing activities carried out by the company. Repurchase intention occurs after the Consumer makes a purchase where after the Consumer buys or consumes the product produced by the company, the Consumer intends to repurchase the same product or service. Repurchase intent is behavior that arises in response to an object (Trisnawati *et al.*, 2013). In general, repurchase intent is a purchase interest based on past purchase experiences. High repurchase interest reflects a high level of satisfaction from consumers when deciding to adopt a product. Repurchase interest is the desire and action of consumers to repurchase a product, because of the satisfaction received according to the quality of a product that has previously been purchased (Kotler & Keller, 2012). The satisfaction obtained by a Consumer can encourage someone to make a repeat purchase, become loyal to the product or loyal to the store where he buys the item so that the Consumer can tell good things to others (Prastyaningsih *et al.*, 2014). Repurchase intent is a purchase activity that is carried out more than once or several times (Pamenang & Soesanto, 2016). Consumer repurchase intention factors include consumer satisfaction, service quality, brand preference, product quality, perceived value, price, and physical environment (Putri, 2016). Apart from his own experience but can also be influenced by the product innovation offered (Eriza, 2017). The main key to winning the competition is to create innovation, innovation must be created by the company because innovation is one of the sources of company growth. Product innovation is one of the factors most relied on by a marketer in marketing a product. Innovation will increase the added value of a product, innovation will create a new product that can provide better solutions for solving problems faced by consumers (Ruhamak & Rahayu, 2017). High innovation, both process innovation and product innovation, will increase the company's ability to create quality products. High product quality will increase the company's competitive advantage which ultimately has an impact on consumers' repurchase intentions (Pertiwi & Sukawati, 2017).

Relations between Variables

The relationship between service quality (X1) and consumer satisfaction (M) on repeat purchase intention (Y): The purpose of the first study was to analyze the effect of service quality on consumer satisfaction in the repurchase intention of NPK Kebomas Fertilizer after centralization. In this context, it can be assumed that there is a positive relationship between service quality (Service Quality) and customer satisfaction. The higher the Service Quality provided by Pupuk NPK Kebomas after centralization, the higher the level of consumer satisfaction and the possibility of repurchase.

The relationship between perceived risk (X2) and consumer satisfaction (M) on repeat purchase intention (Y): The purpose of the second study was to analyze the effect of perceived risk on consumer satisfaction in the repurchase intention of NPK Kebomas Fertilizer purchased after centralization. In this context, it is assumed that there is a negative relationship between

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perceived risk and consumer satisfaction. The higher the level of risk perceived by consumers related to NPK Kebomas Fertilizer after centralization, the lower the level of consumer satisfaction and the possibility of repurchase.

Relationship between consumer type (Z), perceived risk (X2), and consumer satisfaction (M): The third study objective is to analyze the role of consumer type in the relationship between perceived risk and consumer satisfaction. In this context, it can be assumed that the type of consumer (such as demographic, psychographic, or other factors) can moderate the relationship between perceived risk and consumer satisfaction. That is, the effect of perceived risk on consumer satisfaction can vary depending on different types of consumers. This study aims to identify how the type of consumer can affect the relationship between perceived risk and consumer satisfaction.

Conceptual Framework

Service Quality (X1): This variable refers to the Service Quality provided by Pupuk NPK Kebomas after centralization to its consumers. Service quality covers various aspects such as reliability, responsiveness, assurance, empathy, and physical evidence. Service quality is considered a factor that can affect customer satisfaction and repeat purchase intent.

Perceived Risk (X2): This variable refers to the risk felt by consumers when buying NPK Kebomas Fertilizer after centralization. Perceived risk includes financial risk, functional risk, physical risk, social risk, psychological risk, and time risk. Perceived risk is considered a factor that can affect consumer satisfaction.

Consumer Satisfaction (M): This variable refers to the level of consumer satisfaction with NPK Kebomas Fertilizer products after centralization. Consumer satisfaction can be measured based on consumer perceptions of product quality, price, service, and value provided by the company. The level of consumer satisfaction can affect consumer repeat purchase intent.

Consumer Type (Z): This variable affects the relationship between perceived risk and consumer satisfaction. Consumer types include individual characteristics such as previous experience, preferences, attitudes, and motivations. Consumer type is considered a moderator variable that can affect the extent to which perceived risk affects consumer satisfaction.

Hypothesis

In the conceptual framework, the research hypothesis can be determined as follows:

1. H1: X1 has a positive effect on Y
2. H2: X2 has a positive effect on Y
3. H3: X1 has a positive effect on Y through M
4. H4: X2 has a positive effect on Y through M
5. H5: M has a positive effect on Y
6. H6: Z has a positive effect on X2 against M

III. RESEARCH METHOD (SEM-PLS)

The PLS (Partial Least Squares) SEM (Structural Equation Modeling) test is a statistical analysis method used to test the relationship between latent variables in a structural model. This method is an alternative to covariance-based SEM analysis methods (e.g., LISREL or AMOS methods) and is more suitable for use in non-normally distributed data or in exploratory studies with small sample sizes.

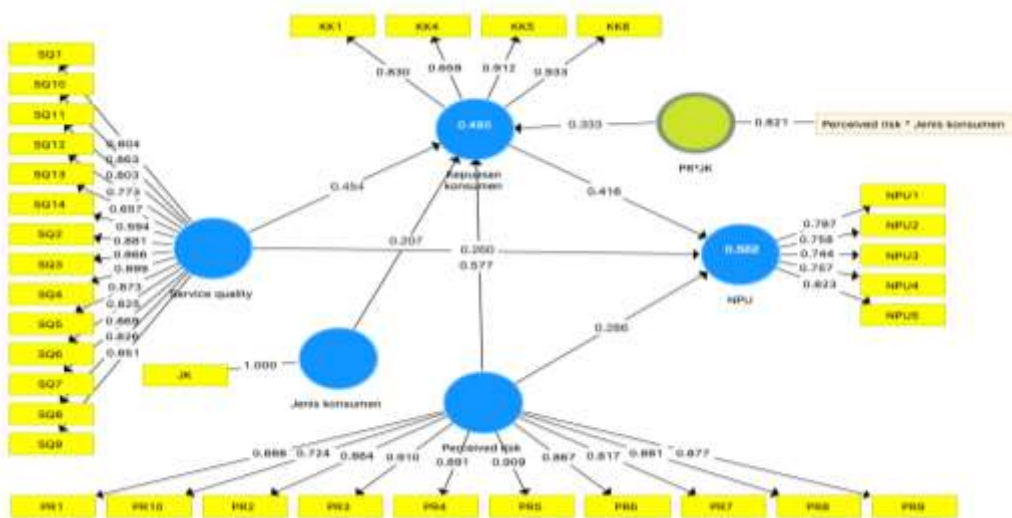
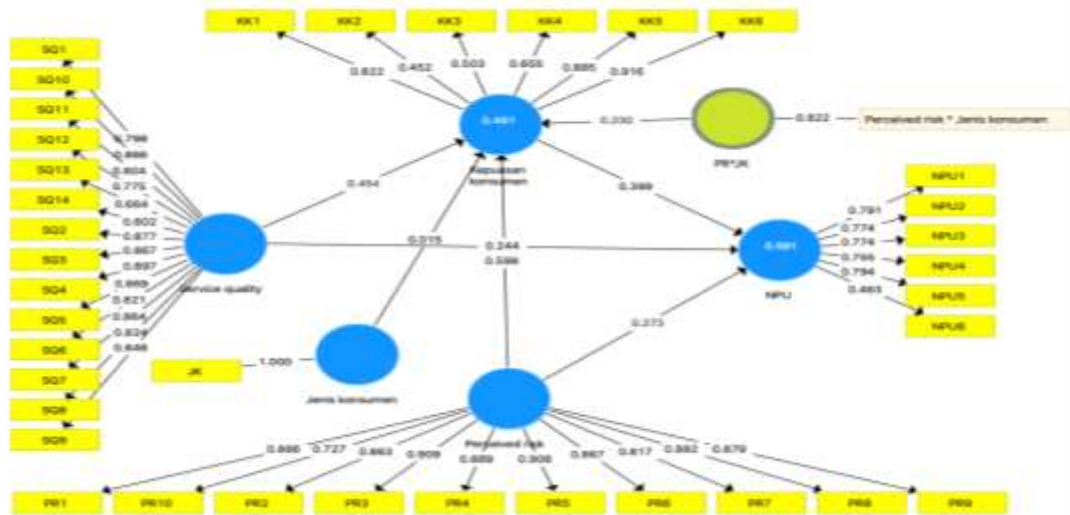
Here are the general steps in performing a PLS SEM test:

1. **Conceptual Model Formation:** Determine latent variables (factors that cannot be measured directly) and manifest variables (indicators that measure latent variables) based on previous theories and research;
2. **Data Collection:** Collect data through surveys, interviews, or other data collection methods that correspond to manifest variables in the model;
3. **Measurement Model Formation:** Create a measurement model by linking manifest variables to the corresponding latent variables. This measurement model will be used to test construct validity and reliability;
4. **Measurement Model Evaluation:** Test construct validity and reliability by calculating Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE) values, and testing discriminant validity;
5. **Formation of Structural Models:** Create structural models by linking latent variables according to research hypotheses;
6. **Structural Model Evaluation:** Test the relationship between latent variables in the structural model by calculating path coefficients, R-Squared values (R^2), and Q-Squared values (Q^2);
7. **Hypothesis Test:** Test the research hypothesis by calculating the t-statistic value and p-value for the path coefficient. If the p-value is less than the specified level of significance (for example, 0.05), then the hypothesis is accepted;

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8. Interpretation of Results: Based on the results of the analysis, make conclusions regarding the relationship between latent variables in the model and suggestions for further research or business practice (Trisnawati *et al.*, 2013).

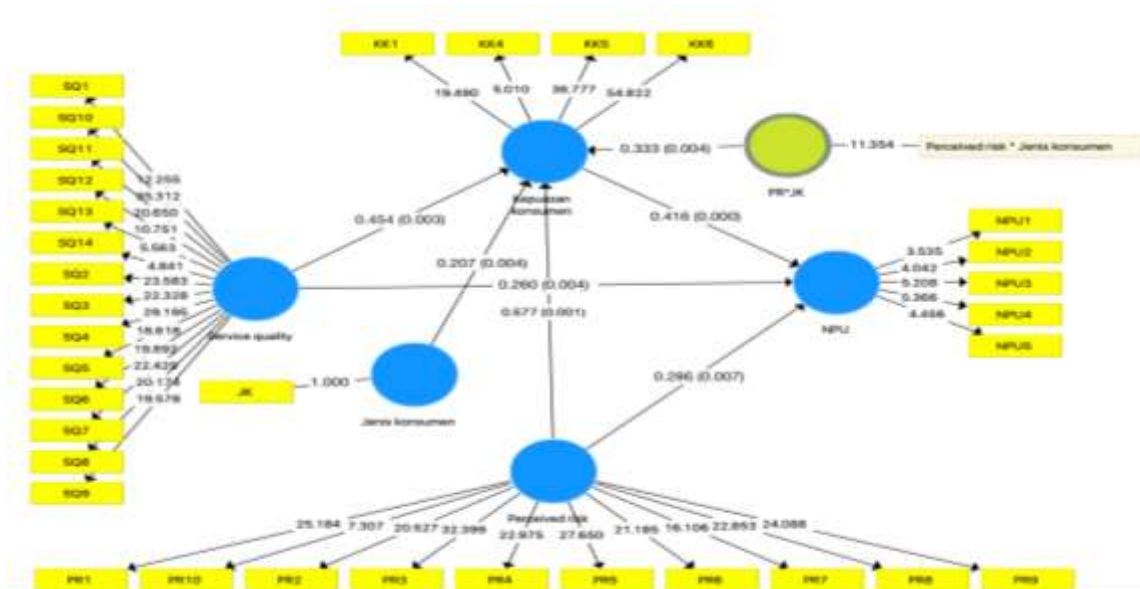
IV. RESULT



	Average Variance Extracted (AVE)
Types of Consumer	1,000
Consumer Satisfaction	0,707
Repurchase Intention	0,593
Perceived Risk	0,747
Service Quality	0,668

	Cronbach's Alpha	Composite Reliability
Types of Consumer	1,000	1,000
Consumer Satisfaction	0,859	0,905
Repurchase Intention	0,840	0,882
Perceived Risk	0,962	0,967
Service Quality	0,961	0,965

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	R Square
Consumer Satisfaction	0,480
Repurchase Intention	0,581

	Original Sample	T Statistics	P Values
Service Quality → Repurchase Intention	0,260	2,497	0,004
Perceived Risk → Repurchase Intention	0,286	4,437	0,007
Service Quality → Consumer Satisfaction → Repurchase Intention	0,465	4,427	0,004
Perceived Risk → Consumer Satisfaction → Repurchase Intention	0,240	7,715	0,012
Consumer Satisfaction → Repurchase Intention	0,416	6,916	0,000
Perceived Risk * Types of Consumer → Consumer Satisfaction	0,333	2,417	0,004

Based on the results of the path coefficient test, it can be used to prove the research hypothesis as follows:

1. The effect of service quality on repeat purchase intent;

In table above, it can be seen that service quality has a positive influence on repeat purchase intentions. This can be seen in the results of obtaining values in the parameter coefficient, which is 0.260, while the T-statistic value is 2.497 > 1.96 and the p-value is 0.004 < 0.05 which shows that it has a significant effect. Based on these statistical calculations, it can be concluded that service quality affects repurchase intention in this study sample, so that H1 which states that service quality has a positive effect on repurchase intention is accepted (supported).

2. The effect of perceived risk on repurchase intention;

In table above, it can be seen that perceived risk has a positive influence on repurchase intentions. This can be seen in the results of obtaining values in the parameter coefficient, which is 0.286, while the T-statistic value is 4.437 > 1.96 and the p-value is 0.007 < 0.05 which shows that it has a significant effect. Based on these statistical calculations, it can be concluded that perceived risk affects repurchase intention in this study sample, so that H2 which states that perceived risk has a positive effect on repurchase intention is accepted (supported).

3. The mediating role of customer satisfaction in the relationship of service quality to repeat purchase intentions;

In table above, it is known that customer satisfaction is able to mediate significantly in the relationship between service quality and repeat purchase intentions. The significant influence can be seen from the results of the path coefficient which shows a T-statistic value of 4.427 > 1.96 and a p-value of 0.004 < 0.05. Based on these statistical calculations, it can be concluded that customer satisfaction is able to mediate significantly on the relationship between service quality and repurchase intention in this research sample, so that H3 which states that customer satisfaction is able to mediate the relationship between service quality and repeat purchase intention is accepted (supported).

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4. The mediating role of consumer satisfaction in the relationship of perceived risk to repurchase intention;
In table 4.7 above, it is known that consumer satisfaction is able to mediate significantly in the relationship between perceived risk and repurchase intention. The significant influence can be seen from the results of the path coefficient which shows a T-statistic value of $7.715 > 1.96$ and a p-value of $0.012 < 0.05$. Based on these statistical calculations, it can be concluded that consumer satisfaction is able to mediate significantly in the relationship between perceived risk and repurchase intention in this research sample, so that H4 which states that consumer satisfaction is able to mediate the relationship between perceived risk and repurchase intention is accepted (supported).
5. The effect of consumer satisfaction on repeat purchase intention;
In the table above, it can be seen that consumer satisfaction has a positive influence on repeat purchase intentions. This can be seen in the results of obtaining values in the parameter coefficient, which is 0.416, while the T-statistic value is $6.916 > 1.96$ and the p-value is $0.000 < 0.05$ which shows that it has a significant effect. Based on these statistical calculations, it can be concluded that consumer satisfaction affects repeat purchase intentions in this study sample, so that H5 which states that consumer satisfaction has a positive effect on repurchase intentions is accepted (supported).
6. The role of moderation of consumer types on the effect of perceived risk on consumer satisfaction;
The table above also reveals that the effect of perceived risk on consumer satisfaction is moderated positively. This is shown through obtaining the value of the parameter coefficient, which is 0.333. In addition, the role of moderation also shows significance, which is shown through the acquisition of T-statistic values of $2.417 > 1.96$ and p-values of $0.004 < 0.05$ which show significance. Based on these statistical calculations, it can be concluded that the type of consumer positively moderates the influence of perceived risk on consumer satisfaction, or the influence of perceived risk on consumer satisfaction becomes stronger with the type of consumer. From this description, it can be concluded that the type of consumer strengthens the influence of perceived risk on consumer satisfaction which means H6 is accepted (supported).

V. DISCUSSION

Analysis of the Effect of Service Quality (X1) on Consumer Satisfaction (M) in Repurchase Intention (Y) of NPK Kebomas Fertilizer after Centralization

Based on the results of the analysis above, the effect of *service quality* and *perceived risk* on consumer satisfaction and the intention to repurchase NPK Kebomas fertilizer after centralization at PT Petrokimia Gresik. The results of the analysis showed that *service quality* and *perceived risk* had a significant positive effect on repurchase intention (NPU) with *path coefficients* values of 0.260 and 0.286 respectively. This shows that the higher the *service quality* and the lower the *perceived risk*, the higher the customer's repeat purchase intent. In addition, the results of the analysis also show that consumer satisfaction mediates the effect of *service quality* and *perceived risk* on repeat purchase intentions. The effect of *service quality* on consumer satisfaction and repurchase intention has path coefficients values of 0.465 and 0.416 respectively, while the effect of *perceived risk* on consumer satisfaction and repurchase intentions has *path coefficients* values of 0.240 and 0.333 respectively. This shows that the higher the *service quality* and the lower the *perceived risk*, the higher the customer satisfaction and repeat purchase intent. In addition, the results of the analysis also show the influence of the interaction between *perceived risk* and consumer type on consumer satisfaction with a *path coefficients* value of 0.333. This shows that the effect of *perceived risk* on consumer satisfaction varies depending on the type of consumer available. In the overall results of the analysis, it can be concluded that *service quality* and *perceived risk* have a significant positive effect on consumer satisfaction and the intention to repurchase NPK Kebomas fertilizer after centralization at PT Petrokimia Gresik. Therefore, companies need to improve *service quality* and reduce *perceived risk* to increase customer satisfaction and repeat purchase intent. Based on the results of the research above, it can be stated in accordance with the results of research conducted by (Pawarti et al., 2022) which conducted research on the effect of product variations on repurchase interest, with customer satisfaction as an *intervening* variable. The results found that product variation had a positive and significant influence on repurchase intent, and customer satisfaction mediated this relationship. In addition, research conducted by (Cesariana et al., 2022) namely by conducting a literature review on marketing management and found that product quality (X1) and service quality (X2) have a significant influence on customer satisfaction (M). This supports the hypothesis that service quality has a positive effect on customer satisfaction.

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Analysis of The Effect of Perceived Risk (X2) on Consumer Satisfaction (M) in Repurchase Intention (Y) of NPK Kebomas Fertilizer Purchased After Centralization

Based on the results of the analysis, the effect of perceived risk on consumer satisfaction and the intention to repurchase NPK Kebomas fertilizer purchased after centralization at PT Petrokimia Gresik. The results of the analysis show that perceived risk has a significant positive effect on repurchase intention (NPU) with a path coefficients value of 0.286. This shows that the lower the perceived risk, the higher the consumer's repeat purchase intent. In addition, the results of the analysis also show that consumer satisfaction mediates the effect of perceived risk on repeat purchase intentions. The effect of perceived risk on consumer satisfaction and repurchase intention has path coefficients values of 0.240 and 0.416 respectively. This shows that the lower the perceived risk, the higher the consumer satisfaction and repeat purchase intent. In the overall results of the analysis, it can be concluded that perceived risk has a significant positive effect on the intention to repurchase NPK Kebomas fertilizer purchased after centralization at PT Petrokimia Gresik. Therefore, companies need to reduce perceived risk to increase consumer satisfaction and repeat purchase intent. One way that can be done is to provide clear and accurate information about the products and services provided, as well as improve the quality of service so that consumers feel more comfortable and confident in making repeat purchases. Based on the results of the research above, it can be stated in accordance with the results of research conducted by (Cahyanti & Ekawati, 2021) which investigated the mediating role of green trust in the relationship between environmentally friendly perceived value and environmentally friendly repurchase intentions. The results showed that if the risk perception of an environmentally friendly product is low, then consumer confidence in the product increases, causing higher repurchase intent. This suggests that perceived risk can directly influence buyback intent through the role of trust mediation. In addition, research conducted by (Zang et al., 2022) that investigated the mediating effect of community interactions between perceived value and consumer repurchase intentions of commercial ice arenas. The results showed that perceived value significantly influenced community interaction and repurchase intent, and community interaction played a mediating role between perceived emotional value and repurchase intent. This suggests that risk perception can indirectly influence repurchase intent through the mediating role of community interactions.

Analysis of the Effect of Consumer Type (Z) in Perceived Risk (X2) on Consumer Satisfaction (M)

Based on the results of the analysis, the influence of *perceived risk* and consumer type on consumer satisfaction in the intention to repurchase NPK Kebomas fertilizer after centralization at PT Petrokimia Gresik. The results of the analysis show the influence of the interaction between *perceived risk* and consumer type on consumer satisfaction with a *path coefficients value of 0.333* and a *p-value of 0.004*. This shows that the effect of *perceived risk* on consumer satisfaction varies depending on the type of consumer available. In this case, companies need to pay attention to the types of consumers that exist and how they respond to *perceived risk* in making purchases. Companies can segment consumers based on their characteristics and preferences, and provide different marketing strategies for each segment. In addition, companies also need to pay attention to factors that affect *perceived risk*, such as product quality, price, and company reputation, as well as make efforts to reduce the risk felt by consumers. In the overall results of the analysis, it can be concluded that the type of consumer affects the effect of *perceived risk* on consumer satisfaction in the intention to repurchase NPK Kebomas fertilizer after centralization at PT Petrokimia Gresik. Therefore, companies need to pay attention to consumer characteristics and preferences in reducing *perceived risk* and increasing consumer satisfaction. Based on the results of the research above, it can be stated in accordance with the results of research conducted by (Purwanto & Chandra Tansil, 2016) states that atmospheric factors can indirectly affect customer satisfaction. That is, the physical environment or atmosphere in which a product or service is consumed can have an impact on customer satisfaction. In addition, research by (Soelasih, 2017) says that another factor that can affect customer satisfaction is quality perception. So the perception of quality has a direct and indirect positive influence on customer satisfaction. That is, when customers perceive a higher level of quality in a product or service, this can have a positive impact on their satisfaction.

VI. CONCLUSION

Based on the results and discussion, it can be concluded that

1. Service quality and perceived risk have a significant positive effect on the intention to repurchase NPK Kebomas fertilizer after centralization at PT Petrokimia Gresik. In addition, customer satisfaction mediates the effect of service quality and perceived risk on repeat purchase intentions. Companies need to improve service quality and reduce perceived risk to increase customer satisfaction and repeat purchase intent.

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1. Perceived risk has a significant positive effect on the intention to repurchase NPK Kebomas fertilizer purchased after centralization at PT Petrokimia Gresik. Therefore, companies need to reduce perceived risk to increase consumer satisfaction and repeat purchase intent.
2. There is an influence of interaction between perceived risk and consumer type on consumer satisfaction. Therefore, companies need to pay attention to consumer characteristics and preferences in reducing perceived risk and increasing consumer satisfaction.

In the overall results of the analysis, it can be concluded that the company needs to pay attention to the quality of service, information clear and accurate about products and services, as well as factors that affect perceived risk to increase consumer satisfaction and repurchase intention of NPK Kebomas fertilizer after centralization at PT Petrokimia Gresik.

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