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An Empirical Analysis of Veterinary Certification, Perceived of Freshness and Price Suitability on Repurchase Intentions of Certified Beef in Pekanbaru

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ABSTRACT

Rapid economic growth has led to an increase in the consumption of meat in the city of Pekanbaru in Riau Province, Indonesia. This calls greater attention from the government and animal product business units to improve the quality of meat supply. Implementing hygiene and sanitation practices along meat distribution channels is one strategy to enhance the quality of meat. The Indonesian government requires meat products to have certification in the form of a Veterinary Control Number (NKV). This study aims to study the effect of NKV certification marks, superior value of fresh beef, and perceived price suitability on the intention to repurchase NKV-certified beef.

This study was conducted using a mixed method, using in-depth interview and survey design. The questionnaires were distributed through online and offline methods to a sample of 200 respondents, who were selected using judgemental sampling method based on the following criteria: (1) they were residents of the city of Pekanbaru; (2) they were at least 21 years old; (3) they had engaged in buying beef. The questionnaire consisted of 22 questions regarding NKV labelling, superior value of fresh beef, perceived price suitability, and intention to repurchase NKV-certified beef. Data were analysed with linear multiple regression analysis using SPSS 26 software package. The results of the t-test showed that only the superior value of fresh beef had no significant influence ($\beta = 0.075$) on the intention to repurchase certified beef in Pekanbaru, while the NKV certification mark ($\beta = 0.160$) and perceived price suitability ($\beta = 0.447$) had a significant influence on the intention to repurchase certified beef. This study shows that the research model explains 28.4% of the variability in the intention to repurchase beef. This research concluded that the NKV certification mark and perceived price suitability are important factors that influence the intention to repurchase beef in Pekanbaru City.

Keywords: *Hygiene and sanitation certificate, Price, Product freshness, Purchasing behavior*

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Introduction

Pekanbaru is the capital city of Riau Province with an area of 632.26 km². The city is administratively divided into 15 sub-districts and 83 villages (BPS Pekanbaru, 2025). Pekanbaru has experienced significant population growth in recent years. Data show that the city's population was 1,005.66 million in 2022, increasing to 1,016.37 million in 2023, and had reached 1,026.67 million in 2024 (BPS Pekanbaru, 2025). Community welfare indicators in Pekanbaru are better than the national average, as reflected in data from 2025 published by Pekanbaru's BPS (Central Bureau of Statistics), which shows that the gross regional domestic product (GRDP) of Pekanbaru reached IDR 171.31 trillion, meaning GRDP per capita was IDR 166.85 million. This figure exceeded Indonesia's gross domestic product (GDP) per capita, which was only IDR 78.6 million (BPS,

2025). Bustamam *et al.* (2021) explain that GRDP significantly and positively contributes to the welfare of the people of Pekanbaru, so it can be used as an indicator of welfare. In addition, the percentage of poor people in the city is only 3.15%, lower than the national figure of 9%. The human development index (HDI) of Pekanbaru is superior to the national average with a score of 84.26 and a life expectancy of 75.89 years; meanwhile, Indonesia's HDI is at 75 with a life expectancy of 74.2 years. These data indicate that Pekanbaru has a higher level of welfare and a better quality of life than the national average. This performance drives the growth of animal protein for food consumption, as explained by Milford *et al.* (2019), who posit that increased meat consumption is influenced by economic factors, environmental conditions, and the level of urbanization. The high consumption of animal protein is indicated by the average monthly expenditure on meat per capita

among the people of Pekanbaru, which has reached IDR 45,956 (BPS Pekanbaru, 2025), which exceeds the average monthly expenditure on meat per capita of IDR 35,590 among Riau Province's population (BPS Riau, 2025) and IDR 36,488 in Indonesia of (BPS, 2025). Beef consumption in Riau Province has demonstrated a significant upward trend, as evidenced by the increase in beef and buffalo meat consumption from 2,589.21 tons in 2019 to 8,190 tons in 2021 (BPS, 2022), representing a growth of approximately 216.31%.

The increasing income of Pekanbaru City affects the purchasing power of the community, not only to consume food products in larger quantities but also at the same time to pay attention to food quality aspects. Higher income indicates increased purchasing power and is directly proportional to increased accessibility to better quality food (Sinaga *et al.*, 2017). The high consumption of meat in Pekanbaru requires attention from producers so they provide products that meet consumer needs. This also needs to be supported by the government by implementing policies and regulations to provide meat products with adequate quantity and quality.

The provision of quality meat is also aimed at realizing the consumer's right to obtain safe, healthy, and wholesome food. Improving the quality of meat is also necessary so that bacterial, parasitic, viral, and toxic contamination can be avoided. Foodborne diseases can occur due to erroneous techniques when food is processed, handled, stored, prepared, and consumed, and due to the sensitivities of consumers. Generally speaking, outbreaks of foodborne diseases are prevalent in developing countries (Atlabachew & Mamo, 2021), a case in point being Indonesia. In this regard, the Government of the Republic of Indonesia has taken precautions by issuing Minister of Agriculture Regulation No.11 of 2020 concerning Certification of Veterinary Control Numbers for Animal Product Business Units. The regulation is intended to ensure there can be proper implementation of hygiene and sanitation practices in animal product business units.

Concerns about food safety and trust in the quality of meat products influence consumer behavior. Quality, including its safety is an attribute of food that consumers pay attention to, so producers need to provide guarantees of food safety, including through food labelling and traceability certification, and guarantees when it comes to the application of product hygiene and sanitation processes. Product labels and certificates, in addition to acting as a guarantee of food safety, will affect consumer interest in purchasing a product, so the application of hygiene and sanitation practices needs to be improved to ensure food safety so that it can promote customer satisfaction (Cholis *et al.*, 2022) and repeat purchases (Atmoko, 2017). In addition, Surbakti & Evyanto (2023) explain that consumer trust can influence purchase interest, and the higher the

level of public trust, the greater the likelihood that consumers will make purchases.

Another factor that plays a role in consumers' decisions about purchasing beef is their evaluation in the supply of meat to retailers, which usually takes two forms, namely fresh meat and frozen meat. NKV-certified meat products in Pekanbaru are generally frozen at the point of sale. Rozaki *et al.* (2021) explain that consumers who tend to choose frozen meat do so because it has neat packaging with various sizes, cuts, and price options listed on the label on the package. NKV-certified meat is generally sold at supermarkets and minimarkets with offers in the form of frozen meat packaged at certain weights without the consumers being able to bargain with the retailers over the price (Susanawati *et al.*, 2019). By contrast, consumers who choose to purchase fresh meat do so because they can more freely request the size of the cuts of meat according to their needs. Fresh meat is usually purchased directly at traditional markets from stalls and kiosks where a bargaining process is possible (Susanawati *et al.*, 2019).

Furthermore, perceived price suitability is a factor that can influence meat-purchasing decisions because when meat prices are seen as being competitive and in accordance with the quality offered, it can increase interest in purchasing meat. Its price affects the amount of demand, and offering lower prices leads to higher demand in the long run (Muksalmina *et al.*, 2024). Previous research conducted by Zhang *et al.* (2018) shows that the price elasticity of meat can affect the amount of meat products that are consumed, and lower meat prices will trigger an increase in meat consumption rates. These findings indicate that consumers have a perception of a price that they consider reasonable for a product; thus, there is increased interest in buying meat when there is a decrease in its price.

Repurchase intention is the result of a process that connects alternative evaluations to purchasing decisions after consumers have evaluated the experience gained from making a purchase; depending on the experience, consumers may be interested in repeating their purchase of the same product or service. Purchasing decisions are a series of cognitive processes that people carry out to arrive at the choice of products that they will buy. Before making a decision, consumers will choose a product that has quality that matches their wants and needs. Previous research conducted by Firdaus *et al.* (2022) explains that price suitability affects meat-purchasing decisions—this is in line with the opinion of Rozaki *et al.* (2021)—and consumers prefer to make purchases at affordable prices. On this basis, this study was conducted to explore the effect of NKV certification mark, superior value of fresh beef, and perceived price suitability on the intention to repurchase NKV-certified beef at meat retailers in the city of Pekanbaru. The reason to choose NKV certification mark because this certification is mandatory to ensure that process

hygiene sanitation is implemented by livestock producer as it is regulated by Government of Republic Indonesia.

Materials and Methods

The approach used for this study was mixed-method research. According to Nadirah *et al.* (2022), mixed-method research is a method that combines qualitative and quantitative approaches with a specific design to answer research objectives. The qualitative approach was employed to have better understanding of the phenomenon. This approach utilizing in-depth interviews to 2 respondents who were a staff member from the Riau Provincial Government (Department of Livestock and Animal Health) and a meat retailer and kiosk owner regarding the implementation of NKV certification.

The quantitative approach was used to analyse the influence of NKV certification mark, superior value of fresh beef, and perceived price suitability and their influence on intention to repurchase NKV-certified beef. in the city of Pekanbaru. The data used in this research are primary data obtained from firsthand sources or direct observations (Gani and Amalia, 2015). The number of samples in this study is 200 people who are residents of Pekanbaru with a minimum age limit of 21 years and experience buying meat at retail outlets and meat kiosks located around the city. The sample research was determined using judgmental sampling, a method where samples are selected based on predefined criteria, these criteria were established to represent specific characteristics that are key features of the population (Kumara, 2018). A minimum age limit of 21 years was set, as individuals at this age are considered adults with developed cognitive and comprehension abilities (Paputungan, 2023). Furthermore, the criteria for selecting respondents were based on the rationale that individuals within this age range are involved in making food purchasing decisions for themselves or their families and are resident of Pekanbaru. The instrument used in this study was a questionnaire containing questions to measure the research variables, including the NKV certification mark on labels, superior value of fresh beef, perceived price suitability, and intention to purchase NKV-certified meat, as well as questions related to the profile of the respondents. Data were collected offline using face to face interview and online using Google-Form. The data collected about the variables were tested for validity and reliability. The validity test was carried out using confirmatory factor analysis, Confirmatory factor analysis was employed in this study to verify the underlying factor structure of the research variables, a methodology that facilitates

the in-depth identification of relationships between latent variables and their observed indicators (Megawati *et al.*, 2023). The reliability test was the Cronbach's alpha test. The reliability test yielded values that showed the consistency of the questionnaire in measuring the same symptoms (Umar, 2023).

Data were analysed by liner multiple regression analysis, using SPSS Statistics 26 software package, to test the effect of independent variables, namely the NKV certification mark, superior value of fresh beef, and perceived price suitability on the dependent variable, namely intention to repurchase NKV-certified beef. The multiple linear regression equation is mathematically expressed as (Yuliara, 2016) :

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3$$

Y = intention to repurchase NKV-certified beef

a = constant

X₁ = NKV certification mark

X₂ = superior values of fresh beef

X₃ = NKV certification mark

Furthermore, the data were analysed using multiple regression analysis to identify the effect of the independent variables on the dependent variable. Furthermore, the data were processed using the coefficient of determination to predict how much influence the independent variables of certification mark, superior value of fresh beef, and perceived price suitability have on the dependent variable, namely intention to repurchase NKV-certified beef.

The results of the data quality testing indicate that the data met the validity requirements. All factor loading values for the four variables exceed the cutoff value of 0.50, suggesting that all questionnaire items were appropriately and carefully constructed (Table 1). Then, the discriminant validity analysis in Table 2 shows that the cross-loading value of each item in each variable group is greater when compared to the cross-loading value in the column of other variables, so it can be stated that all statement items to measure the research variables are valid and can be used for further analysis. Furthermore, the reliability test was carried out to determine the consistency of the research items. The test results in Table 3 show that the Cronbach's alpha values are above the cutoff of acceptable of reliability that is 0.60 (Ursachi, 2015) so it can be concluded that all question items in the research questionnaire are consistent in measuring the variables or meet the reliability standard as research measuring instruments.

Table 1. Validity test of research variables

Variable	Item	Factor Loading	Cut Off	Note
NKV certification mark	NKV1	0,691	0,50	Valid
	NKV2	0,778	0,50	Valid
	NKV3	0,746	0,50	Valid
	NKV4	0,821	0,50	Valid
	NKV5	0,778	0,50	Valid
Superior value of fresh beef	SVF1	0,671	0,50	Valid
	SVF2	0,749	0,50	Valid
	SVF3	0,860	0,50	Valid
	SVF4	0,709	0,50	Valid
	SVF5	0,816	0,50	Valid
	SVF6	0,743	0,50	Valid
	SVF7	0,834	0,50	Valid
Perceived price suitability of NKV-certified beef	PPS1	0,817	0,50	Valid
	PPS2	0,896	0,50	Valid
	PPS3	0,806	0,50	Valid
Intention to repurchase NKV-certified beef	RPI1	0,751	0,50	Valid
	RPI2	0,740	0,50	Valid
	RPI3	0,874	0,50	Valid
	RPI4	0,803	0,50	Valid
	RPI5	0,783	0,50	Valid
	RPI6	0,859	0,50	Valid
	RPI7	0,821	0,50	Valid

Source: processed primary data (2024)

Tabel 2. Cross loading values

	Intention to Repurchase	NKV Mark	Perceived Price Suitability	Superior Value of Fresh Beef
RPI1	0.793	0.166	0.165	0.231
RPI2	0.627	0.054	0.242	0.408
RPI3	0.916	0.428	0.437	0.323
RPI4	0.897	0.467	0.463	0.269
RPI5	0.857	0.314	0.380	0.182
RPI6	0.788	0.363	0.212	0.058
RPI7	0.764	0.318	0.217	0.126
NKV1	0.427	0.896	0.287	-0.030
NKV2	0.164	0.627	0.128	-0.322
NKV3	0.171	0.602	0.377	0.145
NKV4	0.228	0.841	0.496	-0.138
NKV5	0.009	0.799	-0.045	-0.319
PPS1	0.392	0.237	0.791	0.270
PPS2	0.216	0.388	0.773	-0.173
PPS3	0.308	0.470	0.821	-0.067
SVF1	0.275	-0.111	0.083	0.905
SVF2	0.095	-0.286	0.101	0.690
SVF3	-0.050	0.156	0.202	0.623
SVF4	0.136	-0.029	0.019	0.669
SVF5	0.158	-0.001	0.087	0.673
SVF6	-0.058	-0.293	0.018	0.601
SVF7	-0.039	-0.134	0.185	0.601

Source: processed primary data (2024)

Table 3. Reliability test of research variables

Variable	Cronbach Alpha	Note
NKV certification mark	0.636	Reliable
Superior value of fresh beef	0.826	Reliable
Perceived price suitability of NKV-certified beef	0.701	Reliable
Intention to repurchase of NKV certified beef	0.912	Reliable

Source: processed primary data (2024)

Results and Discussion

Respondent Characteristics

Respondent characteristics are profiles of the people who filled out questionnaires both online and offline. A total of 200 respondents were

selected to be the research sample in terms of their gender, age, marital status, and monthly income so that these characteristics could be used as supporting data in the interpretation of the questionnaire data.

Table 4. Profile of respondents

	Characteristic	Frequency	Percentage (%)
Gender	Female	157	78.5
	Male	43	21.5
Age	20-34	134	67.0
	35-49	46	23.0
	40-64	19	9.5
	>65	1	0.5
Marital Status	Not married	102	51.0
	Married	98	49.0
Income	<IDR 1.000.000	32	16.0
	IDR 1.000.000-2.999.999	44	22.0
	IDR 3.000.000-4.999.999	47	23.5
	IDR 5.000.000-6.999.999	24	12.0
	IDR 7.000.000-8.999.999	24	12.0
	IDR >9.000.000	29	14.5
Preference of meat supplies	Fresh	178	89.0
	Frozen	22	11.0

Source: processed primary data (2024)

Table 4 shows an overview of the research respondents. The majority of respondents were female (78.5%), and the remaining 21.5% were male, this aligns with the research of Kusmayadi (2017), which identifies women as key decision-makers in areas concerning essential provisions like food, clothing, and housing. The age of the majority (67%) of respondents was between 20 and 30 years old; respondents aged between 35 and 49 accounted for 23%, thus showing that most respondents in this study were of a productive age.

As many as 50.5% of respondents were unmarried and 49% were married (0.5% were divorced). The respondents' income was quite evenly distributed, ranging from a monthly income below IDR1,000,000 to more than IDR 9,000,000. Most respondents (89%) preferred to buy fresh meat as opposed to frozen meat. Based on this data, it can be concluded that this study involved mostly unmarried women of productive age with varying income levels, and the majority preferred to buy fresh meat rather than frozen meat.

Table 5. Mean and standard deviation research variables and items

	Research Item	Mean	Standard Deviation
NKV Certification Mark (NKV)		3.558	0.848
NKV1	The NKV label indicates the hygiene and sanitation aspects of livestock food products.	4.050	0.900
NKV2	I understand the meaning of the NKV logo on livestock food products.	2.830	1.003
NKV3	The meaning of the NKV label on livestock product packaging should be easy for everyone to understand.	4.215	0.756
NKV4	The NKV logo on livestock food products indicates a choice of healthy food products.	4.125	0.672
NKV5	The variety of hygiene and sanitation labels on food products does not confuse me.	2.570	0.910
Superior Value of Fresh Beef (SVF)		3.856	0.785
SVF1	Fresh beef is free from formalin and other additives.	4.245	0.871
SVF2	After being cooked, fresh beef produces a softer meat texture compared to frozen meat.	3.990	0.694
SVF3	In my opinion, fresh beef has a brighter color than frozen meat.	4.100	0.641
SVF4	I feel that frozen meat produces a sharper aroma/less pleasant/rancid smell compared to fresh meat.	3.240	0.925
SVF5	I buy fresh meat because there is a more complete selection of cuts compared to frozen meat.	3.625	0.829
SVF6	The nutritional value of fresh meat is better than frozen meat.	3.825	0.823
SVF7	Frozen meat is less fresh than fresh meat.	3.965	0.711
Perceived Price Suitability of NKV-Certified Beef (PPS)		3.653	0.744
PPS1	NKV-labeled meat is marketed at a reasonable price.	3.515	0.722
PPS2	With the price offered, NKV-labeled meat provides more benefits to consumers.	3.725	0.807
PPS3	The price of NKV-labeled meat is in accordance with the quality offered.	3.720	0.703
Intention to repurchase NKV-Certified Beef (RPI)		3.571	0.744
RPI1	I will repurchase NKV-certified beef in the future.	3.420	0.745
RPI2	I will buy NKV-labeled meat in the same amount as I buy now.	3.330	0.737
RPI3	On another occasion, I will prioritize buying NKV-certified beef.	3.755	0.766
RPI4	I will provide NKV-certified beef for my family.	3.695	0.751
RPI5	I plan to buy NKV-labeled beef.	3.745	0.750
RPI6	I intend to increase my purchases of NKV-labeled beef.	3.575	0.772
RPI7	I intend to increase the frequency of purchasing NKV-labeled beef.	3.480	0.722

Source: processed primary data (2024)

Table 5 shows that the mean of all research constructs is indicated as being above 3, with only NKV 2 and NKV 5 items having a mean value of less than 3, that is 2.830 and 2.570, respectively, which indicates that the average

respondent does not understand the meaning of the NKV logo that is properly displayed. This logo is usually stamped on the meat or on the label on the product packaging. In addition, respondents were also unable to distinguish between various

food safety certificates applicable in Indonesia, such as Hazard Analysis and Critical Control Point (HACCP), Home Industry Food Production Certificate (SP/P-IRT) and Deep Food certificate (BPOM RI MD).

Hypothesis Testing

Multiple linear regression analysis was used to examine the effect of the independent variables, namely the NKV certification mark, the superior value of fresh beef, and the perceived price suitability in influencing the dependent variable, namely intention to repurchase NKV-certified beef. In this analysis, the F-test was

conducted to identify the effect of the independent variables on the dependent variable simultaneously. In this case, the result shows that the F the independent variables would be considered to have a simultaneous influence on the dependent variable if the F-count was greater than the F-table (0.05). Furthermore, the T-test was carried out to identify the partial effect of the independent variables on the dependent variable so that the amount of influence of each independent variable would be known. The effect of the independent variables could be said to be significant if the T-count was smaller than the T-table (0.05).

Table 6. F-test results

Table 6.1. Test results						
Analysis of Variance						
Model		Sum of Squares	Degree of freedoms	Mean Square	F	Sig.
1	Regression	1,089.39	3	363.13	27.33	.000 ^b
	Residual	2,604.61	196	13.29		
	Total	3,694.00	199			

a. Dependent variable intention to repurchase NKV certified beef

b. Predictor: perceived price suitability, superior value of fresh beef, NKV certification mark

Table 7. Hypothesis testing

Table 1. Path models testing						
Model		Coefficients			t value	Sig.
		Unstandardized		Standardized		
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	5.901	2.924		2.018	.045
	NKV certification mark	.292	.120	.160	2.439	.016
	Superior value of fresh beef	.092	.075	.075	1.224	.222
	Perceived price suitability	1.043	.155	.447	6.742	.000

Note : Intention to repurchase NKV certified beef (dependent variable)

Table 8. Determination coefficient of the research model

Model Summary					
Model	R	R-Squared	Adjusted R- Squared	Std. Error of the Estimate	
1	.543 ^a	.295	.284	3.64538	

a. Predictors: (Constant), Perceived price suitability, Superior value of fresh beef, NKV certification mark

Table 6 shows that the F-test show that the NKV certification mark variable, superior value of fresh beef, and the perceived price suitability variable jointly affect the purchase intention variable. Furthermore, Table 7 shows the t-test results show that the superior value of fresh beef variable has no effect on the intention to repurchase NKV-certified beef, which can be seen from the t-value of 0.222, which is greater than the t-table set at 0.05. Meanwhile, the other two independent variables, namely the NKV certification mark and perceived price suitability, have positive coefficient values of 0.160 and 0.447 with significance of 0.016 and 0.000, respectively; this indicates that both variables significantly influence intention to repurchase NKV-certified beef. Furthermore, the coefficient of determination is (R^2) to show the ability of the independent variable to explain or predict the occurrence of the dependent variable. The results of the coefficient of determination can be seen in Table 8, which shows the adjusted R-squared value is 28.40%. This result indicates that the NKV certification mark variable, the superior value of fresh beef variable, and the perceived price suitability variable are able to explain the intention to repurchase NKV-certified

beef by 28.40%, while 71.60% is explained by other variables not included in this research model.

The relevant variable determining intention to repurchase NKV-certified beef is the NKV certification mark included on the food label. The significance of the role of the NKV certification mark is due to the high awareness of the people of Pekanbaru with regard to the quality of meat and the importance of implementing hygiene and sanitation, which can be seen from the descriptive data showing that 85.5% of the city's people think that the presence of the NKV certification mark is a sign of a healthy food product. This result aligns with some previous research findings showing that the greater the trust in the certification label, the greater the likelihood that the product will be chosen by consumers (Curvelo *et al.*, 2019). Research conducted by Latiff *et al.* (2016) also identifies that labels on food product packaging affect people's attitudes towards purchasing those products. Wibowo *et al.* (2024) also find that attitude toward the NKV certification mark is the dominant variable, according to the Theory of Planned Behavior, that influences the purchase intention toward NKV-certified food products. NKV certification aims to achieve food product safety by ensuring that hygiene and sanitation practices are

used. This goal can be demonstrated by a study conducted by Dharma *et al.* (2022), which shows that 85.71% of meat samples from abattoirs that meet NKV criteria have contamination levels below the threshold set by the NKV. The existence of the NKV certification mark is understood by the people of Pekanbaru, 79.5% of whom realize that labels with NKV certification on livestock food products are a sign of compliance with hygiene and sanitation standards. This is reinforced by research conducted by Azis *et al.* (2024), which states that most consumers think that NKV-certified meat is sold in a clean place and uses clean equipment, and this affects the interest in purchasing it. Research with an experimental design conducted by Syahlani *et al.* (2024) shows that food certification—such as *Makanan Dalam*, Halal, Organic, and NKV—does not increase the perceived quality of fresh eggs and livestock products, but this experiment was conducted on a group of students, while the people of Pekanbaru in this study are people with diverse ages between 20 and 64, the majority of whom have an income of between IDR 3,000,000 and 4,999,999. In other words, with the higher income, this result shows respondents have better control in terms of accessing food quality features.

To address these needs, the implementation of Minister of Agriculture Regulation No.11 of 2020 on Veterinary Control Number Certification for Animal Product Business Units is highly dependent on the policies enacted by the Riau Provincial Government. The Livestock and Animal Health Service Office (DPKH) of Riau Province, as the veterinary authority issuing NKV certification, has implemented a policy to focus more on disseminating information about NKV certification to animal product business units so that the impact in terms of the safety of livestock food products can be directly felt by the community.

“A direct approach to animal business units is carried out more intensively—indeed, in this case, consumers are the beneficiaries of NKV certification, but animal business units act as executors, so it is expected that there will be a direct impact on the community.” (Informant1: Riau Province DPKH Staff)

The Riau Province DPKH policy, which is to focus on the dissemination of information about NKV certification to animal product business units, encourages retailers and meat kiosks to arrange for NKV certification to be carried out. The importance of certification lies not only in the provision of services but also in the assurance of product quality—particularly for livestock products. These products must instil consumer confidence regarding their safety and suitability for consumption. Through NKV certification, businesses can educate consumers and provide transparency by demonstrating that proper certification procedures have been followed. This is illustrated by the results of an interview with one of

the retailers in Pekanbaru, which indicate the urgency of NKV certification.

“It is very important, because in addition to selling services, we also sell products—especially for livestock products—because our livestock products must be able to convince customers that these products are truly suitable for consumption. This means that, with the NKV, we can provide education and clarify to customers that we have carried out certification.” (Informant2: Retail Staff)

The implementation of NKV certification aims to achieve the safety of livestock food products by ensuring that hygiene and sanitation practices are in place, which is one way of minimizing foodborne diseases. The people of Pekanbaru who have considered the existence of the NKV certification marks as a sign of healthy food products can be used as an indicator of their awareness of the importance of implementing hygiene and sanitation practices, which results in the NKV certification marks being significant in increasing the intention to repurchase NKV-certified beef in the city.

This study shows that superior value of fresh beef had no effect on the formation of intention to repurchase NKV-certified beef. This is possible because it makes no difference to the community whether it is in the form of fresh or frozen meat. The findings of previous research conducted by Pertiwi & Soenarno (2020) show that people prefer to buy local fresh meat even though imported frozen meat is cheaper. In addition to this, Nguyen *et al.* (2015) state that consumers consider frozen meat to have lower functional and economic value. This makes frozen food producers and retailers increase the value of their offerings by adding other attributes such as packaging, lower prices, and delivery services. In an interview, the Riau Province DPKH explained the many cheap market price programs organized by BULOG, which have resulted in the community becoming more aware of and open to buying frozen meat. This is in accordance with the following statement by the Riau Province DPKH, public perception of frozen meat is largely shaped by the government's low-cost meat distribution program through BULOG. However, for daily consumption, fresh meat available in traditional markets remains the primary reference point for consumers.

Negative perceptions of frozen meat supplies are not found among the Pekanbaru community; they are open to frozen meat options that are promoted, including the BULOG cheap meat program, which offers lower prices than the meat sold in the market. People can also get frozen meat at cheaper prices at several supermarkets that provide imported non-premium meat.

Perception of price suitability is a consumer evaluation of the fairness of the price of a product, whether the price matches the product's quality, and the benefits that the consumer will get. Perception of price suitability, in the context of purchasing NKV-certified beef in Pekanbaru,

shows a significant influence in terms of increasing the intention to repurchase NKV-certified beef, which means that the city's community considers whether the asking price for certified meat corresponds to the quality of that product. The results of a study by Firdaus *et al.* (2022) indicate that price influences the purchasing of meat because it is more affordable given the corresponding quality. Likewise, a study conducted by Baraja (2018) finds that price is the attribute that most influences consumers in purchasing meat, followed by fat content, color, texture, and type of meat cut. However, this study shows that the suitability of price in terms of product quality is an important factor, as argued by Möstl *et al.* (2025), whose study shows that appearance is one of several attributes of meat products that are seen as beneficially consumers. To make prices more competitive, retailers in Pekanbaru also carry out periodic price promotion programs to increase the value of the benefits felt by consumers and encourage increased interest in purchasing meat. This finding also aligns with the results of an interview with the retailer in Pekanbaru, who indicated that price plays a significant role in influencing consumer purchasing decisions. Even a price difference of as small as 1,000 to 3,000 rupiah can prompt consumers to choose the more affordable option. To stimulate sales, price discounts are offered nearly every week. These discounts are implemented based on pricing policies established by the company.

Consumers' decisions to buy meat are not only determined by cheaper prices but also by the suitability of the price asked given the quality of the product offered. Consumers who do not have the information to ensure the quality of the products they buy tend to be willing to pay more for meat products that have certification labels (Parveen *et al.*, 2025). This is in accordance with research by Rozaki *et al.* (2021), which shows that consumers are willing to spend more money on buying frozen local beef because of its excellent protein content and quality, along with its fresher appearance, lower fat content, and practical packaging, and because it is more economical and easier to store in a freezer. Consumers are looking for products that have the right price, so the price must be set and managed in such a way that it reflects the product's value; thus, companies must carefully consider the quality of the product, the price of competing products, and the purchasing power of the consumers (Nguyen *et al.*, 2015). Product quality has also been proven to have a significant influence on consumers' purchase decisions through brand image as a mediating variable (Elfira *et al.*, 2025).

Furthermore, Table 8 shows that the adjusted R-squared value obtained was 0.284, which indicates that the variables NKV certification mark, superior value of fresh beef, and perceived price suitability explain the occurrence of the intention to repurchase NKV-certified beef by 28.4%, while 71.6% is explained by other variables

not included in this research model. The R-squared value is acceptable in social science research when some important independent variables influence the dependent variable (Ozili, 2023) in this case, the NKV certification mark and perceived price suitability NKV-certified beef significantly influence intention to repurchase NKV-certified beef. Furthermore, other variables that may affect the purchasing behavior were attitude toward the NKV certification, knowledge, perceived behavioral control, and subjective norms (Wibowo *et al.*, 2024).

Conclusion

This study leads to the conclusion that the NKV certification mark and perceived price suitability has a positive effect on the intention to repurchase NKV-certified beef, while superior value of fresh beef have no effect. This research model explains the intention to repurchase NKV-certified beef by 28.4%, while the other 71.6% is influenced by other variables. These results provide an overview of the market potential for NKV-certified beef with the note that marketers need to pay attention to the variables that play a role in decision-making about repurchase, namely the NKV certification mark and perceived price suitability.

Conflict of interest

The authors declare that there are no conflicts of interest in conducting this research.

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