MODERATION EFFECT OF INTEREST IN PURCHASE OF NON-SUBSIDY FERTILIZER

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\textbf{ABSTRACT}

\textbf{Purpose:} Companies distributing non-subsidized fertilizers should pay attention to farmers’ buying interest to optimize the variables influencing purchasing decisions.

\textbf{Theoretical framework:} Efforts to market non-subsidized fertilizer products require the right strategy, including those related to price, product quality, and promotion, to attract potential buyers and purchase products as consumers from the company.

\textbf{Design/methodology/approach:} This study analyses the direct effect of price, product quality, and promotion on purchasing decisions at the Mega Eltra Makassar branch company and the moderating effect of the purchase intention variable. This quantitative research uses questionnaires to 200 respondents whose data were processed using SmartPLS 4.

\textbf{Findings:} The results showed that price and promotion directly or moderated by purchase intention could not significantly influence consumer purchasing decisions for non-subsidized fertilizers. Product quality directly affects the decision to buy non-subsidized fertilizers; however, it is not significant if buying interest is a moderating variable.

\textbf{Research, Practical & Social implications:} Consumers of non-subsidized fertilizer Mega Eltra Makassar company Branch is the population in this study whose details cannot be known with certainty because the records at the company only include the number of products sold and their turnover.

\textbf{Originality/value:} This study concludes that the quality of the fertilizer influences the decision to purchase non-subsidized fertilizer from farmers compared to the offer or promotion price. Interest in buying non-subsidized fertilizers still needs to guarantee the purchase decision-making process.

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\textbf{EFEITO DE MODERAÇÃO DE INTERESSE NA COMPRA DE FERTILIZANTE NÃO SUBSÍDIO}

\textbf{RESUMO}

\textbf{Objetivo:} As empresas distribuidoras de fertilizantes não subsidiados devem estar atentas ao interesse de compra dos agricultores para otimizar as variáveis que influenciam as decisões de compra.

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Referencial teórico: Os esforços para comercializar produtos fertilizantes não subsidiados requerem a estratégia certa, incluindo aquelas relacionadas a preço, qualidade do produto e promoção, para atrair potenciais compradores e adquirir produtos como consumidores da empresa.

Desenho/metodologia/abordagem: Este estudo analisa o efeito direto do preço, qualidade do produto e promoção nas decisões de compra na empresa do ramo Mega Eltra Makassar e o efeito moderador da variável intenção de compra. Esta pesquisa quantitativa usa questionários para 200 entrevistados cujos dados foram processados usando o SmartPLS 4.

Resultados: Os resultados mostraram que o preço e a promoção diretamente ou moderados pela intenção de compra não podem influenciar significativamente as decisões de compra do consumidor para fertilizantes não subsidiados. A qualidade do produto afeta diretamente a decisão de compra de fertilizantes não subsidiados; no entanto, não é significativo se o interesse de compra for uma variável moderadora.

Implicações de pesquisa, práticas e sociais: Consumidores de fertilizantes não subsidiados A filial da empresa Mega Eltra Makassar é a população deste estudo cujos detalhes não podem ser conhecidos com certeza porque os registros da empresa incluem apenas o número de produtos vendidos e seu volume de negócios.

Originalidade/valor: Este estudo conclui que a qualidade do fertilizante influencia a decisão de compra de fertilizante não subsidiado, e os agricultores em comparação com o preço de oferta ou promoção. O interesse na compra de fertilizantes não subsidiados ainda precisa garantir o processo de decisão de compra.

Palavras-chave: Preço, Qualidade do Produto, Promoção, Intenção de Compra, Decisão de Compra, Indonésia.

EFECTO MODERADOR DEL INTERÉS EN LA COMPRA DE FERTILIZANTE NO SUBVENCIONADO

RESUMEN

Propósito: Las empresas que distribuyen fertilizantes no subsidiados deben prestar atención al interés de compra de los agricultores para optimizar las variables que influyen en las decisiones de compra.

Marco teórico: Los esfuerzos para comercializar productos fertilizantes no subsidiados requieren una estrategia adecuada, incluidas las relacionadas con el precio, la calidad del producto y la promoción, para atraer compradores potenciales y adquirir productos como consumidores de la empresa.

Diseño/metodología/enfoque: Este estudio analiza el efecto directo del precio, la calidad del producto y la promoción en las decisiones de compra en la sucursal Mega Eltra Makassar y el efecto moderador de la variable intención de compra. Esta investigación cuantitativa utiliza cuestionarios a 200 encuestados cuyos datos fueron procesados utilizando SmartPLS 4.

Hallazgos: Los resultados mostraron que el precio y la promoción directamente o moderados por la intención de compra no podían influir significativamente en las decisiones de compra de los consumidores de fertilizantes no subsidiados. La calidad del producto afecta directamente la decisión de comprar fertilizantes no subsidiados; sin embargo, no es significativo si el interés de compra es una variable moderadora.

Implicaciones sociales, prácticas y de investigación: Consumidores de fertilizantes no subsidiados La sucursal de la empresa Mega Eltra Makassar es la población de este estudio cuyos detalles no se pueden conocer con certeza porque los registros de la empresa solo incluyen la cantidad de productos vendidos y su facturación.

Originalidad/valor: Este estudio concluye que la calidad del fertilizante influye en la decisión de comprar fertilizante no subsidiado a los agricultores en comparación con el precio de oferta o promoción. El interés en comprar fertilizantes no subsidiados aún debe garantizar el proceso de toma de decisiones de compra.


INTRODUCTION

The growth of competition causes marketing activities to play a vital role in increasing sales because marketing is the connecting link between producers and consumers. A marketing system will create a relationship where consumers need goods, and producers will produce goods that consumers need. Thus, a company’s marketing success depends on the company’s expertise and policies in managing and determining marketing mix variables interconnected as
a system (Cahaya et al., 2022a; Nurman et al., 2022; Yusriadi & Cahaya, 2022). Fertilizer is an essential product in agriculture because it is the main supporting factor in increasing the productivity of agricultural products (Tamsah, Yusriadi, et al., 2020; Yusriadi, Makkulawu Panyiwi Kessi, et al., 2022a; Zacharias et al., 2021a).

There is a tendency for price perceptions, product quality, and promotions to interest and purchase decisions made by these consumers, indicating that company management needs to consider aspects of consumer behavior, especially the purchasing decision-making process (Cahaya et al., 2022b; Tamsan & Yusriadi, 2022).

The Makassar Branch of Mega Eltra Company offers two types of fertilizer products, namely subsidized and non-subsidized fertilizers. The success of selling non-subsidized fertilizer products is inseparable from marketing activities which include price and product quality that can attract interest and product purchase decisions from the public because non-subsidized fertilizers are a choice for farmers besides subsidized fertilizers, which are much cheaper. In terms of the volume and sales turnover of non-subsidized fertilizers, Mega Eltra, Makassar Branch, for the last three years, is still far below the types of non-subsidized fertilizers, which are influenced by many things, including public perceptions of price, product quality, and the promotion of the fertilizers offered.

The cost factor is the main factor in determining the selling price because cost describes the minimum limit that must be met by the company so as not to suffer losses (Misnawati et al., 2022; Tamsah et al., 2021; Yusriadi, Awaluddin, et al., 2022; Zacharias et al., 2021b). For companies with one or two types of goods or services, accurately calculating the cost of goods is relatively easy. However, on the contrary, for companies with a variety of products, calculating the cost of products becomes difficult. Furniture production is one of the businesses whose products vary.

Price barriers are a critical obstacle to increasing consumer demand for organic food (G. Ilyas et al., 2022). One price barrier refers to consumers' perceptions of the price of organic products and their ability and willingness to purchase them despite the high price. The price of subsidized fertilizer products offered is lower than that of non-subsidized fertilizers, so it becomes a challenge for companies to optimize sales of non-subsidized fertilizer products. The next thing after price considerations, people's purchasing decisions are inseparable from the quality of the non-subsidized fertilizers offered.

Price significantly influences the company's success because the company's profit depends on the profit of each unit sold. Price can also affect customer perceptions; low prices
can give the perception of cheap, low-quality products, while higher prices suggest better product quality (Mislia et al., 2021; Tamsah, Ansar, et al., 2020). Perception is a process of an individual selecting, organizing, and translating incoming information stimulus into an overall picture; price perception is how consumers see prices as high, low, and fair. This strongly influences both purchase intention and purchase satisfaction (Yusriadi et al., 2019; Yusriadi, Makkulawu Panyiwi Kessi, et al., 2022b).

Until now, some farmers still think that subsidized fertilizers' quality is better than non-subsidized fertilizers, as the results of a previous study (Yusriadi et al., 2020) found that some farmer groups prefer non-subsidized fertilizers even though subsidized fertilizers are cheaper. However, many farmers want to use something other than these fertilizers because farmers consider non-subsidized fertilizers to be of lower quality. In addition to price and product quality, promotions carried out by companies can attract interest and purchase decisions. Promotion is an attempt to notify or offer customers products or services to attract potential customers to buy or consume them. With the promotion of producers or distributors, they expect an increase in sales figures (G. B. Ilyas et al., 2021).

Promotion can be done through mass communication, group communication, and interpersonal communication; in today's modern era, promotion is felt by several institutions and companies. It will be more effective through mass media because the reach of mass media is extensive, reaching almost all regions in the world. However, there are also several institutions, companies, or anyone who still relies on direct promotions or what we usually know as a door to door or face-to-face or we are more familiar with the author's term, namely sales promotion, both girl and boy man (Idris et al., 2022; Kasim et al., 2022).

In facing competition, business people must be able to develop strategies to compete. Strategy is essential for business people because it is part of the activities designed to carry out business activities. When the business strategy implemented is excellent and correct, a company will be more assertive in facing business competition and able to excel in competition (Zamad et al., 2021).

**LITERATURE REVIEW**

Efforts to market non-subsidized fertilizer products require the right strategy, including those related to price, product quality, and promotion, to attract potential buyers and purchase products as consumers from the company. Purchase intention is part of consumer behavior in consuming attitudes (Jufri et al., 2021). Interest in buying a consumer behavior as an individual
activity directly involved in obtaining goods and services. The tendency of respondents to act before the purchase decision is implemented.

Price is the embodiment of the value of an item or service in units of money. Price is the value given to what is exchanged. Price can also mean buying power to achieve satisfaction and benefits. The higher the benefits a person feels from certain goods or services, the higher the exchange value of these goods or services (Sukri et al., 2021; Triono et al., 2021). In addition, the price can be interpreted as the value of an item or service as measured by the amount of money the buyer spends to obtain several combinations of goods or services and their services (Wirdawati et al., 2021).

Product quality is the condition product based on evaluating the suitability of the measurement standards that have been applied. Price is the amount of money, services, or goods that customers are ready to sacrifice to obtain a variety of products and services prepared by the seller (Hasmiaty et al., 2021). Promotion is the following variable that can influence investment intention. Promotion is the first door to be able to enter the market. From that door, the producers stepped forward toward their primary mission, which is to dominate the market, and recruit as many customers as possible in the shortest time (Arifuddin et al., 2021). Promotion with persuasive communication is used to invite, urge, persuade, and convince. The characteristic of persuasive communication is that the communicator plans the news and how it is delivered to get a specific effect on the attitude and behavior of the recipient (Ahmad et al., 2021; Nengsih et al., 2021). Based on the previous explanation, the conceptual framework of this research can be seen in the following figure:

![Figure 1. Conceptual Framework](image_url)

**Research hypothesis**

1. Price positively and significantly affects the decision to purchase non-subsidized fertilizer from Mega Eltra Makassar Branch.
2. Product quality positively and significantly affects the decision to purchase non-subsidized fertilizer at Mega Eltra Makassar Branch.
3. Promotion positively and significantly affects purchasing non-subsidized fertilizer from Mega Eltra Makassar Branch.
4. Price positively and significantly affects the purchase decision of non-subsidized fertilizer for Mega Eltra Makassar Branch companies if it is mediated by buying interest.
5. Product quality positively and significantly affects purchasing decisions for non-subsidized fertilizers from the Makassar Branch of Mega Eltra if mediated by buying interest.
6. Promotion positively and significantly affects the decision to purchase non-subsidized fertilizer for Mega Eltra Makassar Branch companies if it is mediated by buying interest.

**METHODS**

In this study, researchers used a quantitative approach that emphasized data analysis in the form of numerical numbers processed by statistical methods. This quantitative approach is carried out in inferential research (in the context of testing hypotheses), and the conclusion of the results is at one error probability of rejecting the null hypothesis.

The locations or places of research are several agents around Makassar City. Overall, the time for conducting the research was carried out for two months, from August to October 2022. Consumers of non-subsidized fertilizer Mega Eltra Makassar company Branch is the population in this study whose details cannot be known with certainty because the records at the company only include the number of products sold and their turnover.

When the population size is not known with certainty, an alternative way of determining the number of samples is to use the calculation of the minimum number of samples that should be used is ten times the total number of latent variable arrows in the path model or ten times the number of indicators. In multivariate analysis, the minimum number of sample members is ten times the number of variables studied, so the number of samples in this study is 200 respondents taken from the calculation of 20 indicators multiplied by a multiple of ten.

The operational definitions of variables and indicators in this study can be seen in the following table 1:
RESULT AND DISCUSSION

Immediate Effect Test

Based on the data from the results of distributing the questionnaires that have been carried out, the results of the direct influence test of the independent variables, namely price, product quality, and promotion on the purchase decision of non-subsidized fertilizers at the Mega Eltra Makassar Branch company can be seen in table 2 below:

<table>
<thead>
<tr>
<th>Variable</th>
<th>Definition</th>
<th>Indicator</th>
</tr>
</thead>
</table>
| Product quality        | The understanding is that the products offered by the seller have more selling value that is not owned by competing products based on the experience gained in using fertilizers or on information obtained by consumers. | 1) Performance  
2) Additional features or features  
3) Reliability  
4) Compliance with specifications  
5) Durability |
| Price                  | Price can be interpreted as the value of an item or service as measured by the amount of money the buyer spends to obtain several combinations of goods or services and their services. | 1) Affordability of prices  
2) Conformity of price with product quality  
3) Price competitiveness  
4) Price suitability with benefits |
| Promotion              | Promotion is an attempt to notify or offer services to customers to attract potential investors. | 1) Increasing demand from industrial users  
2) End consumers.  
3) Improving intermediary marketing performance.  
4) Support and coordinate personal selling and advertising activities |
| Purchase Interest      | The stage where consumers have an interest in the non-subsidized fertilizer products offered. | 1) Transactional interest  
2) Referential interest  
3) Explorative interest |
| Buying decision        | Stages for a consumer who purchases non-subsidized fertilizer products. | 1) The stability of a product  
2) Habits in buying products  
3) Provide recommendations to others  
4) Make repeat purchases |

<table>
<thead>
<tr>
<th></th>
<th>Original sample (O)</th>
<th>Sample mean (M)</th>
<th>Standard deviation (STDEV)</th>
<th>T statistics (O/STDEV)</th>
<th>P value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price -&gt; Buying decision</td>
<td>-0.044</td>
<td>-0.044</td>
<td>0.027</td>
<td>1.657</td>
<td>0.098</td>
</tr>
<tr>
<td>Product quality -&gt; Buying decision</td>
<td>0.569</td>
<td>0.555</td>
<td>0.100</td>
<td>5.678</td>
<td>0.000</td>
</tr>
<tr>
<td>Promotion -&gt; Buying decision</td>
<td>0.080</td>
<td>0.093</td>
<td>0.097</td>
<td>0.569</td>
<td>0.287</td>
</tr>
</tbody>
</table>

Based on the table above, the results of testing the value of the direct influence between the independent variables and the dependent variable can be described as follows:
1. Price has a coefficient value of -0.044 and a p-value of 0.098, which is greater than 0.05, so the price has no significant adverse effect on purchasing decisions of non-subsidized fertilizers.

2. Price has a coefficient value of 0.569 and a p-value of 0.000, which is smaller than 0.05, so product quality has a positive and significant effect on purchasing decisions of non-subsidized fertilizers.

3. Promotion has a coefficient value of 0.080 and a p-value of 0.569, which is greater than 0.05, so the price has no significant positive effect on purchasing decisions of non-subsidized fertilizers.

Mediator Variable Feasibility Test

Based on the results of data processing for testing the feasibility of the buying interest variable as a moderating variable in this study, it can be seen in the p values in the following figure:

![Figure 2. Bootstrapping SmartPLS 4](image)

Based on the table above, it can be seen that the p-value of buying interest on purchasing decisions is 0.020, which is smaller than 0.05 and shows a significant positive value so that the buying interest variable is feasible to be used as a moderating variable in the next test, namely the moderating effect on indirect influence.

Test the Effect of Moderation

After the feasibility test of the buying interest variable as a moderating variable, then the next step is to test the moderating effect, which can be seen in the following table:
Table 3. Moderation Effect Test Results

|                                | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (|O/STDEV|) | P values |
|--------------------------------|---------------------|-----------------|----------------------------|-----------------------------|----------|
| Price -> Buying decision       | 0.160               | 0.163           | 0.149                      | 1.069                       | 0.19     |
| Product quality -> Buying decision | 1.935               |                 |                            |                             | 0.07     |
| Promotion -> Buying decision   | 2.171               | 1.217           |                            | 0.570                       | 0.28     |
| Purchase Interest -> Buying decision | -1.255              | 1.223           | 0.235                      | 1.561                       | 0.08     |
| Purchase Interest x Price -> Buying decision | -0.058              | -0.059          | 0.053                      | 1.092                       | 0.19     |
| Purchase Interest x Product quality -> Buying decision | -0.270              | -0.338          | 0.222                      | 0.588                       | 0.27     |
| Purchase Interest x Promotion -> Buying decision | 0.165               | 0.215           | 0.219                      | 0.522                       | 0.31     |

Hypothesis Testing

Based on the results of the direct effect test and the moderating effect test, the results of hypothesis testing in this study can be seen in the following table:

Table 4. Hypothesis Test Results

<table>
<thead>
<tr>
<th></th>
<th>Original sample (O)</th>
<th>P values</th>
<th>Hypothesis Testing Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price -&gt; Buying decision</td>
<td>-0.044</td>
<td>0.098</td>
<td>Rejected</td>
</tr>
<tr>
<td>Product quality -&gt; Buying decision</td>
<td>0.569</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>Promotion -&gt; Buying decision</td>
<td>0.080</td>
<td>0.287</td>
<td>Rejected</td>
</tr>
<tr>
<td>Purchase Interest x Price -&gt; Buying decision</td>
<td>-0.058</td>
<td>0.191</td>
<td>Rejected</td>
</tr>
<tr>
<td>Purchase Interest x Product quality -&gt; Buying decision</td>
<td>-0.270</td>
<td>0.276</td>
<td>Rejected</td>
</tr>
<tr>
<td>Purchase Interest x Promotion -&gt; Buying decision</td>
<td>0.165</td>
<td>0.314</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

Source: Smart PLS Output 4 (2022)

The calculation results obtained the coefficient value for the price variable is -0.044. At the same time, the p-value is 0.098, which is greater than 0.05, indicating that the price variable has a negative and insignificant effect on the decision to purchase non-subsidized fertilizer Mega Eltra Makassar Branch company, so the hypothesis is rejected. This means whether a price change, an increase, or a decrease, does not affect the purchase decision. These findings do not follow the theory put forward (Sam et al., 2021) that prices influence consumer decisions in making purchases; the higher the price, the lower the purchase decision; conversely, if the price is low, the higher the purchase decision. In addition, these results are also inconsistent with the results of several previous studies, which revealed that price has a significant negative effect on purchasing decisions (Ikbal et al., 2021). The insignificant effect of product prices on
the decision to purchase Non-Subsidized Fertilizers at the Mega Eltra Makassar Branch is because fertilizer is a basic need for running a plantation/agricultural business. The high and low prices of fertilizer products certainly affect purchasing decisions but not significantly, so consumers will tend to make purchases according to the needs of the fertilizer used. In this case, no matter how expensive fertilizer is, consumers will still make purchases to meet their needs. Furthermore, another logical reason underlying this is the difference in market share characteristics, where non-subsidized fertilizers at the Mega Eltra Makassar Branch target market are consumers with middle to upper economic levels who are not legally eligible to buy subsidized fertilizer products. Although the results of this study differ from the theory and several previous studies, these results are also supported by several studies, such as those conducted (Masrullah et al., 2021), which suggest that price does not significantly affect purchasing decisions.

The calculation results obtained the coefficient value for the product quality variable is 0.569. Meanwhile, the p-value of 0.000 is smaller than 0.05, which indicates that the product quality variable has a positive and significant influence on the decision to buy non-subsidized fertilizer at Mega Eltra, Makassar Branch, so the hypothesis is accepted. This is consistent with the existing theory that product quality is a product or service characteristic that depends on the ability to satisfy stated or implied customer needs (Rusli et al., 2021). This is reinforced by the results of previous research, which stated that product quality affects purchasing decisions (Harisman et al., 2021) which means the higher the product quality, the higher the purchase decision will be. Furthermore, at Mega Eltra Makassar Branch, product quality significantly contributes to consumer purchasing decisions, especially for non-subsidized fertilizer products. This is because the price of non-subsidized fertilizers is higher than that of subsidized fertilizers. To attract consumers’ interest, companies must improve quality control in maintaining and improving product quality to meet consumer expectations.

Furthermore, the non-subsidized fertilizers offered by the Mega Eltra Makassar Branch have higher quality than non-subsidized fertilizers. In terms of quality, subsidized and non-subsidized fertilizers are almost the same, but non-subsidized fertilizers are absorbed more quickly by plants. For example, for non-subsidized urea fertilizer, this is because the fertilizer is not coated with a coating oil, so it dissolves more easily and is absorbed more quickly by plants (Asfar et al., 2021; Heranto et al., 2021; la Kamalussin et al., 2021; Sawitri et al., 2019; Umar et al., 2019). The non-subsidized fertilizer products offered have volatile and liquid properties; plants will absorb this fertilizer in about 5-7 days. However, this depends on the soil characteristics and soil conditions.
moisture, microbial activity, and soil temperature, so it becomes a consideration for farmers to choose this fertilizer when subsidized fertilizers run out or are difficult to obtain.

The calculation results obtained the coefficient value for the promotion variable is 0.080. Meanwhile, the p-value is 0.287, which is greater than 0.05, which indicates that the promotion variable has a positive but insignificant effect on the purchase decision of non-subsidized fertilizer at Mega Eltra Makassar Branch, so the hypothesis is rejected. This result is not in line with theory and several previous studies which suggest that promotion has a significant positive effect on purchasing decisions so that the better the promotion is carried out, the more attractive consumers will be to buy (Nasriani et al., 2021). This insignificant finding is because sales for non-subsidized fertilizer products fluctuate depending on the selling price issued during a certain period based on two factors: the Cost of Production (HPP) and distribution. Promoting non-subsidized urea fertilizer products is not taken seriously because the demand for non-subsidized urea fertilizer and its production capacity needs to be balanced. In addition, fertilizer products are not a type of product that must be advertised commercially, such as daily life products that require the promotion in various media (Fatmawati et al., 2021; Fitria et al., 2021; Kuka et al., 2021; Mardhiah et al., 2021; Nilmawiah et al., 2021).

The effect of price on purchase decisions through purchase intention as a moderating variable is shown by a coefficient value of -0.058 while the p-value is 0.191, which indicates that purchase intention cannot mediate price on purchasing decisions of non-subsidized fertilizers at the company Mega Eltra Makassar Branch significantly so that the hypothesis is rejected. In this study, farmers' buying interest in non-subsidized fertilizers has yet to be able to significantly influence the price effect on purchasing decisions because interest in non-subsidized fertilizers is still low among farmers due to their low purchasing power and the widening gap between subsidized and still far away and burdensome for some farmers.

The effect of product quality on purchasing decisions through purchase intention as a moderating variable is shown by a coefficient value of -0.270 while the p-value is 0.276, which indicates that purchase intention cannot mediate product quality on purchasing decisions of non-subsidized fertilizers at Mega Eltra Makassar Branch Company significantly so that the hypothesis is rejected. Interest in buying non-subsidized fertilizers has not been able to increase the effect of product quality on purchasing decisions because even though farmers are aware of the quality of non-subsidized fertilizer products, farmers are more likely to decide to buy because there are no other options and not because they are based on high buying interest.
The influence of promotion on purchasing decisions through purchase intention as a moderating variable with a coefficient value of 0.165 is shown while the p-value is 0.314, which indicates that buying interest cannot mediate promotion on purchasing decisions for non-subsidized fertilizers at Mega Eltra Makassar Branch significantly so that the hypothesis is rejected. Interest in buying non-subsidized fertilizers has not been able to provide a significant mediating effect for the influence of promotion on purchasing decisions because promotions are carried out not through social media, and those who access promotional information are still lacking, so buying interest is also not high for the non-subsidized fertilizers offered.

CONCLUSION

The decision to buy non-subsidized fertilizer from the Mega Eltra Makassar Branch farmers is more influenced by the quality of the fertilizer than the price offered or the promotion carried out. The interest in buying non-subsidized fertilizers still does not guarantee the decision-making process because, at certain times, there is only one choice for farmers except to buy non-subsidized fertilizers, so the moderating effect of buying interest does not show a significant effect.

REFERENCES


