Effectivity of Farmer's Digital Capability and Perception of Brand Equity in the Relationship Between Perception of E-Marketing Mix and Farmer's Satisfaction to Agrochemical Industry in Indonesia

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Abstract. Farmer's satisfaction has become a necessity for the agrochemical industry in Indonesia. The agrochemical industry started to implement a marketing mix strategy with adopting digital context inside. The objective for this study is to understand factors that cause success to farmer's satisfaction from the perspective of e-marketing mix, farmer's capability, and perception of brand equity. A validated questionnaire was used to collect data from 236 farmers of various land owned in the Indonesian agrochemical industry. This study shows perception of e-marketing mix and perception of brand equity have the highest association. Perception of e-marketing mix through perception of brand equity supporting farmer's satisfaction, also perception of e-marketing mix is directly supported to farmer's satisfaction. In addition, farmer's digital capability does not support the farmer's satisfaction. Further, this study clarifies that in creating farmer's satisfaction, the personal capabilities from farmers is not enough to achieve that satisfaction and requires other factors such as digital culture to support it.

Keywords: First Keyword, Second Keyword, Third Keyword.

1 INTRODUCTION

Daily living has become challenging for everyone due to the COVID-19 epidemic, especially for those who reside in the lockdown zone. According to [1] the pandemic has had a significant negative influence on the economy, with repercussions for people, organizations, and entire industries, including the agricultural sector. The increase in GDP in the agricultural sector was due to an increase in the growth of the food crops sub-sector of 9.23 percent, and this growth was the highest in the last three years [1]. According to [2], this can happen because the food crops sub-sector has succeeded in increasing productivity and has succeeded in developing superior commodities in production centers. Talking about agrochemicals as an important element supporting food security, in the pandemic era the non-government pesticide industry has decreased by 1.03 percent of the total market of 10 trillion in 2021 [2].

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Therefore, it is anticipated that using digital capabilities to offer a smart marketing mix will boost the value of the products in the agrochemical sector. Repeat purchases from farmers are essential to sustaining profitability, which creates revenue, and businesses need to focus on growth for their companies (Hobbs, J.E., 2020). Through digital capabilities and innovation, the study explores factors related to farmer happiness and analyzes brand equity from their point of view. Farmers are major consumers and users of agrochemicals and play a significant role in this industry [3]. However, in the agricultural sector, digitization in Indonesia faces several problems, including the lack of knowledge of farmers' digital technology, online payments, regulations, and internet network readiness that are not evenly distributed in each region [3]. According to [2], farmers are connecting and making purchases online more frequently, but they will require better-quality experiences that are more tailored to them to do so. Agriculture businesses that succeed will start their online interaction early and maintain it throughout the buying process using digital and physical platforms.

In Indonesia, companies that produce pesticides under various brands have stiff competition. In fighting this competition, companies must be able to highlight the advantages of the various attributes offered. If farmers are dissatisfied with the impact of using pesticides, these farmers will not purchase and use pesticide products from that brand [4]. During the pandemic there was a change in the behavior of using pesticides in Indonesia. The use of local brand pesticides at lower prices is increasing rapidly. Of the 10 trillion pesticide market, local brands control 44.17 percent in 2021 compared to 39.66 percent in 2020. Based on research results, farmers are satisfied using cheap brand pesticides with a customer satisfaction index value of 79.14 percent and the highest proportion of farmer loyalty levels is at the habitual buyer level of 41 percent of farmers [5].

2 LITERATURE REVIEW

This research links perception of e-marketing mixes directly toward farmer's satisfaction. Then the perception of e-marketing mix toward farmer’s satisfaction upon which perception of brand equity is an intervening variable. The relationship between perception of e-marketing mix toward farmer’s satisfaction in which farmer’s digital capability is an intervening variable is also examined.

2.1 Perception of E-marketing Mix

Since Jerome McCarthy defined the 4 Ps marketing mix as a combination of all the elements that managers can employ to meet market needs, the 4 Ps marketing mix comprises all the elements that managers can employ. Web browser use has expanded significantly over the past ten years due to improved usability and bandwidth of Internet communications. [6] proposes adding the other two Ps, people and packaging, which have been debated for decades in the marketing mix literature, to the classic 4 Ps mix. This mixture is then integrated into the 5 Ps marketing idea, which includes paradox, perspective, paradigm, persuasion, and passion. [7] propose a Cs model for Italian literature, with each C encompassing one or more significant dimensions, including content (website and platform) and commerce (including the 4 Ps: product, price, place, and promotion).

2.2 Farmer's Digital Capability

Digital technologies are being increasingly used by the agricultural sector. Farm management apps, milking robots, self-driving tractors, and soil disease detection drones are just some of the technologies that multinational IT firms, local startup enterprises, and state governments are creating and financing in order to build the "smart" farmer of the future. "Smart" technology [8] and "Big Data" as software-driven systems in agricultural production sites are commonly referred to as "smart farming." These are the networks of people, processes, and data that rely on predetermined means of information acquisition, storage, and dissemination [9], for example, and highlight the potential of digital technologies in agriculture by emphasizing how they may help to reduce risks and increase efficiency. However, [5] highlight the potential problems that may arise from their use, such as a loss of sustainability and a decline in employment [10].

2.3 Perception of Brand Equity

Customer-based brand equity is a measure of how satisfied consumers are with a brand despite the fact that they may not be aware of the brand equity [11]. Based on this description, we propose the following five criteria for determining brand equity. For starters, when people talk about brand equity, they are talking about how people feel about the brand as a whole, as opposed to any hard numbers. As a second point, brand equity is the value that consumers place on a brand. Third, the value of a brand is determined not just by its physical components but also by its name. And finally, brand equity is not absolute but rather is measured

against similar brands in the market. Finally, brand equity has a favorable effect on financial results. Therefore, brand equity is considered from the perspective of the individual consumer, and customer-based brand equity occurs when the consumer is familiar with the brand and has favorable, robust, and distinguishable mental associations with the brand [11]. For any brand, performance is essential. If a brand fails to provide the benefits advertised to consumers, they will stop buying that brand and associate with it these negative connotations. Because of the social reputation connected to owning or utilizing a brand, social image adds value. For instance, despite the performance parity between Timex and Swatch watches, young Americans place higher importance on the Swatch brand name. In the luxury goods and perfume industries, for example, a brand's social image is a major factor in the value of the product. Consumers' preferences for a certain brand are influenced by whether or not they feel like they are getting a good deal in relation to the price/value. Due to their higher price points, some companies have greater brand equity.

2.4 Farmer's Satisfaction

A satisfied clientele is a top priority for most service industries [9]. It is widely accepted that customer satisfaction is one of the most important factors in determining whether or not a consumer would make a repeat purchase [12]. Customer satisfaction is defined by [13] as an "overall customer attitude toward a service provider" or an emotional response to the gap between expectations and delivery about the gratification of a need, goal, or desire [14]. In their article from 2004, Yang and Peterson divided customer satisfaction into two categories: overall and one-time. Transaction-specific satisfaction offers detailed diagnostic data regarding a given product or service encounter. Cumulative satisfaction, on the other hand, is an evaluation of the entire buying and using of a product or service [15]. Customer satisfaction is a better indicator of a company's past, present, and future success [15]. In most contexts, "customer satisfaction" refers to how happy a consumer is with a product or service after they have used it [16]. A satisfied consumer is also less price sensitive, more likely to make additional purchases, less susceptible to the influence of rivals, and more likely to remain a client for the long-term [14]. A satisfied clientele is considered a leading indicator of a business's long-term profitability [17]. Much research has outlined connections between satisfaction and favorable indirect results. Positive word-of-mouth communication and shopping frequency intentions [18].

3 RESEARCH

This study will examine the effectiveness of a farmer's digital capability and perception of brand equity in the relationship between perception of e-marketing mix and farmer's satisfaction with the agrochemical industry in Indonesia. Firstly, the study will examine the relationship between perception of e-marketing mix on farmer's digital capability toward farmer's satisfaction. Secondly, the study examines the relationship between perception of e-marketing mix and perception of brand equity toward farmer's satisfaction. Thirdly, the study will examine the direct relationship between perception of e-marketing mix toward farmer's satisfaction.

4 RESULT AND DISCUSSION

4.1 Demographic of Survey Respondent

This study uses 5 (five) control variables that can describe the demographic profile of respondents, such as gender, age, education, land ownership, and purchase information as indicators. Based on the data collection, most farmers who are customers and also users in the agrochemical industry are male (166 respondents (67,2%)). The respondents' demographic data based on control variables was detailed in Table 1.

Table 1. Detail of Respondents' Demographic Data Based on Control Variables

Level	Variable	Measured Variable	Scale	Total Respondent	Percentage
INDIVIDUAL	Gender	Male	1	166	67,2%
		Female	2	81	32,8%
	Age	< 26 Years old	1	37	15%
		26-30 years old	2	45	18,2%
		31-40 years old	3	70	28,3%
		41-50 years old	4	65	26,3%
		>50 years old	5	30	12,1%
	Education	Elementary School	1	48	17%
		Junior High School	2	56	22,7%
		Senior High school	3	91	36,8%
		Bachelor Degree	4	52	21,1%
	Land owned	<1 Hektar (Ha)	1	67	27,1%

		1-5 Hektar (Ha)	2	105	42,5%
		>5 Hektar (Ha)	3	75	30,4%
	Purchase information	Digital	1	41	16,6%
		Non-Digital	2	74	30%
		Hybrid	3	132	53,4%

4.2 Pre-Data Analysis Measures

Data Screening and Analysis. Data was coded and imported into SPSS after being collected through Google Forms questionnaires and converted to Microsoft Excel format. All 247 respondents were first screened by looking up any missing information. The data was then checked using multivariate outlier screening to exclude responders that might be false positives or outliers. The Mahalanobis Distance (MD) analysis searches for multivariate outliers in this data collection. The final data sample to be employed in the data analysis consists of 236 respondents, with no multivariate outliers in that sample.

Normality, Collinearity, and Homogeneity.

Normality. To test for normality, the Shapiro-Wilk and Kolmogorov-Smirnov tests are utilized. Table 2 displays the results of the normality test. This study's significant (sig) results are 0.000 for each construct (less than 0.05). This indicates that the distribution of the data is not normal, as demonstrated in Table 2.

Table 2. Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
EM	.106	236	.000	.946	236	.000
DC	.115	236	.000	.932	236	.000
BE	.109	236	.000	.934	236	.000
CS	.097	236	.000	.944	236	.000

a. Lilliefors Significance Correction

Collinearity. The data in this study did not follow a normal distribution; non-parametric tests utilizing Spearman's Rho correlation test were conducted in SPSS to determine whether there was a high correlation or a link between two variables or constructs (bivariate). Because Spearman's rho and Pearson correlation coefficient in Table 3 is less than 0.9, collinearity between the constructs is not present.

Table 3. Tests of Collinearity

Correlations

			EM	DC	BE	CS
Spearman's rho	EM	Correlation Coefficient	1.000	.638**	.699**	.684**
		Sig. (2-tailed)	.	.000	.000	.000
		N	236	236	236	236
	DC	Correlation Coefficient	.638**	1.000	.662**	.575**
		Sig. (2-tailed)	.000	.	.000	.000
		N	236	236	236	236
	BE	Correlation Coefficient	.699**	.662**	1.000	.739**
		Sig. (2-tailed)	.000	.000	.	.000
		N	236	236	236	236
	CS	Correlation Coefficient	.684**	.575**	.739**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	236	236	236	236

**. Correlation is significant at the 0.01 level (2-tailed).

Regression analysis is the second way to confirm the collinearity coefficient. The validity of Tolerance and Variance Inflated Factor (VIF) is asserted in this study. According to Tabachnick and Fidell (2007), multicollinearity ends when VIF <5 and Tolerance value > 0.2. The results in Table 4 show no collinearity between the constructs: Tolerance > 0.2 and VIF < 5.

Table 4 Tolerance and VIF between Dependent & Independent

Var.	**EM**		**DC**		**BE**	
DV	**Tolerance**	**VIF**	**Tolerance**	**VIF**	**Tolerance**	**VIF**
EM			0.510	1.959	0.510	1.959
DC	0.495	2.020			0.495	2.020
BE	0.551	1.814	0.551	1.814		
CS	0.437	2.290	0.450	2.221	0.404	2.473

Homogeneity. Levene's tests can be used to generate the test statistic for a test for homogeneity, which is useful to identify variations in response across control variables. Deference in reaction among factors was implied by a value >0.01. Levene's test results for homogeneity are provided in Table 5, and data with a p-value less than 0.01 are bolded.

Table 5. Test of Homogeneity of Variance

Variable/Factor	**EM**	**DC**	**BE**	**CS**
Gender	0,036	0,510	0,957	0,011
Age	0,684	0,447	0,193	0,456
Education	**0,000**	0,404	**0,006**	**0,000**
Land Owned	**0,000**	**0,003**	**0,000**	**0,000**

Purchase Information	0,056	**0,002**	0,208	**0,004**

Reliability. The reliability of the construct based on the sampling is evaluated using Cronbach's Alpha. It is regarded as a measure of scale reliability. The Alpha of the coefficient for four constructs exceeds 0.7, which is acceptable for the reliability test, as shown in Table 6.

Table 6. Reliability Statistics

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	Mean
EM	0.774	0.783	10	6,082
DC	0.760	0.772	5	6,092
BE	0.892	0.895	12	6,184
CS	0.852	0.862	8	5,784

Based on Cronbach's Alpha testing showing that all constructs such as perception of e-marketing mix, farmer's digital capability, perception of brand equity, and farmer's satisfaction have a value greater than 0,7, and especially for farmers' satisfaction, which is greater than the previous study. In the previous study, Cronbach's Alpha from customer satisfaction is 0.762 and listed in Chapter 3, indicating the reliability of all the constructs utilized in this study.

Descriptive Statistic Analysis. As shown in the previous chapter, perception of brand equity has the highest mean value (6.184), which means that the respondent profiles agree strong brands with positive brand equity give a good perception to farmers. Moreover, farmer's satisfaction gets the second highest mean value from respondents. Farmer's satisfaction has an important role in defining customers' feelings or judgments towards products or services after using them.

Perception of brand equity has five dimensions, including Performance (BEPER), Value (BEVAL), Social Image (BESOC), Trustworthiness (BETRU) and Attachment (BEATT). Performance from Perception of brand equity gets the highest mean value with a total score of 6,31. The success of a brand's equity, as the author notes, is crucial to the success of the brand. Brand equity plummets to zero if consumers perceive no value in purchasing the product for the purposes for which it was intended. Table 7 summarizes the full findings from the descriptive statistics analysis.

Table 7. Descriptive Statistics Analysis Results.

Construct	Dimension	Mean	SD	Min	Max	Cronbach Alpha

Perception of E-Marketing Mix (EM)	Content	5,73	0,977	3,00	7,00	0,774
	Commerce	6,17	0,618	4,00	7,00	
Farmer's Digital Capability (DC)	Experience	6,13	0,792	4,00	7,00	0,760
	Platform	6,04	0,951	2,00	7,00	
Perception of Brand Equity (BE)	**Performance**	**6,31**	0,674	4,00	7,00	0,892
	Value	6,28	0,771	4,00	7,00	
	Social Image	6,01	0,903	3,00	7,00	
	Trustworthiness	6,15	0,860	3,00	7,00	
	Attachment	6,19	0,832	2,50	7,00	
Farmer's Satisfaction (CS)	Word of Mouth communication	5,88	0,884	2,80	7,00	0,852
	Shopping Frequency	5,62	1,189	2,33	7,00	

Measurement Model Analysis

Convergent Validity. A convergent validity test is used to examine the measurement model analysis. This is determined by examining the loading factor value, which reveals information about the reliability of the indication (the validity indicator). A loading factor is a numerical indicator of the relationship between the score on a question item and the indicators used to gauge the construct (Henseler et al., 2015). If the loading factor is more than 0.7, then the analysis can proceed. However, Hair et al. (1998) state that a loading factor of 0.5 or above is often deemed important for a first look at a matrix, with a value of 0.3 being considered enough for such an inspection. Limits of 0.7 were applied to loading factors in this investigation. Fig. 1 displays the loading factor results after the data was processed with SmartPLS 4.0:

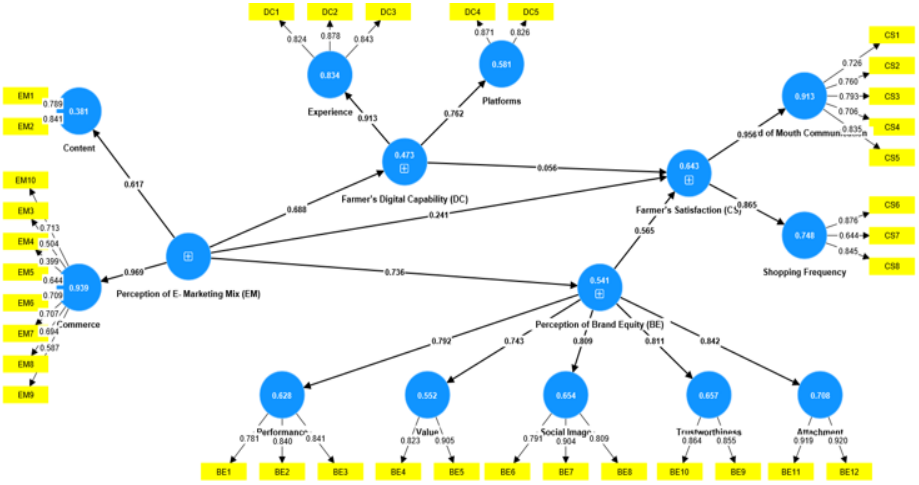

Fig. 1. Outer Loading 1st Iteration.

Data analysis using SmartPLS revealed that the majority of indicators for each construct in this study have loading factor values better than 0.70, indicating their reliability. Additionally, there were six indicators with a loading factor value of less than 0.70; first, in the Shopping Frequency variable, there is one indicator, namely CS7, showing 0.6438; second, in the Commerce variable, there are five indicators, namely EM3, showing 0.5045, EM4 showing 0.3995, EM5 showing 0.6441, EM8 showing 0.6943, and EM9 showing 0.5869. Convergently valid indicators of a variable have a loading factor of 0.70 or higher. Meanwhile, low validity indicates that variable indicators with loading values below 0.70 should be omitted from the model. Fig. 2 displays the loading factor values after the six indications have been omitted from the analysis.

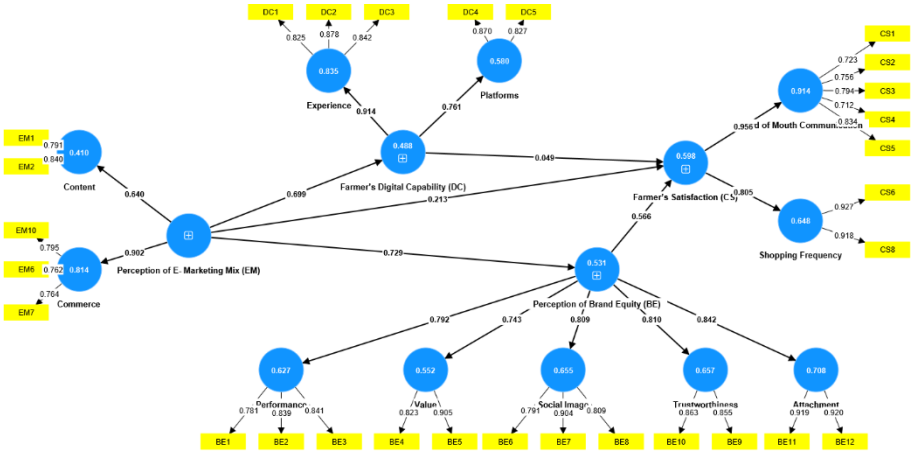

Fig. 2. Outer Loading 2nd Iteration.

Composite Reliability. Construct reliability and composite reliability can also be used to assess the outer model's validity, as can latent variables. If the reliability composite for the structure is greater than 0.7, then it is considered reliable; moreover, if Average Variance Extracted > 0.5, then the construct is declared reliable [3]. The output of SmartPLS for composite reliability values can be seen in Table 8.

Table 8. Composite Reliability

Variable	Composite reliability (rho_c)	The average variance extracted (AVE)
Commerce	0.8172	0.5985
Content	0.7988	0.6652

Variable	Composite reliability (rho_c)	The average variance extracted (AVE)
Perception of E- Marketing Mix (EM)	0.8227	0.5024
Experience	0.8853	0.7203
Platforms	0.8374	0.7204
Farmer's Digital Capability (DC)	0.8469	0.5278
Performance	0.8610	0.6740
Value	0.8555	0.7480
Social Image	0.8744	0.6995
Trustworthiness	0.8496	0.7385
Attachment	0.9159	0.8448
Perception of Brand Equity (BE)	0.9126	0.5681
Word of Mouth Communication	0.8756	0.5855
Shopping Frequency	0.9194	0.8509
Farmer's Satisfaction (CS)	0.8907	0.5388

Table 8 displays the SmartPLS output results, which show that the composite reliability value for all constructions is greater than 0.70 and the AVE value is greater than 0.50. The obtained value has strong reliability across the board for all constructions, as it exceeds the minimum value limit that has been mandated.

Variant Analysis (R2) or Determination Test. Determining the impact of the independent factors on the dependent variable via variance analysis (R2) or the determination test (Hair et al., 2011). Coefficient of determination values can be seen in Table 9.

Table 9. R-square.

Variable Dependent	R-square	R-square adjusted
Farmer's Digital Capability (DC)	0.4882	0.4860
Farmer's Satisfaction (CS)	0.5983	0.5931
Perception of Brand Equity (BE)	0.5313	0.5293

Using the R-squared value from Table 9, one can deduce that Perception of E-Marketing Mix (EM) can explain the variability of the Farmer's Digital Capability (DC) construct of 48.6 percent, and other constructs explain the remaining 51.4 percent outside those examined in this research. Perception of E-Marketing Mix (EM) can explain the variability of the Perception of Brand Equity (BE) construct of 52.93 percent. Other constructs define the remaining 47.07 percent outside those examined in this study. Meanwhile, Perception of E-Marketing Mix (EM) and Perception of Brand Equity (BE) can explain the

variability of the Farmer's Satisfaction (CS) contract of 59.31 percent, and other constructs define the remaining 40.69 percent outside those examined in this study.

Hypotheses Testing Results. The Inner Model (structural model) test findings (output R-square, parameter coefficients, and t-statistics) are used to test hypotheses. Examining the significant value between constructs, t-statistics, and p-values to determine whether a hypothesis can be accepted or rejected. The SmartPLS (Partial Least Square) 4.0 program was used to test the research hypothesis. Bootstrapped values show these to be true. In this analysis, statistical significance is assumed at the <5% level (p 0.05) and a positive beta coefficient if the t-statistic is greater than 1.96 (Ringle et al., 2015). Table 10 demonstrates why it is worth testing the study's hypothesis.

Table 10. Hypotheses Testing Results

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Remark
Perception of E- Marketing Mix (EM) -> Farmer's Digital Capability (DC)	0.6987	0.7025	0.0374	18.6807	0.0000	**Significant**
Perception of E- Marketing Mix (EM) -> Farmer's Satisfaction (CS)	0.2131	0.2132	0.0830	2.5661	0.0090	**Significant**
Perception of E- Marketing Mix (EM) -> Perception of Brand Equity (BE)	0.7289	0.7329	0.0337	21.6506	0.0000	**Significant**
Farmer's Digital Capability (DC) -> Farmer's Satisfaction (CS)	0.0492	0.0459	0.0613	**0.8029**	**0.4410**	**Non-Significant**
Perception of Brand Equity (BE) -> Farmer's Satisfaction (CS)	0.5662	0.5668	0.0764	7.4144	0.0000	**Significant**

5 CONCLUSION

Digital capabilities are needed to create engagement with the digital context provided by the principal from the agrochemical industry.

Farmers live as a society, and the author believes it is not enough to have only capabilities on a personal level. A digital environment needs to be created among farmers and digital interaction needs to become a part of the culture of a farmer's daily life. The study result has provided insight into the importance of learning from the perception of brand equity, which adds value to the farmer's agrochemical products.

Finally, this research can examine how perception of e-marketing mix from farmers is important to learning about their satisfaction. Further, this study aims to clarify gaps among contemplated constructs that may develop farmer's digital capability. The respective constructs are perception of e-marketing mix, farmer's digital capability, perception of brand equity, and farmer's satisfaction.

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