

The Influence of Marketing Strategy and Product Innovation on Purchasing Decisions with Competitive Advantage as an Intervening Variable on South Sumatra Fertilizer Consumers

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ABSTRACT

This study aims to analyze the influence of marketing strategy and product innovation on purchasing decisions with competitive advantage as an intervening variable among Pusri NPK Fertilizer consumers in South Sumatra. The study used a quantitative method with an explanatory research approach. The population in this study were end users of specific innovation products, Cassava NPK Fertilizer and Coffee NPK Fertilizer, who purchased commercially in the South Sumatra region in 2022–2025. The sampling technique used purposive sampling with a sample size of 165 respondents. Data collection was carried out through questionnaires using Google Forms. Data analysis used the Partial Least Square-Structural Equation Modeling (PLS-SEM) method. The results showed that marketing strategy had a significant effect on competitive advantage, product innovation had a significant effect on competitive advantage, competitive advantage had a significant effect on purchasing decisions, and product innovation had a significant effect on purchasing decisions. However, marketing strategy did not have a significant direct effect on purchasing decisions. The findings of this study indicate that competitive advantage can be an intervening variable that strengthens the relationship between marketing strategy and product innovation on purchasing decisions of Pusri NPK Fertilizer consumers in South Sumatra.

INTRODUCTION

The agricultural sector is a crucial pillar of Indonesia's economic development, employing a large workforce and serving as the primary source of national food supplies. Strategic commodities such as rice, corn, horticultural crops, and plantation crops play a significant role in maintaining food security and supporting export activities (Ministry of Agriculture, 2025). However, agriculture in Indonesia still faces several challenges, such as land conversion, dependence on climate conditions, low levels of mechanisms, and productivity disparities between regions. Various government policies continue to be directed at increasing the competitiveness of the agricultural sector, including through the provision of

subsidized fertilizers, irrigation infrastructure development, food estate programs, and agricultural technology modernization. With its vast natural resource potential and strong domestic market, Indonesia's agricultural sector has significant opportunities to develop more sustainably and productively, supporting future food security (Center for Plantation Agriculture Assembly and Modernization, 2025) .

In supporting national food security, the agricultural sector in Indonesia is highly dependent on the availability of production facilities, especially fertilizers provided by PT Pupuk Indonesia (Persero) as the national fertilizer industry holding. Through its main subsidiaries, namely, PT Pupuk Sriwidjaja Palembang (Pusri), PT Petrokimia Gresik (PKG), PT Pupuk Kujang Cikampek (PKC), Pupuk Kalimantan Timur (PKT) and PT Pupuk Iskandar Muda (PIM). Pupuk Indonesia is responsible for producing various types of fertilizers such as urea, NPK, ZA and SP-36 needed by farmers. To ensure equal access to fertilizer, Pupuk Indonesia has established a distribution rayon system for each producer who has a specific assignment area, such as PIM is responsible for distributing fertilizers in Aceh, Pusri serves the Sumatra region (except Aceh) and parts of Kalimantan, and Kujang is responsible for DKI Jakarta and West Java, Petrokimia Gresik distributes fertilizers in East Java and various other provinces for certain types of fertilizers, while Pupuk Kaltim serves Kalimantan, Sulawesi, Nusa Tenggara, Maluku and Papua. This rayon distribution is supported by a national logistics network in the form of official buildings, distributors and kiosks that ensure that subsidized and non-subsidized fertilizers are available on time and according to farmers' needs (Pupuk Indonesia, 2024) .

To meet the fertilizer needs in South Sumatra, PT Pupuk Sriwidjaja (Pusri) Palembang has a strategic role in supporting food security and agricultural productivity in South Sumatra. As a national fertilizer producer, Pusri has production facilities in Palembang and a marketing work area that includes South Sumatra (Pusri, 2024) . In addition to being a national fertilizer producer, Pusri also carries out trading activities, service services, and various other businesses related to the fertilizer industry. This company has the responsibility of marketing subsidized fertilizers to farmers as part of the implementation of the Public Service Obligation (PSO), in order to support food security and the national food program. In its operations, Pusri prioritizes the production and distribution of fertilizers for farmers throughout Indonesia. In addition, Pusri is supported by a modern factory that allows the production process to run optimally, resulting in high-quality products (Pusri, 2025).

The distribution of subsidized fertilizers refers to Presidential Regulation Number 6 of 2025 and Minister of Agriculture Regulation Number 15 of 2025, which simplifies the management of subsidized fertilizers. In addition to marketing subsidized products, Pusri also actively offers innovative fertilizers that are commercialized, namely fertilizers with special specifications such as NPK Coffee Fertilizer and NPK Cassava Fertilizer. The non-subsidized domestic market distribution for Pusri NPK fertilizers covers the regions of Bengkulu, Jambi,

South Sumatra, Bangka Belitung Islands, Lampung, Central Java, DI Yogyakarta, East Java, and Bali (Pusri, 2024).

South Sumatra Province is known to have extensive agricultural land, ranging from tidal rice fields, swampy swamps, to dry land spread across the Ogan Komering Ilir (OKI), Banyuasin, Musi Banyuasin, Ogan Ilir and a number of other districts (Sumatra Agricultural Modernization Implementation Center, 2023) . South Sumatra's rice production reached 2.84 million tons and is expected to increase to 3.59 tons in 2025, making South Sumatra province one of the national food barns, this condition shows that the need for agricultural production facilities, especially fertilizers is very high and strategic in determining the success of food production (South Sumatra Central Statistics Agency, 2025) .

However, South Sumatra has quite challenging land characteristics, especially because 73% of rice fields are in swampy areas that tend to be poor in nutrients, have a low pH, and are vulnerable to climate change. This phenomenon is stated in the BMKG report and regional news which shows that extreme rainfall and long dry seasons cause a decrease in soil fertility (Detik Sumbagsel, 2025) . Therefore, the availability and use of quality fertilizers are an absolute necessity for farmers to maintain productivity. This challenge opens up opportunities for fertilizer companies to develop more effective marketing strategies that are oriented towards the specific needs of South Sumatran farmers.

In the marketing context, fertilizer companies are required to implement appropriate marketing strategies in response to increasingly competitive market conditions. Shaw & Jones (2009) explain that marketing strategy, from the perspective of the marketing management school, emphasizes the importance of managerial decision-making through analysis, planning, implementation, and control of the marketing mix (product, price, distribution, and promotion) to create value and build long-term relationships with customers. According to Kotler & Keller (2023), marketing strategy is the process of planning and implementing marketing activities aimed at meeting consumer needs and achieving competitive advantage. This is in accordance with Tjiptono (2023), who stated that marketing strategy is a series of planned decisions used by companies to achieve competitive advantage by exploiting market opportunities and the company's internal strengths. However, Rahmayanti (2024) considers marketing strategy to be a company's ability to adopt technology to create and deliver value to customers. This is relevant to the fertilizer industry because farmers' decisions as consumers are influenced by perceived value, product availability, clarity of benefit information, and the sustainability of the relationship between producers and farmers.




Pusri's marketing strategy in responding to changes in subsidy policies and market dynamics by implementing the Pupuk Indonesia Group Transformation Program, including the Makmur/Agrosolution program, Customer Centric Model, and the implementation of Service Level Agreements (SLAs) for corporate consumers. The Makmur program is a comprehensive support for farmers through the provision of production facilities, technological assistance and guaranteed purchase of harvested crops. To strengthen its

position in the market, Pusri implements a marketing strategy that includes improving customer service, strengthening the implementation of the Makmur program, orientation to consumer needs, and efforts to increase sales volume by expanding market share through an intensive approach to kiosks, distributors and end users as well as the development of a portfolio of special products such as NPK Cassava and NPK Coffee.

In addition to marketing strategies, fertilizer product innovation is also a crucial factor influencing purchasing decisions. These innovations can include developing fertilizer formulas suited to South Sumatra's soil types, soil amendment technologies, nutrient absorption efficiency, and more practical packaging for farmers. According to Kotler & Keller (2023), product innovation is one way for companies to survive in a dynamic business environment and has a direct impact on perceived value and customer loyalty. Schilling (2020) states that product innovation is the process of developing or improving products to create added value and competitive advantage in the market. This is in line with Kotler and Keller (2023), who define product innovation as the process of creating goods or services that are completely new or significantly improved in terms of features, design, quality, or benefits for consumers. Given South Sumatra's diverse land conditions and frequent nutrient degradation, fertilizer product innovation is key to increasing a company's competitiveness.

Pusri continues to diversify its products by continuously developing product formulas, including NPK fertilizers. NPK fertilizers are compound fertilizers containing the nutrients N (Nitrogen), P (Phosphate), and K (Potassium), which are very useful for plants. The main raw materials used are Pusri-produced urea, rock phosphate, and KCl. The advantage of the NPK Fusion Factory technology is the flexibility to produce a variety of formulas with low investment costs. In the subsidized sector, Pusri produces NPK Formula 15-10-12, while for the non-subsidized sector, general formulas such as 15-15-15 are marketed, as well as other formulas tailored to market demand. The non-subsidized domestic market distribution for Pusri's NPK fertilizers covers the regions of Bengkulu, Jambi, South Sumatra, the Bangka Belitung Islands, Lampung, Central Java, DI Yogyakarta, East Java, and Bali (Pusri, 2024). This research will focus on Pusri's specific fertilizer product innovations that have entered the commercial stage, namely NPK cassava fertilizer 17-6-25 and NPK coffee fertilizer 18-8-18, which are marketed in various packaging (1 kg, 5 kg, 10 kg, 20 kg, and 50 kg). These products are the result of Pusri's innovations formulated to suit specific consumer needs.

Table 1.1 Leading Innovation Products of Pusri NPK Fertilizer

Product	Brand	Detailed Specifications and Types of Plants
	NPK Pusri Coffee TM (Producing Plants)	NPK Coffee is a compound fertilizer containing N, P, and K nutrients formulated to meet the needs of TM coffee plants. This product can increase coffee yields and standardize red picking.
	NPK Pusri Coffee TBM (Plants Not Yet Producing)	TBM Coffee NPK is a compound fertilizer with a composition of 18% N, 8% P ₂ O ₅ , and 8% K ₂ O. This product can stimulate coffee plant growth, resulting in faster flowering. This NPK is specifically formulated for immature coffee plants (0-2 years old).
	NPK Pusri Cassava	A compound fertilizer containing 17% nitrogen, 6% phosphate, and 25% potassium, used to stimulate vegetative and generative plant growth. Recommended for use on cassava and tuber crops.

Source: PT Pusri, Processed by researchers 2025

Pusri consistently develops innovative products to support agricultural and plantation needs, with the aim of increasing production yields and quality through affordable products. Pusri's commitment to innovation is evidenced by various awards, including the Diamond and Platinum predicates at the 27th National Quality and Productivity Work Meeting (TKMPN) in 2023, as well as the 2024 Industrial Technology Pioneer Award (RINTEK) from the Ministry of Industry for its innovation in utilizing Fly Ash Bottom Ash (FABA) as a filler, pigment powder, and anti-caking agent in compound fertilizers (Pusri, 2024). Internationally, Pusri also received "four star" and "three star" awards at the Awards for Excellence (ACE) innovation convention held by the Asia Pacific Organization (APQO), in recognition of its efforts to improve the company's operational quality and efficiency (Pusri, 2024).

In addition to product innovation and marketing strategies, Pusri maintains its position as a leader in the national fertilizer industry by leveraging competitive advantages that are difficult for competitors to replicate. These advantages include modern production facilities, the efficient and environmentally friendly "ACES 21" urea process technology, and an

extensive and integrated distribution network extending to remote areas. Pusri is also supported by competent human resources and a strong commitment to environmental sustainability, as evidenced by national awards such as "Green Proper" and "Green Industry" from the Ministry of Environment and the Ministry of Industry (Pusri, 2023).

Barney (1991) through the Resource-Based View (RBV) explains that competitive advantage will be achieved if a company is able to manage valuable, rare, difficult to imitate and irreplaceable resources. Competitive advantage provides the ability to meet market needs with optimal service, making the company highly competitive, both in domestic and international markets. According to Porter (1985) quoted by Kotler & Keller (2023), competitive advantage is the ability of a company to create greater value compared to competitors, through differentiation or cost efficiency that is difficult to imitate. This is in accordance with Barney (2023) Effective competitive strategy will depend on how the company manages its resources to create a sustainable competitive advantage. However, Wijaya and Sugianitri (2024) consider that competitive advantage does not only come from cost efficiency, but also from digital orientation, innovation capabilities and speed of adaptation to changes in the business environment.

Pusri implements a competitive-to-market strategy through an incubation and pre-marketing process for research results before gradually commercializing them. The implementation of a marketing mix strategy, based on the concepts of Kotler and Armstrong (2023), encompasses product, pricing, distribution, and promotion elements, systematically applied to strengthen competitiveness in the commercial market. In terms of products, Pusri develops innovations such as Special Formula NPK and Granular Urea, tailored to the specific needs of crops and agro-ecosystem conditions. Pricing is determined by considering farmers' purchasing power and the dynamics of competition in the non-subsidized market.

The distribution system is strengthened through the development of integrated logistics and the digitalization of marketing channels through the e-PAS (Pusri Agribusiness Solution) platform and Pusri Partners. Promotional strategies are implemented through the use of digital media, strategic partnerships, and balanced fertilization extension activities to build loyalty and increase market penetration. All of these strategies are consistent with Porter's (1985) competitive advantage framework, in which Pusri strives to create product differentiation while increasing distribution chain efficiency to face increasingly intense competition from both domestic and imported fertilizer producers. Competitive advantage acts as an intervening variable that strengthens the relationship between marketing strategy and product innovation on fertilizer purchasing decisions.

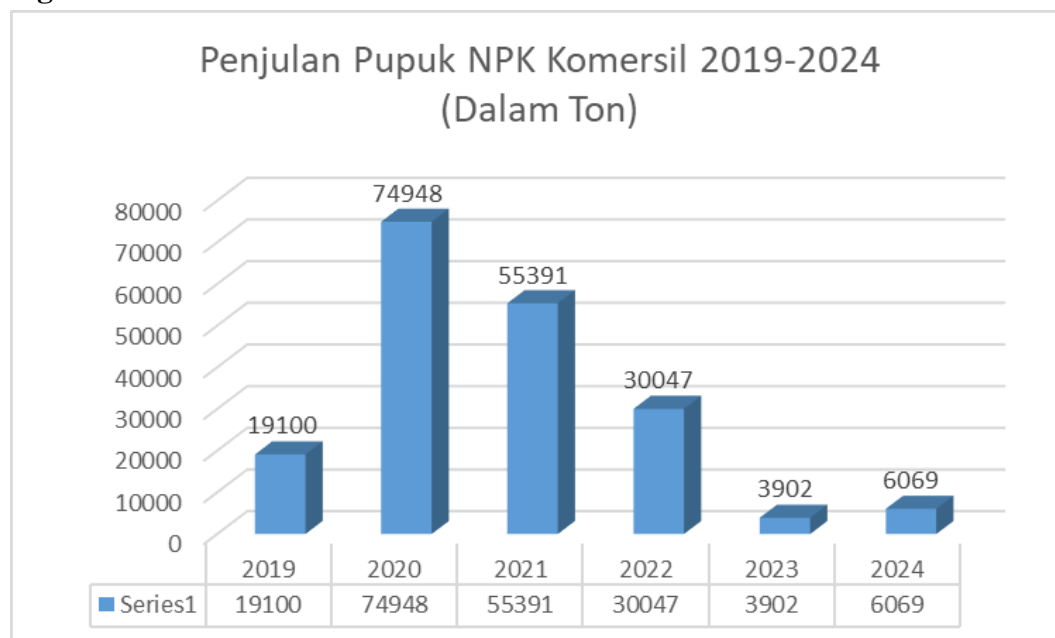
The phenomenon in South Sumatra shows that fertilizer purchasing behavior is influenced by various structural factors such as distribution access, fluctuating non-subsidized fertilizer prices, suitability of fertilizer varieties to swampy soil types, and agricultural extension assistance. Based on the results of a meeting on controlling grain prices and providing production facilities in South Sumatra (South Sumatra Food Security Service,

2024), farmers want fertilizer products that are not only affordable but also able to increase the productivity of swampy land.

According to Kotler and Keller (2023), purchasing decisions are a process that involves recognizing needs, searching for information, evaluating alternatives, making purchasing decisions, and post-purchase evaluations. Purchasing decisions are not only determined by price but are also influenced by product quality, brand trust, market availability, and product effectiveness on crop yields. This is in accordance with Schiffman & Wisenblit (2023), a purchasing decision is the selection of one of several existing alternative actions, based on consumer preferences for product attributes, price, and perceived value. However, Hidayat and Pratiwi (2024) consider purchasing decisions to be influenced by social media, online reviews, and consumers' digital experiences, with trust and influencer factors playing an important role in the purchasing decision-making process.

Over the past five years, shifts in fertilizer subsidy policies and limited subsidy quotas have driven farmers to switch to commercial fertilizer products, including non-subsidized NPK fertilizers. Farmers are now increasingly considering nutrient content, fertilizer solubility, and long-term impacts on land when purchasing fertilizers (Pusri Annual Report, 2023). This condition is both a challenge and an opportunity for Pusri to expand its market share of commercial NPK fertilizers. With a product portfolio such as Pusri's NPK, the company needs to understand the factors that influence consumer purchasing decisions so that the marketing strategy implemented is on target and able to compete in the open market.

Figure 1.1 Sales of PUSRI NPK Commercial Fertilizer 2019-2024



Source: Pusri Annual Report 2019-2024, processed by researchers 2025

Based on the graph of commercial NPK fertilizer sales for 2019–2024, significant fluctuations are evident. In 2019, sales volume was recorded at 19,100 tons and increased sharply, peaking at 74,948 tons in 2020. However, sales have since declined gradually in subsequent years, reaching 55,391 tons in 2021 and 30,047 tons in 2022. The sharpest decline was seen in 2023, reaching only 3,902 tons, although a slight increase is projected in 2024 to 6,069 tons.

This phenomenon indicates that the commercial NPK fertilizer market is heavily influenced by various external and internal factors, such as changes in subsidy policies, fluctuations in agricultural commodity prices, and farmers' purchasing power. The sharp decline after 2020 can be attributed to shifts in subsidized fertilizer policies that have made farmers more selective in choosing commercial fertilizers, as well as distribution and logistics challenges faced by fertilizer producers, including Pusri. This situation presents a strategic challenge for Pusri in maintaining the sustainability of commercial NPK fertilizer sales. This emphasizes the importance of product innovation, distribution efficiency, and the implementation of targeted marketing strategies to respond to the dynamics of the national fertilizer market. Furthermore, understanding the purchasing behavior of commercial fertilizer consumers is also a crucial aspect in designing effective strategies to increase NPK fertilizer sales volume going forward.

Previous research on the influence of marketing strategies and product innovation on purchasing decisions was conducted by Saputri (2025) which showed that product marketing strategies, price, place, promotion, and people simultaneously and partially influence purchasing decisions, while place and physical evidence do not have a partial effect on purchasing decisions. Then, research conducted by Pahlevi (2025) showed results that product quality and promotion strategies have a positive and significant effect on purchasing decisions, in line with research by Muktar (2024) and Putra (2024) which showed results that price strategies and product quality have a direct and significant influence on purchasing decisions.

Research conducted by Agustina Ali (2025) shows that marketing strategies such as product quality, promotion, and place influence competitive advantage. Then, research conducted by (Rizky Pratama, 2024) shows the results of marketing strategies contribute a significant influence to competitive advantage, in line with research (Framisti, 2023) competitive advantage consists of factors of conditions, demand, related industries, supporting industries, strategic factors, structure and competition that have been met, while research (Nursyamsi, 2024) shows the results that product quality and marketing performance directly influence competitive advantage and price perception and product innovation do not affect competitive advantage.

Based on the phenomena that occurred, the researcher decided to conduct research with the title "The Influence of Marketing Strategy, Product Innovation and Competitive

Advantage as Intervening Variables on Consumer Purchasing Decisions of South Sumatra Fertilizer".

RESEARCH METHODS

This type of research is a quantitative research that emphasizes testing theories through measuring research variables with numbers and requires data analysis with statistical procedures. The population in this study are end users of specific innovative products NPK Cassava Fertilizer and NPK Coffee who purchased commercially in the South Sumatra region in 2022-2025. Sampling was carried out using a *nonprobability sampling technique*, namely the *purposive sampling method*. *Nonprobability sampling with the purposive sampling method* is a sampling technique that does not provide equal opportunities or chances for each element of the population to be selected as a sample. The sample used in this study amounted to 165 respondents. The data collection technique used a questionnaire that will be distributed through *Google Forms*. The analytical method that will be used to test the hypothesis proposed in this study is *path analysis*.

RESULTS AND DISCUSSION

RESULTS

1. Model Fit Test

fit testing is used to determine whether a model fits the data. Table 4 shows the results of *the model fit test* as follows:

Model Fit Test Results Table

	<i>Saturated Model</i>	<i>Estimated Model</i>
SRMR	0.094	0.094
NFI	0.474	0.474

Source : *Processed primary data*, 2026

The results of the model fit test show The SRMR value is 0.094 which is in the marginal fit category, however Still can accepted in PLS-SEM approach. The NFI value of 0.474 indicates level relative suitability low, but indicator This No is criteria main in PLS-SEM. Therefore that, model evaluation is more focused on validity, reliability, and ability predictive structural model.

2. R Square Test

R-square is coefficient determination on endogenous constructs. The R-squared value can used For evaluate whether certain endogenous variables and variables exogenous have influence substantive (Ghozali, 2015). According to Chin (1998) in Sarwono (2015), the criteria limitation this R-squared value is as follows: 0.67 as substantial, 0.33 as moderate, and 0.19 as weak.

R Square Test Results Table

Variables	R-square	R-square adjusted
Purchase Decision (Y)	0.191	0.176
Superiority Compete (Z)	0.404	0.397

Source : Processed primary data , 2026

Test results coefficient determination show that R-square value for Purchase Decision Variables of 0.191, which means that 19.1 % variation in Purchasing Decision can explained by the variables Marketing Strategy , Innovation Products , and Competitive Advantage , whereas the rest influenced by other factors outside the model. While that is , the R- square value of the variable Superiority Compete of 0.404 which shows that amounting to 40.4% variation Superiority Compete can explained by the variables Marketing Strategy and Innovation Product .

3. F Square Test

F-square test This done For know goodness of fit of the model. F- square values of 0.02, 0.15, and 0.35 can be interpreted as predictor latent variables have weak , moderate , or influence large at the level structural (Ghozali , 2015). The following F square test results for primary data:

square Test Results Table

Variables	Purchase Decision (Y)	Superiority Compete (Z)
Innovation Product (X2)	0.060 (Medium)	0.215 (Large)
Purchase Decision (Y)		
Superiority Compete (Z)	0.059 (Medium)	
Marketing Strategy (X1)	0.012 (Small)	0.147 (Medium)

Source : Processed primary data , 2026

Based on table above , results testing *effect size* (f^2) shows that Innovation Product own influence big to Superiority Compete with value $0.215 < 0.35$, while the Marketing Strategy own influence currently to Superiority Compete with value $0.147 < 0.15$. Innovation product to decision purchase show influence currently with value $0.060 < 0.15$, and superiority compete to decision purchase show influence currently with value $0.059 < 0.15$, while the marketing strategy own relative influence small to decision purchase with value $0.012 < 0.02$. This is show that Superiority Compete play a role important as intervening variables in the research model .

4. Q Square Test

Prediction Relevance (Q-square) or known with Stone-Geisser. This test done For know capability prediction how much Good resulting value . If The values obtained are 0.02 (small), 0.15 (medium) and 0.35 (large). Only done For endogenous construct with indicator reflective .

Square Test Results Table

Variables	Q ² predict	RMSE	MAE
Purchase Decision (Y)	0.116	0.956	0.657
Superiority Compete (Z)	0.349	0.827	0.521

Source : Processed primary data , 2026

The results of the predictive relevance test using PLSpredict show that all endogenous variables have a Q² predict value greater than zero, indicating that the research model has predictive ability. The Competitive Advantage variable has a Q² predict value of 0.349, indicating moderate to strong predictive ability, while the Purchase Decision variable has a Q² predict value of 0.116, indicating low to sufficient predictive ability. The smaller RMSE and MAE values for the Competitive Advantage variable indicate a lower level of prediction error compared to the Purchase Decision variable.

5. Direct Effect Hypothesis Testing

Influence Test Results Direct

Variables	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values
IP (X2) -> KP (Y)	0.274	0.273	0.116	2,358	0.018
IP (X2) -> KB (Z)	0.405	0.419	0.131	3,099	0.002
KB (Z) -> KP (Y)	0.283	0.286	0.101	2,816	0.005
SP (X1) -> KP (Y)	0.119	0.113	0.081	1,471	0.141
SP (X1) -> KB (Z)	0.336	0.324	0.142	2,364	0.018

Source : Processed primary data , 2026

- a. Testing Hypothesis 1: There is significant influence between marketing strategies to superiority compete

The influence of marketing strategies to superiority compete with consumers fertilizer in South Sumatra shows results coefficient track of 0.336 with t- statistic value amounting to 2,364. This value more big from the t- table (1.96) and the p-value is 0.018 or more small from 0.05, which means Hypothesis 1 is accepted . Based on results said , can concluded that marketing strategy influential significant to superiority compete with consumers fertilizer in South Sumatra.

- b. Testing Hypothesis 2: There is significant influence between innovation product to superiority compete

Influence innovation product to superiority compete with consumers fertilizer in South Sumatra shows results coefficient track of 0.405 with t- statistic value amounting to 3,099. This value more big from the t- table (1.96) and the p-value is 0.002 or more small from 0.05, which means Hypothesis 2 is accepted . Based on results the can

concluded that innovation product influential significant to superiority compete with consumers South Sumatra fertilizer .

- c. Testing Hypothesis 3: There is significant influence between superiority compete to decision purchase

Influence superiority compete to decision consumer purchases South Sumatra fertilizer shows results coefficient track of 0.283 with t- statistic value amounting to 2,816. This value more big from the t- table (1.96) and the p-value is 0.005 or more small from 0.05, which means Hypothesis 3 is accepted . Based on results said , can concluded that superiority compete influential significant to decision consumer purchases fertilizer in South Sumatra.

- d. Testing Hypothesis 4: There is significant influence between marketing strategies to decision purchase

The influence of marketing strategies to superiority compete with consumers South Sumatra fertilizer shows results coefficient track of -0.119 with t- statistic value amounting to 1,471. This value more big from the t- table (1.96) and the p-value is 0.141 or more big from 0.05, which means Hypothesis 4 is rejected . Based on results said , can concluded that marketing strategy No influential significant to decision consumer purchases fertilizer in South Sumatra.

- e. Testing Hypothesis 5: There is significant influence between innovation product to decision purchase

Influence innovation product to decision consumer purchases fertilizer in South Sumatra shows results coefficient track of 0.274 with t- statistic value amounting to 2,358. This value more big from the t- table (1.96) and the p-value is 0.018 or more small of 0.05, which means Hypothesis 5 is accepted. Based on results said , can concluded that innovation product influential significant to decision consumer purchases fertilizer in South Sumatra.

DISCUSSION

The Influence of Marketing Strategy to Superiority Competing on Consumers Pusri NPK Fertilizer in South Sumatra

Based on hypothesis test results , can concluded that Marketing Strategy influential significant to Superiority Competing on Consumers Pusri NPK Fertilizer in South Sumatra. This means that marketing strategy good NPK fertilizer will increase superiority compete NPK fertilizer . Research results show that marketing strategy own positive and significant influence to superiority compete with consumers fertilizer in South Sumatra. This proven by the value coefficient track of 0.336 which shows direction connection positive . This means that the more the better the marketing strategy implemented , the better also increases the advantages competitiveness felt by the company in the eyes of consumers .

Research result This in line with draft superiority competing as proposed by Michael E. Porter (2023) , who states that company can get superiority compete through the right

strategy , both through differentiation products , leadership costs , as well as focus on a specific market segment . Effective marketing strategy covering aspect products , prices , distribution and promotions that are capable of increase perceived value customer compared to with competitors .

In industry fertilizer , marketing strategy can in the form of provision product quality in accordance need farmers , such as with create product Pusri NPK innovation , determination competitive prices , easy distribution reachable until to area agriculture through stall and Pei's shop , as well as promotions that provide education to consumer about benefit product through the Mantri Tani program. This become very important remember characteristics consumer fertilizers that tend to rational and considerate aspect benefit as well as efficiency cost in taking decision .

Research result this is also consistent with research conducted by (Rizky Pratama, 2024) , (Agustina & Ali, 2025) , states that marketing strategy own role significant in increase superiority compete company , with superior marketing strategy , company capable create difficult differentiation imitated by competitors , so that strengthen market position and improve loyalty consumer For return buy product the .

With thus , that improvement quality of marketing strategy is strategic steps that must be taken Keep going developed by the company fertilizer in South Sumatra to maintain and improve superiority compete in the middle competition an increasingly growing industry strict .

Influence Innovation Product to Superiority Competing on Consumers Pusri NPK Fertilizer in South Sumatra

Based on hypothesis test results , can concluded that innovation product own influence positive and significant to superiority compete with consumers fertilizer in South Sumatra. This indicated by the value coefficient track of 0.405 which indicates existence sufficient relationship strong and in the same direction between innovation product with superiority compete , which means the more tall level innovation products made company , then the more also increases the advantages compete that is owned .

Findings This in line with view (Tjiptono, 2023) innovation product become key success company in face change environment business and create mark plus for customers . In addition , according to (Michael E. Porter, 2023) innovation product can become source strong differentiation , so that company capable offer mark unique and difficult imitated by competitors . Innovation product can realized through development of a more advanced fertilizer formula effective , improvement content proper nutrition with need specific plants , more packaging practical , as well as technology that improves efficiency use fertilizer . Innovation give benefit real for consumers , in particular farmers , in increase results harvest and efficiency cost production .

Research result this also shows that innovation product own more influence big compared to with marketing strategy to superiority compete ($0.405 > 0.336$). This is indicates

that in industry fertilizer, aspects quality and updates product become very crucial factor in determine Power competition company. Consumer tend more consider effectiveness product in increase productivity agriculture compared to with aspect other.

With Thus, the company fertilizer in South Sumatra is needed Keep going increase activity innovation product as the main strategy in strengthen superiority compete. effort sustainable innovation in accordance with need consumer will help company in maintain market position and face increasing competition dynamic.

Influence Superiority Compete on Consumer Purchasing Decisions Pusri NPK Fertilizer in South Sumatra

Based on hypothesis test results, can concluded that superiority compete own influence positive and significant to decision consumer purchases fertilizer in South Sumatra. This indicated by the coefficient track of 0.283 which indicates existence one-way relationship, where the more tall superiority compete that is owned company, then the more there is also a big tendency consumer For do decision purchase. This result in line with draft superiority competing as proposed by (Michael E. Porter, 2023), which states that companies that have superiority in cost, differentiation and market focus will be more attract and retain Customers. Advantages the create mark add to become consideration main consumer in determine decision purchase. Buying decision influenced by perception accepted value.

When the company fertilizer capable show superiority like quality more products good, competitive price, availability easy product reachable, as well as proven benefits for results agriculture, then consumer will more Certain For choose product the compared to with product competitors. Superiority compete become pending factors in industry fertilizer in South Sumatra, because majority consumers is farmer tend consider effectiveness product in increase results harvest as well as efficiency costs. Companies that are able to maintain superiority compete in a way consistent will own opportunity more big in influence decision purchase consumers.

Research result this is also consistent with study previously by (Rahmayanti, 2024), which shows that superiority compete influence decision purchase Because customer tend choose products that are considered give benefit more, with so, the advantages compete No only play a role in win market competition, but also direct influence behavior consumer in choose product. With Thus, the company fertilizer in South Sumatra is needed strengthen superiority compete through improvement quality products, innovation sustainable, as well as the right marketing strategy to be able to push improvement decision purchase consumer in a way sustainable.

The Influence of Marketing Strategy on Consumer Purchasing Decisions Pusri NPK Fertilizer in South Sumatra

Based on hypothesis test results, can concluded that marketing strategy No own significant influence to decision consumer purchases fertilizer in South Sumatra. This indicated by the value coefficient track of 0.119 which indicates direction connection negative

, but with weak strength . In addition , the t - statistic value by 1,471 which is more small from t- table 1.96 and p value of 0.141 which is more big from 0.05 confirms that influence the No significant in a way statistics . With Thus , the hypothesis states that that marketing strategy influential to decision purchase stated rejected .

This result give indication that the influence of marketing strategies to decision purchase can nature No directly , but rather through other variables such as superiority compete . thing This in line with view (Philip Kotler & Armstrong, 2016) which states that effective marketing strategies No only impact directly on behavior consumers , but also form perception values and advantages the product that ultimately influence decision purchase .

In study this , has proven that marketing strategy influential significant to superiority compete , and excellence compete influential significant to decision purchase . Therefore that , can indicated that superiority compete play a role as bridging intervening variables connection between marketing strategy and decisions purchase . Consumer fertilizer in South Sumatra more consider aspect functional product like quality , content nutrition , as well as the impact to productivity agriculture . Activities marketing like promotion or communication marketing only play a role as factor supporters , not factor main in determine decision purchase .

Research result This different with part research previously stated existence influence direct marketing strategy to decision purchase . Difference This can caused by differences characteristics object research , where product fertilizer including in category utilitarian products that decisions the purchase more based on needs and benefits compared to the aspect emotional or promotion . With Thus , the company fertilizer in South Sumatra is needed more emphasize on improvement quality and excellence product as priority main , and priority main , and make marketing strategies as tool For strengthen perception values and advantages said , not as the only one expected factors can push decision purchase consumers .

Influence Innovation Product on Consumer Purchasing Decisions Pusri NPK Fertilizer in South Sumatra

Based on hypothesis test results can concluded that innovation product own influence positive and significant to decision consumer purchases fertilizer in South Sumatra. This indicated by the value coefficient track of 0.274 which indicates existence one - way relationship , where improvement innovation product will followed by an increase decision purchase consumers . These results in line with view (Philip Kotler & Armstrong, 2016) , which emphasizes that innovation product become one of the important strategies in fulfil needs and wants consumers who continue developing , innovation is factor main in create mark plus for consumers , so that push occurrence decision purchase . Innovation product in industry fertilizer can in the form of development of a more advanced fertilizer formula effective , improvement content appropriate nutrients with need plants , as well as convenience in use and application in the field . Innovation the give benefit directly for

consumers , in particular farmers , in increase productivity results agriculture as well as efficiency cost production .

Buying decision consumer fertilizer in South Sumatra is influenced by the extent to which the product capable give real and measurable results . Therefore that , innovation capable products increase quality and performance fertilizer will more easy accepted by the market and encourage consumer For do purchase . In line with findings by (Wijaya & Sugianitri, 2024) , prove that innovation product influential positive to decision purchase Because can increase perception quality and value product . Research results This strengthen findings previously that innovation product No only influential to superiority compete , but also in a direct influence decision purchase . This is show that innovation product own role very important strategic in the entire marketing process , starting from from creation mark until push action purchases by consumers . With Thus , the company fertilizer in South Sumatra prtlu Keep going increase activity innovation product in a way sustainable to meet dynamic market needs as well as increase Power pull products in the eyes consumers , so that capable push improvement decision purchase optimally .

CONCLUSION AND SUGGESTIONS

Based on results research that has been done , can concluded that marketing strategy and innovation product own role important in create superiority compete with consumers Pusri NPK Fertilizer in South Sumatra. Research results show that marketing strategy influential significant to superiority compete , as well as innovation products that also provide influence significant to superiority compete . In addition , the advantages compete proven own influence significant to decision purchase consumers . However Thus , marketing strategy No give influence significant in a way direct to decision purchase . On the contrary , innovation product proven influential significant to decision purchase consumers . With thus , it can understood that superiority compete become factor important to be able to strengthen connection between marketing strategy and innovation product to decision consumer purchases Pusri NPK Fertilizer in South Sumatra.

Based on results research obtained , researchers give some suggestions are expected can become material consideration for company and researchers next . For PT Pupuk Sriwidjaja Palembang, especially in sales Pusri NPK Fertilizer in a way commercial , corporate recommended For increase effectiveness of marketing strategies through communication more marketing appropriate target , good through digital media and approach direct to farmers . In addition , the company need Keep going develop innovation product with adapt need specific farmers , such as improvement quality content nutrition as well as convenience use products . Efforts to strengthen superiority competing is also necessary done through differentiation products , competitive prices , and even distribution until to area rural areas so that products more easy reachable consumers . Companies are also advised For increase education to farmer about use NPK fertilizer optimally through counseling agriculture and services full sell to build connection term long as well as increase trust consumers .

In a way theoretical , research This expected can become reference for study next related with marketing strategy , innovation product , advantages compete , and decisions purchase . Researcher it is also expected that can develop study with add other related variables with marketing , such as satisfaction customers , loyalty customers , prices , and image brand . In addition , research This can made into reference in testing marketing strategy theory from Philip Kotler and Kevin Lane Keller, the theory superiority compete from Michael E. Porter, theory innovation products by Yadav and Pathak, as well theory behavior consumer by Leon Schiffman and Leslie Lazar Kanuk.

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