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The Influence of Word of Mouth, Product Completeness and Product Attractiveness on Fertilizer Purchase Decisions at Growmart (Cab. Usaha Tani)

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Abstract: This study aims to analyze the influence of word of mouth, product completeness, and product appeal on fertilizer purchasing decisions at Growmart (Agricultural Business Branch) located on Jl. Jenderal Sudirman, Bagan Batu, South Labuhanbatu, Riau. The background of this study is based on the tight business competition in the agricultural sector and the low volume of fertilizer sales at Growmart, which is suspected to be influenced by the less than optimal marketing strategy and the mismatch of stock with consumer needs. This study uses a quantitative approach with a survey method through a questionnaire distributed to 292 respondents, determined by the Slovin formula from a population of 1,076 people. The sampling technique uses the random sampling method. Data analysis was carried out through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficients of determination (Adjusted R^2). The results of the study showed that partially and simultaneously, the variables word of mouth, product completeness, and product appeal have a significant effect on fertilizer purchasing decisions at Growmart. Word of mouth has a positive influence because it provides information that is trusted by consumers. Completeness of the product encourages consumers to buy in one place practically. While the appeal of the product increases interest through attractive visuals, packaging, and presentation.

Keywords: Word of Mouth, Completeness of the Product, Attractiveness of the Product, Purchase Decision, Fertilizer.

INTRODUCTION

Increasingly tight business competition forces entrepreneurs to continue to seek effective marketing strategies in order to survive and thrive. In this context, companies are required to be able to understand consumer needs and create products that have added value through innovation and quality that can satisfy both parties, both producers and consumers. In industries engaged in similar fields, such as fertilizer sales, creativity, innovation, and service are important factors in attracting consumer interest. According to Lesmana et al. (2022), consumer behavior plays an important role in the purchasing decision-making process, where consumers

consider aspects of price, quality, and function before purchasing a product. This study focuses on Growmart (Cab. Usaha Tani) located on Jl. Jenderal Sudirman, Bagan Batu, South Labuhanbatu, Riau. This company is engaged in the sale of fertilizers and faces challenges in increasing sales volume. Fertilizer sales data from 2020 to 2024 shows instability that reflects consumer uncertainty in making purchases. One of the causes is the delay in providing fertilizer stock, which makes consumers reluctant to make repeat purchases. In dealing with these conditions, one relevant strategy to implement is word of mouth. Kurniasih (2021) stated that word of mouth is a promotion carried out by consumers to others indirectly through the experience of using the product. This strategy has proven to have a great influence because according to Gustina & Viviani (2019), information from people closest to them is considered more credible and honest compared to conventional advertising. Taher et al. (2022) also found that word of mouth has a positive impact on purchasing decisions because it occurs naturally and does not require large costs. However, in the case of Growmart (Cab. Usaha Tani) there has been no active effort to disseminate information through promotional media or individuals, so word of mouth has not run optimally. The lack of information delivery by consumers to other parties means that many people do not know about the existence or sale of fertilizers carried out by Growmart. In addition, product completeness is also an important factor in influencing purchasing decisions. Wahyudi et al. (2022) explain that product completeness includes all offers given by traders to consumers, from the type of goods to the layout of the store. In the retail business, even though the price of goods is higher, consumers will still be interested if the products offered are complete (Sinaga et al., 2024). This is reinforced by the findings of Nurjamilah et al. (2023) which states that product completeness has a positive and significant influence on purchasing decisions. This means that the more complete the products available at Growmart (Cab. Usaha Tani), the higher the likelihood that consumers will decide to make a purchase. Overall, tight competition requires Growmart to optimize word of mouth strategies and pay attention to product completeness as two important factors that can increase consumer purchasing decisions.



Figure 1. Fertilizers Sold at Growmart (Cab. Usaha Tani)
Data Source: Growmart (Cab. Usaha Tani), 2024

The image described shows that Growmart (Cab. Usaha Tani) sells various types of fertilizers such as NPK and Mestac Duo fertilizers. However, although the types of fertilizers offered are quite diverse, in reality there is often a mismatch between the available fertilizer stock and the needs and desires of customers. This causes customers to switch to other places to meet their needs. In addition, the variety of fertilizer sizes sold at Growmart is also incomplete, which is caused by late delivery from the distributor to Growmart, so that product availability is not optimal at the time consumers need.

In the business world, product appeal is an important strategy to increase sales and attract new customers or retain old customers. Efforts to introduce products and stores to consumers can be done through social media and listing stores on digital platforms such as Google Maps to make them more easily accessible and known to the public. According to Siagian & Realize

(2023), product appeal is something that has unique characteristics, attractive aesthetics, and variations in the products or services offered. This attraction is able to attract consumers' attention and encourage them to try the product.

Novita's research (2024) strengthens the importance of this aspect by showing that product appeal has a strong influence on purchasing decisions. This is because product appeal is a key element in marketing strategy, which includes visual appearance, packaging design, and how the product is presented to consumers. The combination of these elements can increase consumer interest and influence their decision in choosing a product.

Table 1. Prices of Various Fertilizer Variants at Growmart (Bab. Usaha Tani)

Fertilizer Variants	Price
mesti kiesrite	Rp. 295.000 / sack (50 kg)
za lao ying	Rp. 235.000 / sack (50 kg)
tsp lao ying	Rp. 480.000 / sack (50 kg)
mop mestikali	Rp. 345.000 / sack (50 kg)
npk mestipatenhijo	Rp. 730.000 / sack (50 kg)
npk mestibiru 16-16-16	Rp. 685.000 / sack (50 kg)
mesticinta	Rp. 595.000 / sack (50 kg)
npk mestikali plus 13-6-27	Rp. 395.000 / sack (50 kg)
npk mestikali super 13-8-27	Rp. 425.000 / sack (50 kg)
mestifos 16-20+12	Rp. 480.000 / sack (50 kg)
urea mestac duo	Rp. 315.000 / sack (50 kg)
copper lao ying	Rp. 1.370.000 / sack (25 kg)

Data Source: Growmart (Cab. Usaha Tani), 2024

The data in table 1. above shows a list of selling prices for fertilizer variants available at Growmart (Cab. Usaha Tani). The problem in this study is that although the price of fertilizer offered by Growmart (Cab. Usaha Tani) varies greatly, the number of sales cannot be increased because consumers always consider the selling price of fertilizer from Growmart (Cab. Usaha Tani) not in accordance with customer purchasing power and the price is more expensive than the price of fertilizer elsewhere so that customers are not interested in buying fertilizer at Growmart (Cab. Usaha Tani).

Based on the background above, the objectives of this study are as follows: (1) To find out whether word of mouth influences the decision to purchase fertilizer at Growmart (Cab. Usaha Tani). (2) To find out whether product completeness influences the decision to purchase fertilizer at Growmart (Cab. Usaha Tani). (3) To find out whether product attractiveness influences the decision to purchase fertilizer at Growmart (Cab. Usaha Tani). (4) To find out whether word of mouth, product completeness and product attractiveness influence the decision to purchase fertilizer at Growmart (Cab. Usaha Tani).

Framework of Thought

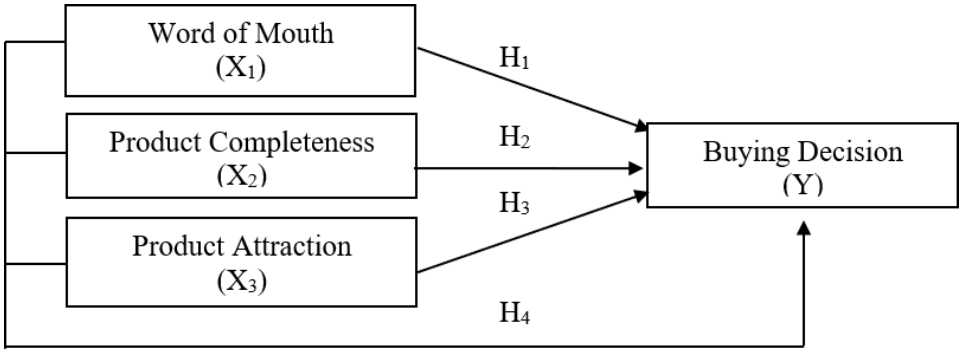


Figure 1. Framework of Thought

Hypothesis

A hypothesis is a temporary answer made by researchers before conducting further research, so the hypothesis of this study is as follows:

H_1: There is an influence of word of mouth on the decision to purchase fertilizer at Growmart (Cab. Usaha Tani).

H_2: There is an influence of product completeness on the decision to purchase fertilizer at Growmart (Cab. Usaha Tani).

H_3: There is an influence of product attractiveness on the decision to purchase fertilizer at Growmart (Cab. Usaha Tani)

H_4: There is an influence of word of mouth, product completeness and product attractiveness on the decision to purchase fertilizer at Growmart (Cab. Usaha Tani)

METHODS

This research was conducted at Growmart (Cabang Usaha Tani) located at Jl. Jenderal Sudirman, Bagan Batu, South Labuhanbatu Regency, Riau. The research implementation period took place from November 2024 to April 2025.

The type of data used is quantitative data, namely data in the form of numbers that are analyzed using a statistical approach. Darwin et al. (2021) explained that quantitative data is the result of calculations and measurements that require a mathematical and statistical analysis process. The data sources used are divided into two, namely primary data obtained directly from respondents or research objects, and secondary data obtained indirectly from related institutions or previous research results, as classified by Darwin et al. (2021).

The population in this study were all Growmart customers who purchased fertilizer in 2024, totaling 1,076 people. According to Purba et al. (2021), population is a collection of individuals or objects that are the target of research. The sample was determined using the Slovin formula, with an error rate of 5%. Based on the formula explained by Purba et al. (2021), obtained a sample size of 292 people. The sampling technique was carried out randomly using random sampling, where each member of the population has an equal opportunity to be selected, as explained by Situmorang (2024).

This study has two types of variables, namely the dependent variable in the form of purchasing decisions, and independent variables consisting of word of mouth, product completeness, and product attractiveness.

Data collection was carried out using three methods: observation, questionnaires, and documentation. Observations were carried out by observing the phenomenon directly, the

questionnaire was given in the form of written questions, while documentation was carried out by collecting data from relevant archives or records, as described by Purba et al. (2021).

Data analysis techniques involve several stages. Validity testing is used to ensure that the questionnaire actually measures what it should measure. Ghozali (2021) states that the validity test compares the r count value with the r table. If r count > r table then the item is declared valid. Meanwhile, the reliability test is used to test the consistency of the data collection instrument using the Cronbach Alpha value, where a value > 0.70 indicates good reliability.

Descriptive statistics are used to describe data in the form of tables or graphs without generalization. Purba et al. (2021) stated that these statistics explain data exploratively without drawing population conclusions.

The classical assumption tests carried out include normality, multicollinearity, and heteroscedasticity tests. The normality test aims to test whether the residual data is normally distributed, using histograms, normality plots, and the Kolmogorov-Smirnov test (Ghozali, 2021). Data is said to be normal if the Sig value is > 0.05. The multicollinearity test is carried out to determine whether there is a correlation between independent variables by looking at the tolerance value (<0.10) and VIF (> 10). The heteroscedasticity test is carried out to test whether there is inequality in residual variance between observations, which can be detected through a scatterplot (Ghozali, 2021).

Multiple regression analysis is used to determine the simultaneous and partial effects of independent variables on purchasing decisions. The regression model used is:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e,$$

where Y is the purchasing decision, X_1 is word of mouth, X_2 is product completeness, X_3 is product attractiveness, and e is error.

Hypothesis testing is carried out through the t-test and F-test. The t-test is used to determine the partial effect of each independent variable on the dependent variable. Ghozali (2021) stated that this test compares t-count with t-table to determine significance. The F-test is used to determine the simultaneous effect of all independent variables on the dependent variable. In this case, F-count is compared with F-table at a significance level of 5%.

Furthermore, the Adjusted R^2 test is used to measure the extent to which the independent variables are able to explain the variation of the dependent variable. Ghozali (2021) stated that the Adjusted R^2 value approaching one indicates that the regression model has a high ability to explain the dependent variable.

Finally, the variable contribution analysis is used to determine how much influence each independent variable individually has on the dependent variable. This analysis helps identify which variables have a dominant influence on purchasing decisions.

RESULTS AND DISCUSSION

Research Results

Respondent Characteristics

The characteristics of respondents provide an overview of the condition of respondents during the research period after distributing the questionnaires. This research was conducted at Growmart (Cab. Usaha Tani) with 292 customers. The characteristics of respondents contain data on respondents containing data on how long they have been consumers, payment systems and income/month.

Data on respondent characteristics based on how long they have been customers shows that the majority of respondents are those who have been customers for > 3 years totaling 112 customers (38.36%), while the minority of respondents are those who have been customers for < 1 year totaling 33 customers (11.30%). Based on the explanation above, it is known that the majority of customers who have been consumers for more than 3 years are because the fertilizer

sold at Growmart (Cab. Usaha Tani) can attract customers to buy fertilizer so that Growmart (Cab. Usaha Tani) is able to increase sales.

Respondent characteristic data based on payment system shows that the majority of respondents are respondents who have a credit payment system totaling 162 customers (55.48%) while the minority of respondents are respondents who have a cash payment system totaling 130 customers (44.52%). Based on the explanation above, it is known that the majority of customers have a credit payment system because the stock of fertilizer at Growmart (Bab. Usaha Tani) is limited so that customers who want to buy fertilizer must order in advance at Growmart (Bab. Usaha Tani).

Respondent characteristic data based on income/month shows that the majority of respondents are respondents who have an income/month> 10 million totaling 108 customers (36.99%) while the minority of respondents are respondents who have an income/month <3 million totaling 48 stores (16.44%). Based on the explanation above, it is known that the majority of customers have an income/month of more than 10 million because consumer interest in buying fertilizer is very high due to positive word of mouth from fertilizer sales.

Validity and Reliability Test

Validity Test

Table 2. Results of the Word Of Mouth Variable Validity Test

No.	Statement	r_{count}	r_{table}	Information
1.	When giving information, someone tells about the sale of Growmart fertilizer (Cab. Usaha Tani) to customers spontaneously	0,553	0,361	Valid
2.	The information provider delivers the message directly and clearly so that customers can understand the intent conveyed	0,562	0,361	Valid
3.	When giving information, someone says that Growmart fertilizer (Cab. Usaha Tani) can be purchased online	0,725	0,361	Valid
4.	When giving information, someone explains that the location of the Growmart fertilizer sale (Cab. Usaha Tani) is very strategic so that it is easy to find and reach	0,507	0,361	Valid
5.	A person who provides information about the sale of Growmart fertilizer (Cab. Usaha Tani) explains it with the help of social media Instagram and Google	0,590	0,361	Valid
6.	When providing information, someone explains it by showing brochures or other promotional media related to the sale of Growmart fertilizer (Cab. Usaha Tani)	0,736	0,361	Valid
7.	When someone provides information, customers see that the management is participating to help provide positive comments about the sale of Growmart fertilizer (Cab. Farming Business)	0,632	0,361	Valid
8.	The presence of Growmart (Branch of Farming Business) and other informants who also participate and tell positive things about fertilizer sales can increase customer confidence in the information provided	0,532	0,361	Valid
9.	Growmart (Branch of Farming Business) needs to provide easy-to-contact services so that customers can easily provide input or criticism of suggestions to the company	0,668	0,361	Valid

No.	Statement	r_{count}	r_{table}	Information
10.	Growmart (Branch of Farming Business) also needs to monitor and respond to every piece of information on customer service from social media	0,745	0,361	Valid

Source: Research Results, 2025 (Processed data)

Table 2 shows that the results of the instrument test of the word of mouth variable (X_1) have a calculated r_{count} greater than the r_{table} value of 0.361. It can be concluded that all statement instruments from the word of mouth variable used are valid.

Table 3. Results of the Validity Test of the Product Completeness Variable

No.	Statement	r_{count}	r_{table}	Information
1.	Fertilizers sold by Growmart (Cab. Usaha Tani) vary	0,565	0,361	Valid
2.	The variety of fertilizers sold by Growmart (Cab. Usaha Tani) is more complete than other companies	0,543	0,361	Valid
3.	The variety of fertilizer sizes sold at Growmart (Cab. Usaha Tani) is complete	0,733	0,361	Valid
4.	The variety of fertilizer sizes offered at Growmart (Cab. Usaha Tani) is superior to other companies	0,592	0,361	Valid
5.	The fertilizers offered are of the best quality	0,669	0,361	Valid
6.	The fertilizers offered are in accordance with the descriptions listed	0,613	0,361	Valid
7.	The fertilizers needed by customers are always available at Growmart (Cab. Usaha Tani)	0,729	0,361	Valid
8.	The availability of fertilizers sold at Growmart (Cab. Usaha Tani) is in accordance with customer desires	0,666	0,361	Valid

Source: Research Results, 2025 (Processed data)

Table 3 shows that the results of the instrument test of the product completeness variable (X_1) have a calculated r_{count} greater than the r_{table} value of 0.361. It can be concluded that all statement instruments of the product completeness variable used are valid.

Table 4. Results of the Validity Test of the Product Attractiveness Variable

No.	Statement	r_{count}	r_{table}	Information
1.	Customers are interested in buying fertilizer because the fertilizer brands sold at Growmart (Cab. Usaha Tani) are complete	0,443	0,361	Valid
2.	Fertilizer brands available at Growmart (Cab. Usaha Tani)	0,884	0,361	Valid
3.	are not available in markets or other places	0,883	0,361	Valid
4.	Customers are interested in buying fertilizer because the price is in accordance with customer purchasing power	0,806	0,361	Valid
5.	Customers are interested in buying fertilizer because the price is cheaper than the price of fertilizer in other places	0,763	0,361	Valid
6.	Customers are interested in buying fertilizer because the types of fertilizer offered at Growmart (Cab. Usaha Tani) vary	0,707	0,361	Valid
7.	Customers are interested in buying fertilizer because the types of fertilizer offered at Growmart (Cab. Usaha Tani) are complete	0,569	0,361	Valid
8.	Customers are interested in buying fertilizer because Growmart (Cab. Usaha Tani) is close to their place of residence	0,659	0,361	Valid

No.	Statement	r_{count}	r_{table}	Information
9.	Customers are interested in buying fertilizer because access to Growmart (Cab. Usaha Tani) is passed by public transportation	0,711	0,361	Valid
10.	Customers are interested in buying fertilizer because the system for arranging goods at Growmart (Cab. Usaha Tani) is neat	0,596	0,361	Valid

Source: Research Results, 2025 (Processed data)

Table 4. shows that the results of the instrument test of the product attractiveness variable (X_1) have a calculated r_{count} greater than the r_{table} value of 0.361. It can be concluded that all statement instruments of the product attractiveness variable used are valid.

Table 5. Results of the Validity Test of the Purchase Decision Variable

No.	Statement	r_{count}	r_{table}	Information
1.	Customers buy Growmart fertilizer (Cab. Usaha Tani) because it is in accordance with the expected price.	0,684	0,361	Valid
2.	Customers buy Growmart fertilizer (Cab. Usaha Tani) because it is in accordance with the expected benefits.	0,765	0,361	Valid
3.	Customers always look for information before deciding to buy Growmart fertilizer (Cab. Usaha Tani)	0,742	0,361	Valid
4.	After seeing other customers buying a lot of Growmart fertilizer (Cab. Usaha Tani) I am interested in buying fertilizer in the same place	0,531	0,361	Valid
5.	Customers are satisfied buying Growmart fertilizer (Cab. Usaha Tani) so that customers recommend it to others	0,812	0,361	Valid
6.	Customers will encourage friends and relatives to buy Growmart fertilizer (Cab. Usaha Tani)	0,613	0,361	Valid
7.	Customers continue to repurchase Growmart fertilizer (Cab. Usaha Tani) even though there are attractive fertilizer promotions elsewhere	0,760	0,361	Valid
8.	Results that are in accordance with expectations so that customers will buy Growmart fertilizer (Cab. Usaha Tani) again.	0,695	0,361	Valid

Source: Research Results, 2025 (Processed data)

Table 5 shows that the results of the instrument test of the purchasing decision variable (X_1) have a calculated r_{count} greater than the r_{table} value of 0.361. It can be concluded that all statement instruments of the purchasing decision variable used are valid.

Reliability Test

Table 6. Reliability Test Results

No	Variables	Cronbach's Alpha	N of Items	Information
1	Word Of Mouth	0,823	10	Reliable
2	Product Completeness	0,795	8	Reliable
3	Product Attractiveness	0,877	10	Reliable
4	Purchase Decision	0,853	8	Reliable

Source: Research Results, 2025 (Data processed)

Based on Table 6 above, it can be stated that all variables of this study are stated as reliable because the Cronbach's Alpha value is > 0.70.

Descriptive Statistics

Table 7. Descriptive Statistics

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Word Of Mouth	292	12	49	37.37	6.077
Product Completeness	292	12	40	30.19	4.343
Product Attractiveness	292	15	50	36.83	6.483
Purchase Decision	292	15	38	30.39	4.725

Source: Research Results, 2025 (Data processed)

Based on table 7 above, it can be seen that:

1. The number of data used is 292 customers who purchased fertilizer at Growmart (Bab. Usaha Tani).
2. The word of mouth variable has a minimum value of 12, a maximum value of 49, an average value of 37.37 and a standard deviation value of 6.077.
3. The product completeness variable has a minimum value of 12, a maximum value of 49, an average value of 30.19 and a standard deviation value of 4.343.
4. The product attractiveness variable has a minimum value of 15, a maximum value of 50, an average value of 36.83 and a standard deviation value of 6.483.
5. The purchasing decision variable has a minimum value of 15, a maximum value of 38, an average value of 30.39 and a standard deviation value of 4.725.

Classical Assumption Test Results

Normality Test

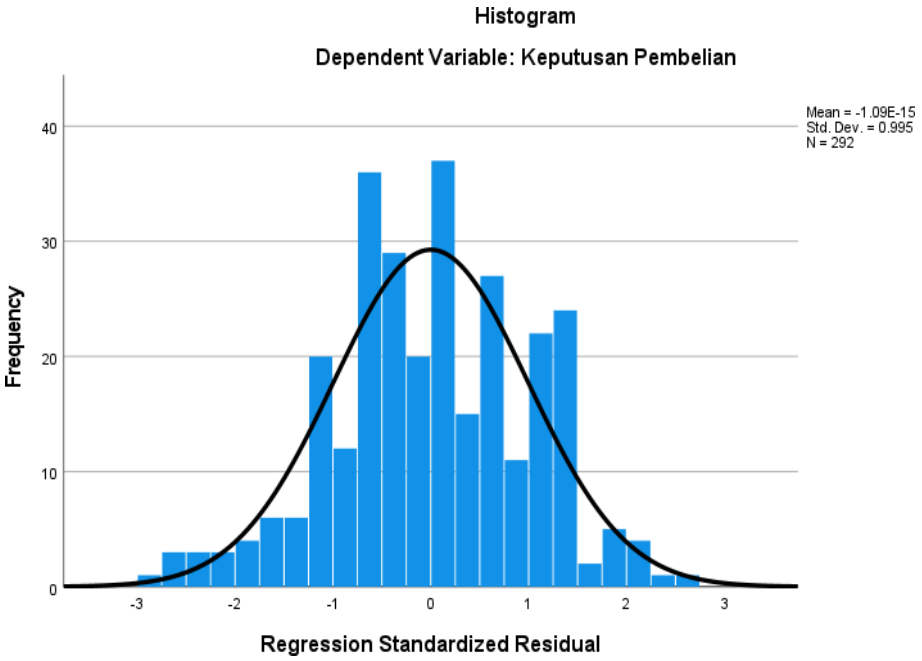
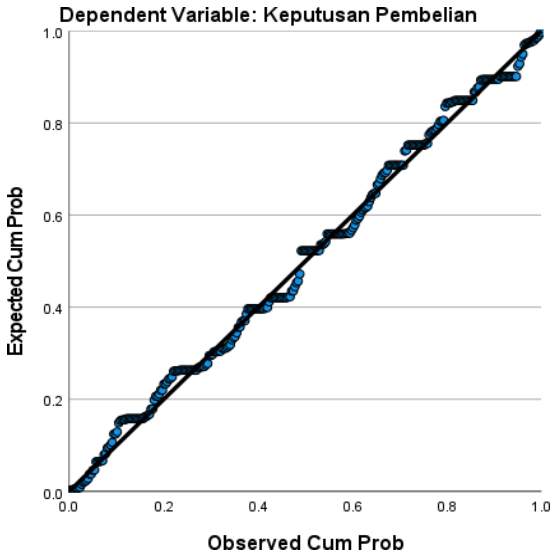


Figure 2. Histogram Graph

Source: Research Results, 2025 (Data processed)

The histogram graph above shows that the data distribution pattern is normal because the data distribution pattern follows a bell-shaped line that does not skew to the left or right.



Source: Research Results, 2025 (Data processed)

The p-p plot normality graph above shows a normally distributed data pattern because the points are spread around the diagonal line and follow the direction of the diagonal line. Other normality test results are with statistical tests. The statistical test that can be used to test residual normality is the Kolmogorov-Smirnov test.

Table 8. Kolmogorov-Smirnov Test

Model	Unstandardized Residual
N	292
Test Statistic	.047
Asymp. Sig. (2-tailed)[c]	.200

Source: Research Results, 2025 (Processed data)

The results of the one kolmogrov smirnov test which can be seen in Appendix 13 show that the significance value of 0.200 is greater than 0.05 (asymp.sig (2-tailed) > 5%), so it can be concluded that the data tested is normally distributed.

Multicollinearity Test

Table 9. Multicollinearity Test Results

Independent Variables	Tolerance	VIF
Word Of Mouth	.679	1.474
Product Completeness	.811	1.234
Product Attractiveness	.703	1.423

Source: Research Results, 2025 (Data processed)

Explanation of the results of the multicollinearity test in Table 4.11 are:

a. The tolerance value of each research variable, namely word of mouth of 0.629, product completeness of 0.811 and product attractiveness of 0.703 is greater than 0.10 so it is concluded that there is no multicollinearity problem.
b. The VIF value of each research variable, namely word of mouth of 1.474, product completeness of 1.234 and product attractiveness of 1.423 is less than 10 so it is concluded that there is no multicollinearity problem.

Heteroscedasticity Test

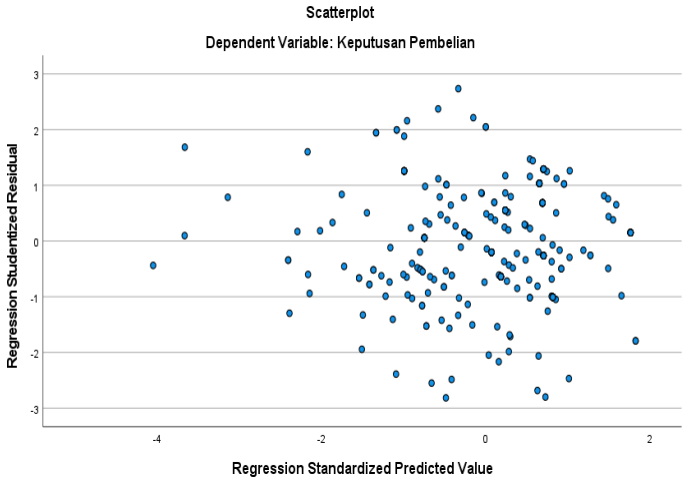


Figure 4. ScatterPlot Graph

Source: Research Results, 2025 (Data processed)

Figure 4. shows that the pattern of data points has spread above and below or around the number 0 on the Y axis. Thus, it can be concluded that the Scatterplot graph does not have a heteroscedasticity problem in this regression model.

Multiple Linear Regression Analysis

Table 10. Results of Regression Analysis

Variable	Unstandardized Coefficients	
	B	Std. Error
(Constant)	4.320	1.548
Word Of Mouth	.376	.038
Product Completeness	.178	.048
Product Attraction	.180	.035

Source: Research Results, 2025 (Data processed)

Based on Table 10 in the Unstandardized Coefficients column part B, the multiple linear regression equation model is obtained, namely:

$$Y = 4.320 + 0.376\ X_1 + 0.178\ X_2 + 0.180\ X_3$$

The explanation of the multiple linear regression equation model is:

a. Constant value (a) of 4.320
   In the regression equation above, if the word of mouth, product completeness and product attractiveness variables do not affect, then the purchasing decision will increase by 4.320 units.
b. The word of mouth regression coefficient value is 0.376
   If the product completeness and product attractiveness are in a constant state, then this regression coefficient shows that every 1 unit increase in word of mouth causes the purchasing decision to increase by 0.376 units.
c. The regression coefficient value of product completeness is 0.178
   If word of mouth and product attractiveness are in a fixed state, then this regression coefficient shows that every increase in product completeness by 1 unit causes the purchasing decision to increase by 0.178 units.
d. The regression coefficient value of product attractiveness is 0.180

If word of mouth and product completeness are in a fixed state, then this regression coefficient shows that every increase in product attractiveness by 1 unit causes the purchasing decision to increase by 0.180 units.

Hypothesis Testing

t Test (Partial)

Table 11. t Test Results

Variable	t	Sig.
Word Of Mouth	9.946	.000
Product Completeness	3.683	.000
Product Attraction	5.183	.000

Source: Research Results, 2025 (Data processed)

Table 11 the results of the first t-test show that the word of mouth variable has a t-count value of 9.946 greater than the t-table value of 1.968 and a significant value of 0.000 less than 0.05, so the decision accepts H1 which means word of mouth has a significant effect on fertilizer purchasing decisions at Growmart (Branch of Farming Business).

The results of the second t_{test} show that the product completeness variable has a t-count value of 3.683 greater than the t_{table} value of 1.968 and a significant value of 0.000 less than 0.05, so the decision accepts H2 which means product completeness has a significant effect on fertilizer purchasing decisions at Growmart (Branch of Farming Business).

The third t-test result shows that the product attractiveness variable has a t-value of 5.183, which is greater than the t-table value of 1.968 and a significant value of 0.000, which is less than 0.05, so the decision is to accept H3, which means that product attractiveness has a significant effect on fertilizer purchasing decisions at Growmart (Bab. Usaha Tani).

F Test (Simultaneous)

Table 12. F Test Results

Model	F	Sig.
Regression	111.910	.000

Source: Research Results, 2025 (Processed data)

Table 12 above, it is known that the Fcount value is 111,910 with a significant value of 0.000. From the F distribution table, it shows that the F_{count} value> F_{table}, namely with a value of 111.910> 2.63 and a significant value <0.05, namely with a value of 0.000 <0.05. The test results show that word of mouth, product completeness and product attractiveness have a significant effect on fertilizer purchasing decisions at Growmart (Branch of Farming Business)

Coefficient of Determination

Table 13. Results of the Coefficient of Determination

Model	R	Adjusted R Square
1	.734	.533

Source: Research Results, 2025 (Data processed)

Table 13 shows the magnitude of the determination coefficient seen in the adjusted r square column of 0.533, this means that only 53.3% of purchasing decisions can be explained by the variables of word of mouth, product completeness and product attractiveness and the remaining 46.7% is explained by other variables that have not been studied in this study.

Contribution of Research Variables

Table 14. Results of the Dominant Role of Independent Variables

Model	Variables Entered	Variables Removed	Method
1	Word Of Mouth		. Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
2	Product Attraction		. Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).
3	Products Completeness		. Stepwise (Criteria: Probability-of-F-to-enter <= ,050, Probability-of-F-to-remove >= ,100).

a. Dependent Variable: Repurchase Interest

Source: Research Results, 2025 (Processed Data)

From the test results, it is known that the word of mouth variable has a more dominant influence on purchasing decisions because its position is at the top after the product attractiveness and product completeness variables. Furthermore, it is necessary to know how much strength the contribution of each independent variable is in explaining the strength of its influence on purchasing decisions. To find out the contribution of each independent variable, you must first know the value of the correlation coefficient. Here are the test results:

Table 15. Beta Coefficient and Correlation Coefficient Values

Variables	Standardized Coefficients Beta	Correlation Coefficient
Word Of Mouth	0,483	0,677
Product Attractiveness	0,164	0,445
Product Completeness	0,248	0,557

Source: Research Results, 2025 (Processed Data)

Based on these results, the next step is to find out how much contribution word of mouth, product completeness and product attractiveness have on purchasing decisions. The formula for finding the contribution of variable X to Y is as follows:

Contribution of Variable X = Standardized Coefficient x Correlation Coefficient

Based on this formula, the following is a calculation to determine the partial contribution of word of mouth, product completeness and product attractiveness to purchasing decisions:

1. Contribution of word of mouth = 0.483 x 0.677 = 0.327318
2. Contribution of product completeness = 0.164 x 0.445 = 0.072881
3. Contribution of product attractiveness = 0.248 x 0.557 = 0.137898
4. Simultaneous contribution = 0.327318 + 0.072881 + 0.137898 = 0.538097 is the same as the magnitude of r square

Based on this calculation, several things can be explained in the following description:

1. The magnitude of the contribution of word of mouth to purchasing decisions is 0.327318, this means that partially word of mouth is able to explain the strength of its influence on purchasing decisions by 32.73%.
2. The magnitude of the contribution of product completeness to purchasing decisions is 0.072881, this means that partially product completeness is able to explain the strength of its influence on purchasing decisions by 7.29%.

3. The magnitude of the contribution of product attractiveness to purchasing decisions is 0.137898, this means that partially product attractiveness is able to explain the strength of its influence on purchasing decisions by 13.78%.
4. The magnitude of the simultaneous contribution to purchasing decisions is 0.538097, this means that word of mouth, product completeness and product attractiveness are simultaneously able to explain the strength of their influence on purchasing decisions by 53.80%. This result is in line with the r square value in the results of the determination coefficient test.

Discussion of Research Results

The Influence of Word of Mouth on Purchasing Decisions

The first hypothesis test shows that word of mouth has a t-value of 9.946, which is greater than the t-table value of 1.968 and a significant value of 0.000, which is less than 0.05. These results indicate that the first hypothesis is accepted, which means that word of mouth has a significant effect on fertilizer purchasing decisions at Growmart (Usaha Tani Branch).
The results of this study are in line with the research of Murtiningsih (2023) which states that word of mouth has a significant effect on purchasing decisions.

The Influence of Product Completeness on Purchasing Decisions

The second hypothesis test shows that the product completeness variable has a t-value of 3.683, which is greater than the t-table value of 1.968 and a significant value of 0.000, which is less than 0.05. These results indicate that the second hypothesis is accepted, which means that product completeness has a significant effect on fertilizer purchasing decisions at Growmart (Usaha Tani Branch).

The results of this study are in line with the research of Bugis et al. (2021) which states that product completeness has a significant effect on purchasing decisions.

The Effect of Product Attractiveness on Purchasing Decisions

The third hypothesis test shows that the product attractiveness variable has a t-value of 5.183, which is greater than the t-table value of 1.968 and a significant value of 0.000, which is less than 0.05. These results indicate that the third hypothesis is accepted, which means that product attractiveness has a significant effect on fertilizer purchasing decisions at Growmart (Bab. Usaha Tani).

The results of this study are in line with Novita's research (2024) which states that product attractiveness has a significant effect on purchasing decisions.

The Effect of Word of Mouth, Product Completeness and Product Attractiveness on Purchasing Decisions

The fourth hypothesis test shows that the F-value> F-table, namely with a value of 111.910> 2.63 and a significant value <0.05, namely with a value of 0.000 <0.05. These results indicate that accepting the fourth hypothesis which means word of mouth, product completeness and product attractiveness have a significant effect on fertilizer purchasing decisions at Growmart (Cab. Usaha Tani). The results of this hypothesis test can also be seen through the determination coefficient of adjusted r square which means that only 53.3% of purchasing decisions can be explained by the variables word of mouth, product completeness and product attractiveness and the remaining 46.7% is explained by other variables that have not been studied in this study such as product quality and brand image.

CONCLUSION

The conclusion of the study is as follows. Based on the analysis of the first hypothesis test, it turns out that the results of the study prove that the word of mouth variable has a significant effect on the decision to purchase fertilizer at Growmart (Cab. Usaha Tani). This means that the first hypothesis is accepted.

Based on the analysis of the second hypothesis test, it turns out that the results of the study prove that the product completeness variable has a significant effect on the decision to purchase fertilizer at Growmart (Cab. Usaha Tani). This means that the second hypothesis is accepted.

Based on the analysis of the third hypothesis test, it turns out that the results of the study prove that the product attractiveness has a significant effect on the decision to purchase fertilizer at Growmart (Cab. Usaha Tani). This means that the third hypothesis is accepted.

Based on the analysis of the fourth hypothesis test, it turns out that the results of the study prove that the word of mouth, product completeness and product attractiveness variables have a significant effect on the decision to purchase fertilizer at Growmart (Cab. Usaha Tani). This means that the fourth hypothesis is accepted.

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