

The Influence of Word of Mouth, Price Perception, and Perception of Authenticity of Product Varieties on Plant Seed Purchase Decisions in Juwet Village

Moh Sayid Alwi^{1*}, Hery Purnomo²

^{1,2}Universitas Nusantara PGRI Kediri, KH. Ahmad Dahlan Street No.76, Mojoroto, Kediri City, East Java, 64112, Indonesia

sayidalwi19@gmail.com*

*corresponding author

Article Information

Abstract

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Research aim: The purpose of this investigation is to examine how customers in Juwet Village, Ngronggot District, Nganjuk Regency make choices to buy plant seedlings based on their perceptions of the variety, price, and word of mouth.

Design/Method/Approach: Within the positive paradigm, this investigation used a quantitative technique. A Likert-scale questionnaire was used to obtain data from 100 respondents who were chosen using purposive sampling approaches. The data was analyzed using SPSS software and multiple linear regression. To confirm the data was valid, classical assumption tests were also performed.

Research Finding: The findings suggest that three factors significantly impact the choice to buy plant seedlings: word of mouth ($\beta = 0.234$; $p < 0.05$), perception of pricing ($\beta = 0.189$; $p < 0.05$), and perception of product diversity ($\beta = 0.417$; $p < 0.01$). Among these factors, the sense of authenticity of product diversity is the most influential. With an R^2 value of 0.642, these three factors account for 64.2% of the variance in purchasing choices.

Theoretical contribution/Originality: This investigation adds to the growing body of marketing research that aims to better understand consumer behavior in the agricultural sector by shedding light on a crucial but understudied factor: the importance of consumers' perceptions of the authenticity of product varieties.

Practitioner/Policy implication: The findings can be utilized by agricultural business owners and seedling sellers to strengthen marketing strategies by enhancing product information transparency and setting appropriate pricing, thereby increasing consumer trust and purchase decisions.

Research limitation: This investigation is limited to Juwet Village and applies a cross-sectional approach; thus, the outcomes cannot be generalized widely and do not capture long-term changes in consumer

behavior. Future investigation is recommended to expand the study area, including additional variables, and adopt a longitudinal approach.

Keywords : *Word of Mouth, Price Perception, Product Variety Authenticity Perception, Purchase Decision, Plant Seedlings.*

1. Introduction

Among Indonesia's vital economic sectors, agriculture is crucial for the country's food security and the region's overall economic growth. Given its history as an agricultural powerhouse, Indonesia is well-positioned to become a leading producer of high-quality plant seeds and other agricultural goods.. However, the development of the plant seed market faces various challenges, ranging from improving the quality and authenticity of varieties to competitiveness at the national and international levels. In this context, the factors that influence the decision to purchase plant seeds are important to be studied in depth in order to support the development of a sustainable and highly competitive agricultural industry.

Consumer behavior in making decisions to purchase plant seeds is not only influenced by price factors and product availability, but also by perceptions of the authenticity of the variety, quality, and the level of trust in the producer. This trust is closely related to the perception of the authenticity of the variety which reflects consumer confidence in the quality of the seeds purchased. The authenticity of the variety is an important aspect because it is directly related to crop yields and the sustainability of the farming business. The quality and authenticity of the seeds obtained by farmers have a significant effect on productivity and harvest success rates, so trust in the authenticity of varieties is the main key in influencing purchasing decisions, especially in plant seed-producing areas such as Juwet Village.

In addition to the factor of variety authenticity, The choice to buy plant seeds is influenced by social factors as well. Within society, word-of-mouth (WOM) is a powerful force which is the dissemination of information and experiences from word of mouth among fellow farmers or agricultural business actors. WOM has great power in building product and brand image, especially among farmers who tend to rely on experience and recommendations from fellow business actors. Various studies show that WOM exerts considerable impact on consumer purchasing attitudes and behaviors, including in the context of agricultural products [1]. Positive recommendations regarding the authenticity and quality of seeds can increase farmers' confidence to buy, while negative WOM has the potential to reduce confidence and purchase intention.

In addition to social factors, price perception is also one of the important variables in influencing consumer decisions. Price perception is related to the consumer's assessment of the balance between benefits and costs that must be incurred to acquire a product. In the context of buying plant seeds, the perception of prices that are considered reasonable and in accordance

with the quality offered will increase confidence and encourage purchasing decisions [2]. On the other hand, if the price is considered too high without being balanced by the perception of the quality and authenticity of the variety, consumers tend to hesitate in making decisions. Therefore, the perception of price and the authenticity of varieties often interact and simultaneously influence purchasing behavior.

Juwet Village, located in Ngronggot District, Nganjuk Regency, East Java, is one of the main centers of production and sales of fruit plant seeds in Indonesia. Nursery activities carried out by dozens of business actors create a dynamic and competitive market climate. As public awareness of the quality and authenticity of agricultural products increases, consumers in Juwet Village now not only judge based on price but also consider the authenticity of the variety and the reputation of the producer. This is in line with the view that companies that are able to present authentic value will build stronger relationships with their consumers [3]. Therefore, nursery business actors need to emphasize the authenticity and transparency of products to maintain consumer trust and loyalty.

In the context of an increasingly competitive nursery market, consumers' purchasing decisions are not only influenced by needs, but also by perceptions and experiences during the buying process. Issue recognition, information gathering, alternative assessment, buy choice, and post-purchase behavior make up the five steps that make up the consumer decision-making process. [3]. At the purchase decision stage, consumers choose the product that is the most able to meet their needs based on their perception of value and belief in the product. In this process, Word of Mouth becomes one of the most influential forms of communication because it is able to build trust and strengthen consumer preferences [1]. WOM is an interpersonal communication that has been proven to affect purchasing decisions [3]. And yet, price perception plays a role in shaping the perceived value of consumers, i.e. the extent of the benefits received in accordance with the costs incurred [4]. In addition, consumers now also prioritize the authenticity of products because authenticity has surpassed quality as the main criterion in purchasing decisions [5][6].

Based on this description, it is important to examine how Word of Mouth, price perception, and perception of the authenticity of product varieties affect consumer purchasing decisions in the nursery business in Juwet Village. The purchase decision itself is a stage when consumers choose the product that is most able to meet their needs and is the outcome of an evaluation of various attributes and benefits of the product [7][8]. A number of previous studies support the interplay between various factors, such as the persuasive power of word-of-mouth advertising for Kopi Janji Jiwa drinks [9], as well as the significant influence of price perception on purchasing decisions [10]. In addition, the image of the variety has also been proven to have an influence on the purchase decision of rice seeds in Sidrap Regency, where farmers' perception of the authenticity of the variety is the main factor in the purchase decision

[11].

Although various previous studies have addressed the factors that influence purchasing decisions, studies examining the interaction between social factors (Word of Mouth), economic factors (price perception), and perception of product authenticity in the context of agriculture in rural areas are still very little. So, to address that need, this investigation examines how these three factors in Juwet Village affect the choice to buy plant seeds.. This investigation is expected to make an empirical contribution to the development of consumer behavior theory in the agricultural sector and become a reference for business actors and policymakers in formulating marketing strategies that are more effective, sustainable, and trust based.

1.1. Statement of Problem

In the context of the plant seed market in Juwet Village, Many different things may affect consumer purchasing decisions, including word of mouth, price perception, and perception of the authenticity of product varieties. Although previous investigation has shown that these factors exert a significant amount of influence consumer behavior in general, not many have specifically examined the influence of the perception of variety authenticity as a key variable in decision-making for the purchase of plant seeds at the rural level. In addition, there is a need to understand the extent to which these three factors partially or simultaneously influence purchasing decisions, especially given the importance of variety authenticity in ensuring the quality and sustainability of agricultural products in the region. Therefore, Filling the literature gap is the purpose of this investigation by examining the direct and joint influence of WOM, price perception, and perception of variety authenticity on the decision to purchase plant seeds in Juwet Village.

1.2. Research Objectives

The purpose of this investigation is to analyze and identify the partial or simultaneous influence of WOM, price perception, and perception of product variety authenticity on the purchase decision of plant seeds in Juwet Village. In addition, this investigation aims to provide an empirical understanding of how much each of these factors influence consumer behavior in making decisions to purchase plant seeds, as well as to offer strategic recommendations for business actors in the agricultural sector to increase marketing effectiveness through increasing trust in the authenticity of varieties and managing price perceptions and promotion through word of mouth.

2. Method

This study's methodology is based on a positivist perspective and uses a quantitative approach. We opted for this method because we want to investigate if there's a correlation between the study variables people's opinions of the product's legitimacy, pricing, and word of mouth and whether or not they buy plant seeds in Juwet Village. The quantitative approach

allows for objective numerical data collection and comprehensive statistical analysis, so that the outcomes can be generalized and provide a valid picture of consumer behavior in the context of farming/nurseries [12].

The positivistic paradigm is oriented towards empirical hypothesis testing through data obtained from respondents who are the main analysis unit, in this case farmers and seed traders in Juwet Village. This framework underscores the significance of elucidating causal linkages and the objective quantification of variables, especially in the context of consumer behavior influenced by social factors and perceptions of products [13].

This study's population consists of all consumers who buy plant seeds in the Juwet Village area, either through seed shops, farmer groups, and local traders. The main criteria of respondents were those who had purchased seeds at least once in the last six months. These criteria were chosen so that respondents had relevant real-world experience regarding product characteristics, perceptions, and purchasing decisions taken.

We employ the purposive sampling technique to choose our sample with the consideration that the selected respondents really have sufficient experience and are able to provide relevant information. This technique targets individuals who meet certain criteria who are considered capable of providing valid and reliable data related to research variables [14].

The sample size of 100 respondents was based on the Cochran formula, which is commonly used in social research to guarantee the level of representativeness and validity of data with a certain level of error. This formula considers the population, confidence level, and margin of error that are pre-set. With a sample of 100 respondents, it is hoped that the data obtained will be sufficient to conduct statistical analysis that meets scientific principles and provides significant results [15].

Data collection was carried out through the dissemination of questionnaires that were systematically compiled and referred to indicators relevant to the investigation variables. The questionnaire instrument is designed based on theory and previous investigation results, then tested for validity and reliability before being fully used.

The questionnaire consists of several parts, namely: the first part is the identity of the respondents such as age, education, occupation, and length of experience in buying seeds; The second part is the Word of Mouth variable indicator which measures the power of information dissemination through communication between farmers and traders; The third part is price perception which measures how reasonable and appropriate the price perceived by the respondent; The fourth part is the perception of the authenticity of product varieties which measures respondents' confidence in the authenticity and quality of the seed varieties offered;

and the last part contains questions related to purchasing attitudes and actions based on these variables.

Questionnaire filling out was carried out directly by respondents with limited interview methods and self-filling to facilitate data collection quickly and accurately. This approach is also carried out so that the data collected reflects real conditions in the field and can provide a comprehensive picture of the factors that influence the decision to purchase plant seeds.

The questionnaire utilized for this investigation has a Likert scale with five points, from 1 (strongly disagree) to 5 (strongly agree). The four primary factors that this survey aims to assess are as follows: (1) word-of-mouth, (2) perception of price, (3) perception of the authenticity of product variety, and (4) purchase decision. The study environment in Juwet Village, Ngronggot District, Nganjuk Regency was tailored to assess each variable using a battery of statements based on theory and prior research.

Finding out how effectively the questionnaire's statement items assessed the relevant variables was the goal of the validity test. The test was carried out by comparing the estimated Corrected Item-Total Correlation value (r) with the r table. A sample size of 100 respondents was used, and a significance level of 5% was used. An r -value of 0.196 was the result. Assuming the calculated r value exceeds the r in the table, the item is deemed valid. Based on the findings of the tests, the following data was collected:: it was found that the computed r values of all items in each variable were larger than the r of the table: the Word of Mouth (X1) variable had a calculated r range between 0.458 to 0.627; the Price Perception variable (X2) between 0.623 to 0.800; the variable Perception of Authenticity of Product Varieties (X3) between 0.700 to 0.853; and the Purchase Decision variable (Y) between 0.546 to 0.736. Thus, all statements are declared valid and suitable for use for the next stage of analysis.

In addition, the study instrument's internal consistency was determined using a reliability test. The reliability of a variable is determined by examining its Cronbach's Alpha value; a value higher than 0.60 indicates reliability. All variables in the study had Cronbach's Alpha values more than 0.60, indicating that the investigation instruments were validated and found to be reliable.

To make sure the statistical model is valid, checking assumptions is done before regression analysis is done. If you want trustworthy and unbiased findings from multiple linear regression analysis, you need to make sure that the classical assumptions are satisfied.

Using a Normal P-P Plot graph, we checked whether the residual data followed a normal distribution. For regression testing to be valid, the residual must follow a normal distribution, as shown by the data points distributed around the diagonal line [16]. The statistical findings and interpretation of the effect of independent factors on dependents are both impacted by

residual anomalies, which is why this test is crucial. In addition, the VIF value was examined to conduct the multicollinearity test. There is no substantial multicollinearity between the independent variables if the VIF value is less than 10. This is critical to ensure that the outcomeing regression coefficients do not exhibit a strong correlation, since this might compromise the model's stability [17].

Prediction residual scatter plots and statistical tests like the Glejser test provide the heteroscedasticity test. Following the fundamental principles of regression, we want to make sure that the residual variance remains constant for all possible values of the independent variable. Data transformation or other regression approaches should be used to adjust the model in the event that heteroscedasticity is discovered [16].

After verifying that the data met the classical assumptions, the most current version of SPSS software was used to perform multiple linear regression analysis. The purpose of this regression model is to look at how the three independent variables affect the choice to buy plant seedlings, and how each one affects the dependent variable. Each variable's significance level and the t-calculated value form the basis of the hypothesis test. If the value of significance is less than 0.05, then the variable is considered to have a significant influence. To further quantify the interplay between independent and dependent variables, the F test is used. To find out how much the independent factors explain in terms of variance in choices to buy plant seeds, one uses the R^2 value [16].

In broad strokes, this investigation follows the standard protocol for quantitative descriptive studies that include correlations. This method is used to comprehend the intricate chain of events involving the relevant factors and to provide a rough estimate of the extent to which they impact the investigation area's plant seedling purchasing choice. Understanding the social, economic, and perceptual elements that impact consumer behavior in urban and rural agriculture is crucial, and this design may help with that [12].

Within this framework, the outcomes of statistical analysis will be used to test the relationship model that has been formulated through research hypotheses, as well as provide relevant recommendations for business actors and policy makers in the field of agriculture and plant seed breeding.

The investigation model is presented in the form of a diagram as shown in Figure 1.

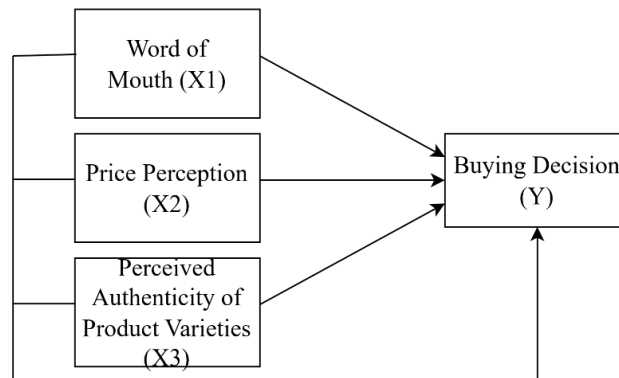


Figure 1. Research Model

Sec. 3. Results and Discussion

Findings from this investigation provide light on the factors that matter most to people in Juwet Village, Ngronggot District, Nganjuk Regency when making a decision to buy plant seeds: word of mouth, perceived price, and perceived authenticity of product varieties. The statistical testing findings show that the regression model is suitable for use in regression analysis since it satisfies all traditional assumptions, such as being normal, multicollinear, and heteroscedastic.

Finding out whether the regression model's residual data follows a normal distribution is the goal of the normalcy test. The study using the Normal P-P Plot graph shows that the data points are distributed around the diagonal and aligned with its orientation. The residual distribution is around the normalcy line, as this shows. The outcomes show that the residuals follow a normal distribution, which is in line with the traditional normalcy assumption.

To make sure the regression model is stable, researchers do multicollinearity tests to check for highly correlated independent variables. According to the SPSS test findings, the Word-of-Mouth variables had a Tolerance of 0.572 and a VIF of 1.749; the Price Perception had a VIF of 0.307 and a VIF of 3.260; and the Product Variety Authenticity Perception had a VIF of 0.332 and a VIF of 3.009, respectively. With the exception of one, all of the variables have VIF values below 10 and Tolerance values over 0.10. The absence of a strong relationship between the independent variables (Word of Mouth, Price Perception, and Perception of Product Variety Authenticity) in the regression model allows each variable to be used independently, indicating that the model is free of the symptoms of multicollinearity.

The heteroscedasticity test aims to find out whether there is an inequality of variance in the Checking for a residual variance inequality between observations is what the heteroscedasticity test is all about. The data points seem to be randomly distributed above and below the horizontal axis, without any discernible pattern, according to the analysis findings shown in the scatterplot graph. This criterion demonstrates that the regression model used does not exhibit any signs of heteroscedasticity. As a result, the residual variance remains constant across all levels of independent variables, proving that the regression model is homoscedastic.

All classical assumptions were satisfied by the regression model used in this investigation, according to the findings of the tests for normality, multicollinearity, and heteroscedasticity that make up the classical assumption test. There was no evidence of heteroscedasticity, the residual data followed a normal distribution, and the independent variables did not have any strong relationships. This means that further research may make use of the regression model.

The assumptions of classical regression analysis, such as normalcy, multicollinearity, heteroscedasticity, and autocorrelation, must be satisfied before a model may be considered appropriate for multiple linear regression analysis. The next step is to run a battery of statistical tests, such as the analysis of variance (ANOVA), multiple regression analysis, simultaneous F-test, and partial t-test.

Finding out how much variance there is in dependent variables explained by independent ones is the goal of the determination coefficient test. Furthermore, this test reveals the total amount of free variables' contribution to the regression model, allowing one to gauge the model's capacity to forecast changes in the dependent variables. Table 1 below displays the R Square value.

Tabel 1. Uji Koefisien Determinasi (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.802 ^a	,642	,631	1,796	1,952

a. Predictors: (Constant), PERSEPSI KEASLIAN VARIETAS PRODUK, WORD OF MOUTH, PERSEPSI HARGA

b. Dependent Variable: KEPUTUSAN PEMBELIAN

Source : Data processed by researchers (2025)

An R-value of 0.802 was derived from the aforementioned Summary Model, indicating a very strong relationship (close to 1) between the dependent variable of purchase decision and the independent variables of WOM, price perception, and perception of the authenticity of product variety.

With an R Squared value of 0.642, we may deduce that these three independent factors together account for 64.2% of the variance in the Purchase Decision. Factors beyond the scope of this study, such as advertising, service quality, and consumer psychology, accounted for the remaining 35.8%. In addition, the Adjusted R Square = 0.631 value indicates the outcomes that have been adjusted for the number of variables and samples used, so that this value is more accurate in representing the strength of the model.

The Durbin–Watson value of 1.952 is in the range of 1.5–2.5, meaning that the residuals do not exhibit any autocorrelation. Thus, this regression model can be said to be good and suitable for further analysis because it meets the criteria of classical assumptions and has a strong enough ability to explain the influence between research variables.

For the purpose of demonstrating the overall viability of the regression model in describing the connection between the variables under study, the F test is used to determine whether all independent variables collectively (at the same time) significantly impact the dependent variables. You may see the F test results in Table 2 down below.

Tabel 2. Uji Simultan

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	556,217	3	185,406	57,510	.000 ^b
Residual	309,493	96	3,224		
Total	865,710	99			

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), PERSEPSI KEASLIAN VARIETAS PRODUK, WORD OF MOUTH, PERSEPSI HARGA

Source : Data processed by researchers (2025)

In light of the outcomes of the ANOVA (Analysis of Variance) test, the Mean Square regression value was 185.406 and the Mean Square residual was 3.224 with a total degree of freedom (df) of 99, consisting of 3 for regression and 96 for residual. A computed F-value of 57.510 was obtained by comparing the regression Mean Square with the residual Mean Square; this value is significantly higher than the table F-value of 2.696 at the 0.05 level of sig. The findings demonstrate that the variables Word of Mouth (X_1), Perception of Price (X_2), and

Perception of Product Variety Authenticity (X_3) all have a profound impact on the Purchase Decision (Y) variable when included in a regression model concurrently. We may then infer that the variance in customer purchase choices can be explained by these three independent factors taken together.

To find out which factors independently have a substantial impact on the purchasing decision, the t-test is used to ascertain the degree and direction of influence of each independent variable on the dependent variable. Furthermore, by analyzing their significance values and regression coefficients, the t-test reveals which variables have the most impact on consumers' choices to buy. Table 3 below displays the t-test findings.

Table 3. Partial Test

Type	Coefficient				
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1 (Constant)	6,271	1,188		5,277	,000
WORD OF MOUTH	,268	,092	,236	2,922	,004
PRICE PERCEPTION	,267	,111	,266	2,414	,018
PERCEPTION OF THE AUTHENTICITY OF PRODUCT VARIETIES	,392	,105	,394	3,719	,000

a. Dependent Variable: PURCHASE DECISION

Source : Data processed by researchers (2025)

Based on the outcomes of multiple linear regression analysis, the following results were obtained:

Word of Mouth (X_1) The WOM variable has a *calculated t-value* of 2.922 with a significance value of 0.004, while *the t-table* at a significance level of 0.05 is 1.984. Because *t count* (2.922) > *t table* (1.984) and Sig. value (0.004) < 0.05, WOM is positively and significantly correlated with Purchase Decisions. This suggests that consumers are more likely to purchase plant seeds when word of mouth is effectively disseminated.

Perception of Price (X_2) A calculated t-value of 2.414 for the Price Perception variable is more than the t-table value of 1.984, and the corresponding significance level is 0.018, which is less than the threshold of 0.05. As a result, it's clear that how people perceive prices influences their purchasing decisions. So, the likelihood of a purchase increases when consumers believe that the price is reasonable given the product's quality.

How People See the Genuineness of Different Product Types (X_t) There is a statistically significant difference between the two sets of numbers; the computed t value (3.719) for the Perception of Authenticity of Product Varieties variables is less than 0.05, and the t table value (1.984) is more than the computed t value (3.719). Based on these findings, it is clear that consumers' perceptions of the authenticity of product variety significantly impact their purchasing decisions. That is to say, customers are more inclined to buy seed types when they have faith in their validity.

Discussion

3.1 Regression Model Testing and Assumption Testing

In order to find out how factors such as price perception, perception of product variety authenticity, and Word of Mouth (WOM) variables affect people's decisions to buy plant seedlings in Juwet Village, this investigation used a multiple linear regression model. All traditional assumptions, including tests for normality, multicollinearity, and heteroscedasticity, have been checked and shown to be valid before the primary analysis can begin. Using the Normal P-P Plot as a lens, we can see that the residual distribution follows a normal distribution with points scattered along a diagonal and a significance level greater than 0.05. This indicates that the residual data satisfies the normalcy assumption [18].

With an R^2 value of 0.642, the developed regression model was also quite accurate; this indicates that these three independent factors explain about 64.2% of the variance in choices to acquire plant seeds. This lends credence to the idea that social factors and perceptions of product quality are vital in shaping consumer behavior when it comes to purchasing plant seeds, and it also implies that variables related to word-of-mouth (WOM), pricing, and variety authenticity have a somewhat significant impact on purchasing choices.

3.2 The Influence of Word of Mouth on Purchase Decisions

The outcomes of the analysis showed that the WOM variable had a positive and significant influence on the decision to purchase plant seedlings in Juwet Village. This means that information obtained from word of mouth, whether from neighbors, relatives, or other farmers, can influence consumers' decisions to buy plant seeds. These findings are in line with the outcomes of previous investigation that showed that Word of Mouth plays an important role in strengthening consumer confidence in agricultural products, including plant seeds, especially in environmental conditions that have a high level of uncertainty about product quality [19].

Furthermore, from the perspective of marketing communication theory, WOM can be considered as a form of interpersonal communication that has more power to influence consumer behavior than formal advertising. This explains why in villages, such as Juwet, where

access to digital media is limited, WOM remains the main driver in the decision-making process for the purchase of plant seeds.

3.3 The Influence of Price Perception on Purchase Decisions

Price perception also shows a positive and significant influence on the decision to purchase plant seeds. This indicates that farmers and resellers in Juwet Village tend to buy seeds by considering the suitability of prices that are considered reasonable and in accordance with the quality of the varieties offered. Price perception plays a role as one of the main variables in purchasing decisions, especially in the context of agricultural products that are varied in nature and require clarity of economic value [20].

The importance of price perception is also related to the value aspect perceived by consumers, where competitive and transparent prices can increase customer trust and satisfaction [3]. In the context of plant seedlings, farmers are generally oriented towards long-term yield and variety reliability, so they tend to avoid products that are too cheap (which may be related to low quality) or too expensive without a clear justification.

3.4 The Influence of Product Variety Perception on Purchase Decisions

The outcomes of the study show that the perception of the authenticity of product varieties has the greatest influence among the three variables studied on the decision to purchase plant seeds. This means that trust in the authenticity and quality of seed varieties greatly determines whether farmers and resellers decide to make a purchase. This is in line with the theory that authenticity and product quality play a key role in building consumer trust, which in turn motivates them to make a purchase [21][22].

In the context of the plant seed market, which often faces challenges in the form of products with varying levels of authenticity and quality, the perception of the authenticity of varieties is very strategic. Previous investigation has shown that confidence in the authenticity of seed varieties can improve purchasing decisions because products that are considered genuine and quality are able to guarantee optimal and sustainable harvests.

In addition, the authenticity of the variety is an important factor because it is directly related to agricultural products in the field. Farmers consider that genuine seed varieties, which have been proven by literature and experience, will provide the highest potential yield and minimal risk of damage. Therefore, the authenticity of the variety is often the main cornerstone in decision-making, beyond other factors such as price and WOM.

3.5 Comparison with Previous Research

The findings of this investigation are in line with and corroborate a number of previous investigation results in the field of marketing agricultural products, especially those related to factors that affect the purchase decision of plant seeds. Previous investigation has shown that Word of Mouth plays a big role in building trust and influencing farmers' choices. This is in line with the outcomes of the current study which also found a significant influence of WOM on purchasing decisions in Juwet Village.

In addition, The importance of the authenticity of the variety in strengthening the purchase intention of a particular cultivar. Price and quality perception are the main determinants in seed purchase decisions at the farmer and reseller level.

Previous investigation has shown that communication between individuals and social environments, such as Word of Mouth (WOM), can reinforce perceptions of products, especially in contexts with high levels of uncertainty. These findings support conditions in Juwet Village, where the seed market is very diverse and information is often disseminated informally, making WOM a key determining factor in purchasing decisions.

In terms of perception of authenticity, Trust in the authenticity of products greatly influences loyalty and purchasing decisions, which is also evident in this investigation by placing the perception of the authenticity of the variety as the most important variable [21].

3.6 Contributions and Practical Implications

The outcomes of this investigation have important implications for seed producers, distributors, and policy makers in the agricultural sector. First, increasing farmers' trust and understanding of the authenticity of varieties, for example through certification and education about native varieties, can increase purchase rates. Second, strengthening positive WOM through a satisfactory customer experience and building social networks among farmers can spur an increase in seed sales.

In addition, from the market side, competitive and transparent pricing should be the focus to increase positive pricing perception. Communication strategies that emphasize product authenticity as well as the benefits of high-quality seeds can strengthen consumer perceptions and encourage more informed purchasing decisions.

In general, these outcomes also support previous studies that confirmed the importance of a combination of social factors and quality perceptions in shaping purchasing behavior in the agricultural sector [3].

4. Conclusion

This investigation found that in Juwet Village, people are more likely to buy plant seeds when they hear good things about them from friends and family, when they think the price was reasonable, and when they think the types are real.. Of the three variables, the perception of the authenticity of the variety is the most dominant factor, showing the importance of farmers and resellers trusting the authenticity and quality of the seed varieties they buy. Meanwhile, word-of-mouth dissemination and appropriate price perceptions also play a role in improving purchasing decisions, as they both contribute to consumer confidence in the benefits and value of the products offered.

The outcomes of this investigation contribute to the development of marketing science, especially in the field of consumer behavior in the agricultural sector. This investigation confirms that the perception of variety authenticity exerts considerable impact, adding to the literature on internal and external factors that influence purchasing decisions on agricultural products, which are still minimally studied specifically.

For business actors and sellers of plant seeds, these outcomes can be used as a reference in developing more effective marketing strategies, such as increasing trust through clarity of information about the authenticity and quality of products and managing price perceptions to match the quality provided. Proper communication strategies and reasonable pricing can increase the competitiveness and sales volume of plant seeds.

However, this investigation has several limitations, including the limited scope of Juwet Village and the use of the cross-sectional approach, so the outcomes cannot be generalized to other areas and are not able to describe changes in consumer behavior in the long term. In addition, other influential variables, such as brand trust and digital promotion, have not been included in this investigation model.

Subsequent research is suggested to expand the investigation area, add other relevant variables, and use a longitudinal approach to gain a deeper understanding of the dynamics of factors influencing the purchase decision of plant seeds in the agricultural sector.

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