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Key Driver of Repurchase Intention in the Poultry Farming Input Market in Indonesia

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ABSTRACT

Regulatory changes increase the competitiveness of agribusiness input market, thus requiring input supply companies to improve service quality to maintain customer loyalty. This study aims to determine the role of customer comfort, salesperson expertise, and salesperson affection to influence customer satisfaction and delight and the effects on repurchase intention in poultry agribusiness context. Respondents were selected through judgmental sampling method who were the farmers who buy certain brand of poultry input for farm production process. Data were collected through survey using self-reported of questionnaire. The data obtained were tested for validity and reliability and examined by path analysis with Partial Least Square software. The results showed that customer comfort and customer affection influenced customer satisfaction and customer delight. However, salesperson expertise did not influence customer satisfaction and delight. Furthermore, repurchase intention in poultry farming input market was affected by customer satisfaction but not by customer delight. Therefore, it can be concluded that salesperson affection was found as the most important factor and followed by customer comfort to influence repurchase intention behavior through customer satisfaction.

Keywords: customer delight; customer satisfaction; poultry farming input market; repurchase intention; salesperson

INTRODUCTION

The growth of Indonesian population contributed to the increasing of gross domestic product per capita by an average of 5.03% during 2015–2019 and it encourages a shift in the food choices of people toward animal-protein food sources (BPS, 2019). Growth in animal protein-meats consumption is predicted to contribute around 27.9% of global protein directly through provision of meat, milk, eggs, and offal (FAO, 2011). Poultry products, specifically chicken meat and egg, fulfil 65% of animal-protein needs in Indonesia (Ferlito & Respatiadi, 2019). Based on its contribution, Indonesian Government regulates chicken meat and egg as staple-food commodities; to provide the availabilities of chicken meat and egg throughout the year at affordable prices. Previous study found that lower sale prices and larger egg sizes determine consumer preference (Wardy *et al.*, 2014). Government issued regulation to facilitate the upstream poultry-industry investment in Indonesia to provide poultry-production input, such as feed, equipment, medicine, and other supporting businesses, of poultry farmers. Among these inputs, feed is the most important in poultry production because the feed cost accounts for 70% of the total production cost (Willems *et al.*, 2013) even it can be reached at 70%–80% (Udayana *et al.*, 2020). Regulation of Indonesian Agriculture Minister No 45/2019 that provides the ease of issuing permission of the feed-company establishment has increased the number of feeds registered from 569 to 1250 or increased 119% in 2020. The heightened competition in feed industry push companies to carry out services and business strategies that could maintain customer loyalty (Britz, 2011; Narayandas, 2005; Nunes *et al.*, 2017). However, beside feed, the rest of other poultry inputs have remained important even though reach only 30% of production cost.

The ability of a company to acquire, develop, and maintain customer loyalty affects long-term success (Rather & Sharma, 2017) through the profit derived from repurchasing behavior and recommend of using the input to others (Lovelock & Wirtz, 2011; Suchánek & Králová, 2019) as how it has been occurred in food and agribusiness industry (Suchánek & Králová, 2019). Loyal customers would be stay with companies over time and purchase more in greater quantity and higher frequency (Yang, 2011). Facing this situation, companies carry out various business strategies, such as improving service quality, to maintain customer loyalty (Nunes *et al.,* 2017) such as enhancing product and service quality to over reward or delight their customer by achieving more than just satisfaction to influence repurchase behavior (Alexander, 2012).

Studies on the behavior of poultry farmers show that spurious loyalty occurred in poultry industry (Syahlani *et al.,* 2019) and agribusiness-input industry (Kumar & Kapoor, 2017). Several previous studies show that salespersons play important roles in building and maintaining customer satisfaction (Homburg & Stock, 2005) and customer loyalty (Homburg *et al.,* 2011; Wang *et al.,* 2015) including in agribusiness-industry market (Kumar & Kapoor, 2017) through expertise and affection both to solve technical problems and create customer comforts. This indicates that in a more competitive market structure, customers have more and better choices, therefore input material of agribusiness companies should provide better services and supports in order to develop consumer loyalty (Kim *et al.,* 2018). In business-to-business market, salespersons support and service needed would vary depend on the type and operational scale of the business. Poultry industry has wide variations of consumer's operational scale (Evanschitzky *et al.,* 2012), as in Indonesia could be divided as small, medium, and large-scale farmers. The purchasing decision-making process of farmers in agribusiness, including poultry industry, has not received much attention from researchers, therefore a comprehensive study of factors that influence poultry farmer's buying behavior is needed to examine and to enhance the generalization in agribusiness industry, particularly when the market structure in agribusiness has been changing to become a more competitive (Parasuraman *et al.,* 2020; Wahyuni & Titus, 2013). Based on the newness compares to earlier studies, the aim of this research is to determine the role of customer comfort, salesperson expertise, and salesperson affection to influence customer satisfaction and delight and their effects on repurchase intention in the context of poultry farming business.

METHODS

Data were collected through online and offline surveys. The online distribution of the questionnaires was carried out through social media groups that consisted of members of poultry farmers. The online survey was conducted to reach the respondents who were inaccessible due to geographical distance. While the offline survey was taken beside for respondents who were geographically accessible and also for the respondents who were information technologically limited (Cooper & Schindler, 2014). A total 160 data were collected, 43 data from offline and the remaining 117 from online surveys. This number has met the minimum recommendation of sample size for a statistical power 80%. Three independent variables, with a minimum R^2 of 10% at α 5% that is 103 (Hair *et al.,* 2017). This study was conducted in several central areas of poultry farm in Indonesia that were Central Java Province, including Kendal, Boyolali, and Semarang, then Blitar Regency in East Java Province, Lampung Province including Bandar Lampung, Metro, Lampung Tengah, Lampung Barat, Lampung Timur, Lampung Utara, Lampung Selatan, and Tulang Bawang, and Yogyakarta Special Region including Bantul, Sleman, Kulon Progo, and Gunung Kidul. Respondents were determined by judgmental sampling with the criteria that the respondents were poultry farmers and had the freedom to choose poultry input or companies that provide certain raw-material brand.

Table 7 describes questionnaire items used as measuring tools of latent variables that were used in this research such as salesperson expertise, customer comfort, salesperson effectiveness, customer satisfaction, customer delight, and repurchase intention. Latent variable is a variable that cannot be directly observed or measured and to which the variable structure is not perfectly accessible and using measurement that is presumed to assess the variable (Hair *et al.,* 2017) or to which it epistemically cannot be access without error (Borsboom, 2008). Semantic differential scale was used to measure customer comfort and Likert scale 1-7 for the rest. Characteristics of farmers and their businesses were also measured. Instrument validity was identified by the average variance extraction and the loading factor value of each question item on the specified factor. Cronbach Alpha and composite reliability were used in the reliability test (Hair *et al.,* 2020). Furthermore, data analysis for hypothesis testing was carried out by structural equation model (SEM) to identify the effect of independent variable on dependent variable with Partial Least Square technique (Hair *et al.,* 2017; Ramli *et al.,* 2018). SEM was used to analyze the effect of customer comfort, salesperson expertise, and salesperson affection to customer satisfaction and delight, then, the effect of customer satisfaction and delight to repurchase intention in poultry farming input market.

RESULTS

Respondent Profiles

Table 1 shows that majority of the respondents in this research were male (93.12%), aged in the range of 35–45 years (46.25%), and the highest level of formal education was high school (35.00%). In addition, 41.25% of the respondents stated that they had received informal education about accounting and finance, organization, livestock health, entrepreneurship, and housing.

The profile of livestock business activity in Table 2 shows that 82.50% of the respondents' business types were layer-chicken farms, 15.00% of broiler farms, and

Table 1. Profile of poultry farmer's respondents in several central areas of poultry farm in Indonesia

		Number of respondents	Percentage (%)
Gender	Male	149	93.12
	Female	11	6.88
Age	17–25 years	29	18.12
	26–34 years	1	0.63
	35–45 years	74	46.25
	46–55 years	36	22.50
	56–65 years	16	10.00
	>65 years	4	2.50
Formal education	Elementary school	10	6.25
	Junior high school	28	17.50
	High/vocational school	56	35.00
	Diploma	10	6.25
	Bachelor	47	29.37
	Master	9	5.63
Informal education	Yes	66	41.25
	No	94	58.75

Table 2. Profile of poultry business in several central areas of poultry farm in Indonesia

		Number of respondents	Percentage (%)
The primary type of business	Layer	132	82.50
	Broiler	24	15.00
	Duck	1	0.62
	Turkey	1	0.63
	Male layer chicken	1	0.62
	Quail	1	0.63
Poultry scale (head)	<5.000	74	46.25
	≥5.000–10.000	44	27.50
	>10.000–30.000	20	12.50
	>30.000–100.000	15	9.37
	> 100.000	7	4.38
Owning another poultry business	Yes	14	8.75
	No	146	91.25
Livestock business status	Independent	132	82.50
	Plasma	25	15.62
	Both	3	1.88
Experience in managing business	<5 years	63	39.37
	5–<10 years	43	26.87
	10–<15 years	30	18.75
	15–<20 years	11	6.88
	20–<25 years	4	2.50
	≥25 years	9	5.63

the rest were various types of local poultry. The rearing scale of fewer than 5000 chickens is a measure of the business scale that dominates cultivation activities and represents the business scale of laying hens in Indonesia (BPS, 2015). Farm locations were from several areas in Indonesia such as Lampung (43%), East Java (21%), Central Java (23%) Province, Yogyakarta Special Region (11%), and other region were West Java, East Nusa Tenggara, and South Sulawesi (3%).

The ownership status of the respondent's livestock business was that 82.50% of the respondents were in independent poultry business and 15.62% were farmers that collaborate with a large company and receive poultry input, such as day-old chickens, feed and medicine, and vaccines from the nucleus company, and they are paid at harvest time. Both types of farmers have independency to choose raw material brand either product or nucleus company brand and it should be noted that each nucleus company brings certain brand raw materials. Furthermore, only 39.37% had less than 5 years of farming experience from all respondents, and most respondents (60.63%) had more than 5 years of experience.

Table 3 shows that 85.62% of farmers could remember the salesperson's name well and that farmers generally have a close relationship with the feed salesperson compared with other inputs. However, 58.76% of farmers felt an intimate connection to feed suppliers and 1–2 other input suppliers. In the poultry farming business, intensive communication with the salesperson is needed for feed input because feed in the livestock industry plays a significant role (Baltenweck *et al.*, 2020), and feed cost account for a large proportion which is 70%–80% of livestock production (Udayana *et al.*, 2020). Therefore, the efficiency of purchasing feed significantly affect profit of farmer's business (Britz, 2011). Credibility information source of product attribute plays important role in frequently purchased agriculture input, then past buying experience and frequency of agriculture input purchase affect informational conversation between buyer and supplier (Kumar & Kapoor, 2017). Feed is farm input that used for daily poultry farm operation therefore feed salesperson has closer relationship among others. Feed supplier companies realize to maintain customer relationship by keeping farmers well inform about product price and attributes. The data showed that 71.25% of the respondents perceive that suppliers' support provides excellent benefits, mainly from animal feed salespersons.

The relationship between feed input supply companies and consumers lasts in the long term. Table 4 shows that 42.50% of the respondents have been in a good relationship for 3–10 years, and even 14.38% have been in contact for more than 10 years. The same pattern occurred in the relationship between medical stuff input suppliers (37.50%) and farmers (12.50%). However, the findings of the relationship between equipment suppliers and farmers were slightly different because the majority of respondents, which was 39.38% do not have close relationships with farm equipment suppliers. Poultry equipment products generally follow certain industry standard and the frequency of equipment buying is not as much of raw materials. Therefore, farmers usually do not need intense relationship to the sellers as it is occurred with the other raw material sellers.

Table 3. Closeness and benefit of salesperson and customer relationships of poultry farmer's respondents in several central areas of poultry farm in Indonesia

		The number of respondents	Percentage (%)
The farmer can remember the name of the salesperson	Yes	137	85.62
	No	23	14.38
The most closely related salesperson	Feed	63	39.37
	Medical stuffs (medicine, vaccine, chemicals)	10	6.25
	Feed, medical stuffs	53	33.13
	Feed, equipment	4	2.50
	Medical stuffs, equipment	1	0.63
	Feed, medical stuff, equipment	26	16.25
	No close relationship	3	1.87
The support of supplier provides benefit	Feed	114	71.25
	Medical stuff	5	3.12
	Feed, medical stuff	25	15.63
	Feed, medical stuff, equipment	15	9.37
	No support	1	0.63

Table 4. Length of the relationship between farmer's respondents and suppliers of poultry input in several central areas of poultry farm in Indonesia

Length of time working with suppliers	Type of supplier					
	Feed		Medical stuff		Equipment	
	N	%	N	%	N	%
< 1 year	9	5.63	10	6.25	10	6.25
1 - <3 years	47	29.38	31	19.38	23	14.38
3 - <5 years	20	12.50	16	10.00	11	6.88
5 – 10 years	48	30.00	44	27.50	37	23.13
> 10 years	23	14.38	20	12.50	16	10.00
None	13	8.13	39	24.38	63	39.38
Total	160	100.00	160	100.00	160	100.00

Table 5. Descriptive statistics of latent variables of customer comfort, salesperson expertise, salesperson affection, customer satisfaction, customer delight and repurchase intention of poultry farmers in Indonesia poultry farmer's respondents in several central areas of poultry farm in Indonesia

Latent variables	Number of items	Mean	Standard deviation
Customer comfort (C-Com)	5	59.588	11.657
Sales expertise (S-Exp)	3	60.501	10.773
Sales affection (S-Aff)	3	59.583	10.330
Customer satisfaction (C-Sat)	3	59.167	10.644
Customer delight (C-Del)	3	57.583	11.023
Intention to repurchase (R-Int)	3	56.960	13.004
Customer expectation (C-Expect)	3	63.333	0.987

Measurement Test

The resulting AVE value of all constructs in Table 5 was in the range of 0.8014–0.9011. This score was more than the minimum requirement of 0.5000. It also indicates that more than 50% of the variance indicators are part of the construct being measured (Ruiz *et al*., 2010). The next measurement test in Table 6 shows that the item loading value of all constructs was more than 0.7 or greater than the cross-loading value. It indicates that the measurement indicator has a stronger connection with the construct being measured than with the other constructs. Therefore, it meets the discriminant criteria and convergent validity (Ruiz *et al*., 2010).

The reliability test shown in Table 6 was carried out by measuring the consistency of the internal measurement indicators. The measurement met the requirements, as the Cronbach Alpha value was in the range of 0.8624–0.9587. This value is higher than 0.6000; thus, the indicator is consistent with the construct being measured. Similarly, the high value of composite reliability is in the range of 0.80138–0.9010, indicating that all question items are good indicators of the construct being measured. Thus, all subsequent constructs are worthy of further analysis.

Structural Model

The model estimation test calculates the R^2 value (Table 5) on the tested constructs. The R^2 value of the customer delight construct was 0.66384, customer satisfaction was 0.61465, and repurchase intention was 0.34798. According to Hair *et al*. (2017) value of R^2 can

be viewed as the magnitude of predictor latent variable that are 0.25, 0.50, and 0.75, respectively for small, moderate, and substantial. Scores repurchase intention of customer satisfaction and customer delight R^2 were moderate, while weak for repurchase intention. It can be understood since repurchase intention was occurred in business-to-business context. Consideration of poultry input choice based on productivity performance, both effectiveness and efficiency. Farmers would choose to another brand or product when it is offered in a cheaper price, even though farmers are satisfied. Then, it can be interpreted that latent variables used in research model explain the phenomenon or each model fits the data well (Ruiz *et al.*, 2010).

The analysis test results listed in Table 7 and Figure 1 show that customer comfort (β=0.3442, t=2.1838) and salesperson affection (β=0.3382; t=2.6168) positively affected customer satisfaction. Customer comfort (β=0.4432; t=4.4282) and salesperson affection (β=0.4411; t=3.2751) also positively affected customer delight. Furthermore, analysis results showed that the role of salesperson expertise did not significantly affect customer satisfaction (β=0.1956; t=1.5008) and customer delight (β=0.0190; t=0.1583). Moreover, repurchase intention was

Table 6. Measurement model overview the effect of customer comfort, salesperson affection and expertise to customer satisfaction, customer delight and repurchase intention of poultry farmers in several central areas of poultry farm in Indonesia

	AVE	Composite reliability	R square	Cronbach's alpha	Redundancy
Customer comfort	0.801	0.953		0.938	
Customer delight	0.901	0.965	0.664	0.945	0.410
Customer satisfaction	0.924	0.973	0.615	0.959	0.319
Intention repurchases	0.784	0.916	0.348	0.862	0.124
Sales affection	0.881	0.957		0.933	
Salesperson expertise	0.820	0.932		0.890	

Note: AVE= average variance extracted.

Table 7. Items, mean value, and standard deviation of latent variable indicators of customer comfort, salesperson expertise, salesperson affection, customer satisfaction, customer delight and repurchase intention of poultry farmers in several central areas of poultry farm in Indonesia

Variables and items	Mean	Standard deviation
Customer comfort*		
My relationship with poultry input salesperson is comfortable		
1. Very uncomfortable – very comfortable	5.91	1.12
2. Very difficult – very easy	5.98	1.19
3. Very stiff – very relax	5.88	1.19
4. Very creepy – very nice	6.11	1.21
5. Very unpleasant – Very good	5.91	1.12
Salesperson expertise		
1. Poultry input salespersons understand their jobs very well	6.09	1.15
2. Poultry input salesperson has good knowledge in poultry management	6.14	1.05
3. Poultry input salesperson can answer quickly my questions about technical poultry management	5.91	1.02
Salesperson affection		
1. Poultry input salesperson responds my complaint sincerely	5.93	1.00
2. Salesperson is always giving great business discussion	6.06	1.06
3. Salesperson pays full attention to my business needs	5.89	1.03
Customer satisfaction		
1. In general, I have good relationship with poultry-input salesperson	5.89	1.09
2. In general, poultry input salesperson is a good business partner	5.96	1.05
3. Salesperson provides services according to my expectation	5.90	1.06
Customer delight		
1. For me, meet with poultry input salesperson is very pleasant	5.74	1.13
2. Meet with poultry salesperson is very exciting	5.76	1.04
3. I am very enthusiastic to meet poultry input salesperson	5.78	1.14
Repurchase intention		
1. I will rebuy the product that offered for my poultry business	5.62	1.41
2. When I need other product, I will contact my regular poultry input supplier	5.68	1.41
3. In the future, I will buy more products that offered by my poultry supplier	5.69	1.32

Note: *All the five scales items of customer comfort used semantic differential scales of 1-7. The rest of the items used Likert scales of 1 – strongly disagree and 7 – strongly agree.

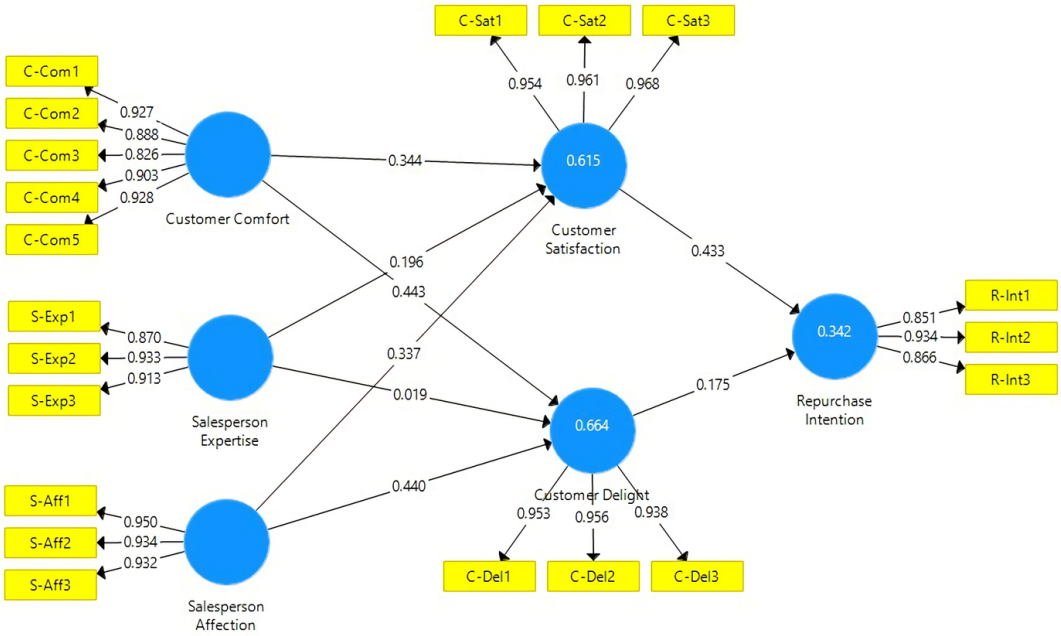

Figure 1. Measurement and structural model analysis of the effect of customer comfort, salesperson expertise and affection to customer satisfaction, customer delight, and repurchase intention of poultry farmers in several central areas of poultry farms in Indonesia

influenced by customer satisfaction (β=0.4411; t=3.2751) and not by customer delight (β=0.4411; t=1.3314).

DISCUSSION

The poultry farming input market has several characters of an agribusiness market such as close relationship between buyers and sellers, high frequency of communication between salesperson and customers, and repeat order. Company's salespersons have responsibility to initiates interaction with the customer and builds customer loyalty (Homburg *et al.*, 2011; Wang *et al.*, 2015) through their expertise and affection. Firstly, analysis resulted that salesperson affection has important role in managing customer relationship by persuading customer satisfaction and customer delight as it is supported by previous study that the affection of a salesperson is performed by building intense communication with customers (Kumar & Kapoor, 2017). Data in Table 3 showed that 99.37% respondents obtained benefit from salespeople in the form of information or solving business problems therefore customer satisfaction and delight could be enhanced by maintaining customer relationship. Other indicator showed that, 85.62% farmers could easily remember the name of salespeople that showed an occurrence of frequent communication and discussion (Table 3).

Previous study in business-to-business market identified that salesperson expertise is essential to build customer loyalty by providing information about products and explain the utilizing products effectively (Wang *et al.*, 2015). However, the result showed that salesperson expertise did not affect customer satisfaction and delight. Poultry salesperson's expertise includes knowledge of farm products and techniques, handling farm diseases and raw material procurement task but this capability is not considered essential value for the customer that are poultry farmers. This finding can be ascribed to the fact that 60.63% of respondents in this study had more than 5 years of experience in poultry business and they had sufficient knowledge about animal feed and poultry farming techniques. Likewise, most poultry farmers in Indonesia are also members of associations or communities that facilitate members to exchange ideas on farming techniques; therefore, farmers have sufficient sources to master their technical skills that replace the consultation facilities from feed suppliers. However, farmers are not always able to adapt to external environment changes quickly such as government policy that could impact on changes in demand, supply, and product price (Syahlani *et al.*, 2021). Therefore, the role of salesperson is needed more to discuss dealing with external environment problem, not the technical farming.

From the basis of this understanding, the strategy of input supply companies not only emphasizes on the salesperson's task to sell products or services but also helps consumers to achieve maximum satisfaction to gain trust, commitment, and customer loyalty (Rafi & Saeed, 2019; Widyaningrum & Halim, 2019). For farmers, salesperson affection was felt more critical in the salesperson's sincerity in serving farmer complaints. It can pay attention according to consumer needs because customer satisfaction is formed from the salesperson's cognitive empathy to position himself as a consumer sales (Delpechitre *et al.*, 2019) and can reduce consumer discomfort with pleasant behavior (Demoulin & Willems, 2019). Leninkumar (2019) recorded that when consumers feel the services provided have met their expectations, the level of customer satisfaction will be

higher. Roy *et al.* (2019) recorded that the salesperson's experience in providing services and the value that consumers perceive play a vital role in creating customer satisfaction and delight. Bechtoldt *et al*. (2019) and Pogorzelski (2018) stated that the relational communication trait of a salesperson with an emotional touch, including attentiveness, perceptiveness, and responsiveness, creates maximum effectiveness in developing customer satisfaction and delight. The salesperson with those characteristics is willing to listen actively and pay attention to non-verbal cues while receiving information from the customer. Then, salesperson can interpret any stimuli, understand the consumer's goal, and be responsive to accommodate the message of consumers immediately.

The next result indicated that customer comfort influence customer satisfaction and delight. Customer comfort that indicated the customer convenience in having interaction with the sellers affect the formation of customer satisfaction (Evanschitzky *et al.,* 2012; Homburg & Stock, 2005; Paswan & Ganesh, 2005) and customer delight that is the form of happiness that is felt by customers because they get a surprise of the products or services they received (Barnes *et al.,* 2011). Table 4 showed majority respondents has worked with salesperson of feed (30%), medical stuff (27.50%), and equipment (23.13%) for 5-10 years. This finding indicated salesperson managed good customer relationship to keep customer loyal.

Repurchase intention, a form of customer loyalty, is driven by customer satisfaction, as revealed also by Azhar *et al.* (2018). However, the result found that customer delight did not affect repurchase intention. These results were different from those of a study (Torrres *et al.,* 2020) on hospitality industry that showed delightful customer contributions are significant in forming customer loyalty. In agriculture industry, as long as the service provided by the salesperson could fulfill the farmers' expectations, it would encourage farmers' behavior to repurchase the product, while in hospitality industry astoundingly product and delivery would be highly appreciated since customer satisfaction is not sufficient to form customer loyalty (Ahrholdt *et al.,* 2019; Altıntas *et al.,* 2017; Itani *et al.,* 2019; Kumar *et al.,* 2013). This result implied that in increasing intense competitive business-to-business poultry industry, companies should pay attention to customer comfort and salesperson affection to maintain customer loyalty.

The majority of respondents were small farmers, the previous literature stated that smallholder farmers realize that their business scale requires them to commit to their suppliers (Kumar & Kapoor, 2017), both for independent farmers and farmers who are engaged in cooperation with companies to get sustainable input supplied. Thus, in the agribusiness sector, customer only consider service that relates to business growth and sustainability when the size of the customer's business is generally smaller than the size of the seller's business. Of the respondents, 83.75% are small farmers with a scale of ownership of fewer than 10.000 heads. The composition of small farmers in Indonesia is dominant, which is only approximately 2700 laying hens per Laying Chicken Farming Business Household in Indonesia (BPS, 2015). The study of Britz (2011) in South Africa also explains that for small-scale farmers, the following factors that play important role in input purchasing behavior were customer service and support, feed product delivery to farm location and credit payment facilities. Thus, delightful is not a consumer priority for small farmers; service that suit with farmers expectations is more critical (Leninkumar, 2019) and no more. This result supported by earlier study that showed customer satisfaction is a top priority for each work unit in agribusiness supply companies, including their salespeople (Nunes *et al.,* 2017).

CONCLUSION

This study was conducted to analyze the role of salesperson affection, salesperson expertise, and customer comfort in influencing farmer's buying decision of poultry business input in Indonesia. It can be revealed that salesperson affection and customer comfort are the influential factors of customer satisfaction and customer delight. Furthermore, in the poultry business, specifically in most smallholder farmers, customer satisfaction plays an important role in developing of repurchase intention that reflect customer loyalty.

CONFLICT OF INTEREST

We certify that there is no conflict of interest with any financial, personal, or other relationships with other people or organization related to the material discussed in the manuscript.

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