

**PENGARUH VARIAN PRODUK, KONTEN MARKETING, DAN
PERSONAL SELLING TERHADAP MINAT BELI KONSUMEN GERAJ
KOPI PENDEKAR DI KOTA MADIUN**

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Varian Produk, Konten Marketing, dan Personal Selling terhadap Minat Beli konsumen pada Gerai Kopi Pendekar di Kota Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada 384 responden. Teknik analisis data yang digunakan adalah regresi linier berganda untuk mengetahui pengaruh masing-masing variabel secara parsial terhadap Minat Beli. Hasil penelitian menunjukkan bahwa Varian Produk, Konten Marketing, dan Personal Selling berpengaruh positif dan signifikan terhadap Minat Beli. Di antara ketiganya, Varian Produk menjadi variabel yang paling dominan. Temuan ini mendukung teori *Theory of Planned Behavior* (TPB) yang menyatakan bahwa niat seseorang untuk melakukan suatu tindakan, seperti membeli, dipengaruhi oleh faktor sikap, norma subjektif, dan persepsi kontrol perilaku. Penelitian ini juga memberikan kontribusi praktis bagi UMKM, khususnya usaha kopi keliling, untuk mengoptimalkan strategi pemasaran digital dan pendekatan personal dalam meningkatkan minat beli konsumen.

Kata Kunci: Varian Produk, Konten Marketing, Personal Selling, Minat Beli.

Abstract

This study aims to examine the influence of Product Variations, Content Marketing, and Personal Selling on Consumer Purchase Intention at Gerai Kopi Pendekar in Madiun City. The research employs a quantitative approach using a survey method through questionnaires distributed to 384 respondents. Data were analyzed using multiple linear regression to determine the partial effect of each variable on Purchase Intention. The findings indicate that Product Variations, Content Marketing, and Personal Selling all have a positive and significant effect on Purchase Intention. Among these, Product Variations emerge as the most dominant factor. These results support the Theory of Planned Behavior (TPB), which states that an individual's intention to perform a behavior, such as purchasing, is influenced by attitudes, subjective norms, and perceived behavioral control. Furthermore, this study provides practical contributions for UMKM, particularly mobile coffee businesses, to optimize digital marketing strategies and personal approaches in enhancing consumer purchase intention.

Keywords: *Product Variations, Content Marketing, Personal Selling, Purchase Intention.*

A. INTRODUCTION

Coffee is one of Indonesia's leading commodities that plays an important role in the national economy and has become an integral part of modern lifestyles. According to USDA (2023/2024), domestic coffee consumption in Indonesia reached 4.79 million 60-kg bags, showing an increase compared to the previous year. This growing consumption trend has driven the rapid development of the coffee industry, including the emergence of mobile coffee businesses that offer flexibility, lower operational costs, and direct interaction with consumers.

The mobile coffee business model has become increasingly relevant due to its flexibility and cost efficiency. Unlike conventional coffee shops, mobile stalls allow entrepreneurs to reduce operational expenses, move across various strategic locations, and engage directly with consumers. This creates an experience that is not only convenient but also more personal, making mobile coffee an attractive alternative for consumers. In Madiun City, Gerai Kopi Pendekar has emerged as one of the notable examples of this trend. The stall is able to draw public attention not only because of its affordable pricing but also due to the marketing strategies that it consistently applies. Kopi Pendekar is known for its diverse product variations that cater to the preferences of different consumers, its active use of social media platforms such as Instagram and TikTok that have gained more than 1,000 followers, and its ability to maintain consumer trust through direct and friendly interactions carried out by the sellers who also serve as baristas.

These marketing practices reflect several theoretical perspectives in consumer behavior and marketing management. Product variety, as stated by Kotler and Keller (2019), plays an essential role in enhancing consumer satisfaction by offering multiple choices that increase the likelihood of purchase decisions. Content marketing, according to Kotler et al. (2017), is not only a promotional tool but also a means of delivering useful, entertaining, and engaging information that attracts consumers' attention. Meanwhile, personal selling, as described by Kotler and Keller (2016), emphasizes the importance of two-way

communication between sellers and buyers, which can strengthen trust and create strong emotional bonds that influence consumer purchase intention.

Although the relationship between marketing strategies and purchase intention has been widely studied, most existing research tends to focus on cafés, restaurants, or established food and beverage outlets. Very few studies highlight small-scale mobile coffee stalls, particularly in regional contexts such as Madiun City, which face unique challenges in consumer acquisition, market competition, and promotion effectiveness. This condition creates a research gap that needs to be addressed, as mobile coffee businesses are becoming increasingly relevant in urban areas but have not been extensively explored in the academic literature.

Therefore, this study aims to analyze the influence of product variety, content marketing, and personal selling on consumer purchase intention at Gerai Kopi Pendekar in Madiun City. The findings of this study are expected to contribute theoretically by reinforcing and expanding existing marketing concepts, while also providing practical implications for SMEs, especially mobile coffee stalls, in formulating strategies that can strengthen their competitiveness and ensure sustainability in the growing coffee industry.

Based on this background, the researcher is interested in conducting search entitled **“The Effect Of Product Variants, Marketing Content, And Personal Selling on Consumer Buying Interest at Pendekar Coffee Outlets In Madiun City”**

Theoretical Study

1. Theory of Planned Behavior (TPB)

The theory of planned behavior (TPB) is a social psychology theory developed by Ajzen (1991) that explains how a person's intentions can influence their behavior. The TPB is often used to study consumer behavior, including purchasing decisions. According to the TPB, a person's actions in a particular behavior are determined by their intention to perform that behavior.

2. Product Variations

According to Philip Kotler (2019), product variants are individual experts in a brand or product line that can be differentiated based on size, price, appearance or characteristics. When a product meets these requirements, consumers will try more of the product.

3. Content Marketing

According to Gunelius (2011), content marketing is the process of indirectly and directly promoting a business or brand through value-added text, video, or audio content both online and offline.

4. Personal selling

According to (Nashih, 2017), "Personal selling is an interaction between individuals, face to face, aimed at creating, improving, controlling, or maintaining mutually beneficial exchange relationships with other parties."

5. Purchase Intention

According to (Setiadi, 2019) purchasing interest is defined as the consumer's tendency to purchase a brand or take action related to a purchase, which is measured by the level of consumer's likelihood of making a purchase.

Conceptual Framework:

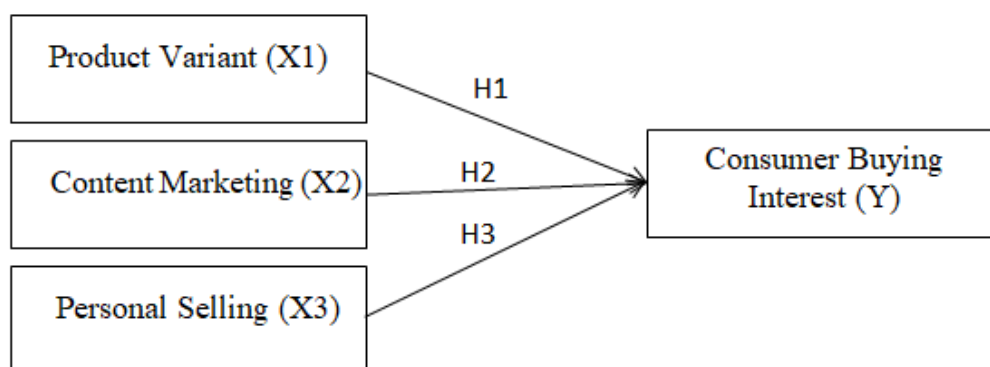


Figure 2 Conceptual Framework

Source : Modification from (Farhan Saputra, 2023), (Muhammad Adib *et.al*, 2023), dan (Akla Trian *et.al*, 2024).

Hypothesis

H1: It is suspected that Product Variety has a significant influence on Consumer Purchase Intention at Gerai Kopi Pendekar in Madiun City.

H2: It is suspected that Content Marketing has a significant influence on Consumer Purchase Intention at Gerai Kopi Pendekar in Madiun City.

H3: It is suspected that Personal Selling has a significant influence on Consumer Purchase Intention at Gerai Kopi Pendekar in Madiun City.

B. METHOD

This study employed a quantitative approach with a survey method, conducted on consumers of Gerai Kopi Pendekar in Madiun who had made purchases between March and June 2025. Since the exact population was unknown, the sample was determined using the Lemeshow formula, resulting in 384 respondents selected through purposive sampling with criteria of having purchased at least once, being 14–60 years old, and active on social media. The research examined Product Variants (X1), Content Marketing (X2), and Personal Selling (X3) as independent variables, with Purchase Intention (Y) as the dependent variable. Data were collected using a five-point Likert scale questionnaire distributed online, and tested for validity and reliability. The analysis, carried out with SPSS 25, included descriptive statistics, instrument testing, classical assumption tests (normality, multicollinearity, and heteroscedasticity), and multiple linear regression to identify the effects of the independent variables on consumer purchase intention.

C. RESULTS AND DISCUSSIONS

Profile of Responden

Based on the results of the study, it was found that consumers of Gerai Kopi Pendekar were dominated by respondents aged 21–30 years, representing the largest percentage of the total sample. Based on the results of the study, it was found that most consumers of Gerai Kopi Pendekar had made purchases 1–2 times. Based on the results of the study, it was found that consumers of Gerai Kopi Pendekar were dominated by respondents with a senior high school educational background. Based on the results of the study, it was found that most

consumers of Gerai Kopi Pendekar were students. Based on the results of the study, it was found that the number of respondents in this research was 384 consumers of Gerai Kopi Pendekar who met the sampling criteria.

Validity Test

Based on the results of the validity test in this study, it was found that all questionnaire statements were declared valid for each research variable. For variable X1 (Product Variety), there were 10 valid statements. Variable X2 (Content Marketing) also had 10 valid statements. For variable X3 (Personal Selling), there were 10 valid statements. Meanwhile, variable Y (Purchase Intention) consisted of 10 statements that were also declared valid.

Reliability Test

Based on the research results, it is known that the Product Variety variable (X1) is proven to be reliable, because the Cronbach's Alpha value is $0.746 > 0.60$. Based on the research results, it is known that the Content Marketing variable (X2) is proven to be reliable, because the Cronbach's Alpha value is $0.729 > 0.60$. Based on the research results, it is known that the Personal Selling variable (X3) is proven to be reliable, because the Cronbach's Alpha value is $0.703 > 0.60$. Based on the research results, it is known that the Purchase Intention variable (Y) is proven to be reliable, because the Cronbach's Alpha value is $0.730 > 0.60$.

Multiple Linier Regression Test

Table 1. Multiple Linear Regression Test Results

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.289	.659		1.958	.051
	VARIAN PRODUK	-.033	.034	-.057	-.968	.334
	KONTEN MARKETING	.046	.029	.021	1.578	.101
	PERSONAL SELIING	.029	.026	.133	1.119	.251

Source: Data processed with SPSS 25.0 (2025)

Based on table 1 above, it is known that the Product Variety variable (X1) has a significance value of $0.334 > 0.05$, the Content Marketing variable (X2) has a significance value of $0.101 > 0.05$, and the Personal Selling variable (X3) has a significance value of $0.251 > 0.05$. Therefore, all variables are proven to be free from heteroskedasticity, and the regression model is considered feasible for further analysis.

Partial Test (t Test)

Table 2. Partial Test Results (t)

Model	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Coefficients		
1	(Constant)	1.289	.659	1.958	.051
	VARIAN PRODUK	-.033	.034	-.057	.334
	KONTEN MARKETING	.046	.029	.021	.101
	PERSONAL SELIING	.029	.026	.133	.251

Source: Data processed with SPSS 25.0 (2025)

Based on the result of the t-test in table 2, the results of the research hypothesis can be concluded as follows:

1) Testing Hypothesis 1

Hypothesis test of Product Variety (X1) on Purchase Intention (Y). Based on the calculation results, the obtained t-value is 6.290, which is positive, with a significance value of $0.000 < 0.05$. This indicates that Product Variety has a positive and significant effect on Purchase Intention. Thus, the first hypothesis is accepted based on the test result.

2) Testing Hypothesis 2

Hypothesis test of Content Marketing (X2) on Purchase Intention (Y). Based on the calculation results, the obtained t-value is 6.600, which is positive, with a significance value of $0.000 < 0.05$. This indicates that Content Marketing has a positive and significant effect on Purchase Intention. Thus, the second hypothesis is accepted based on the test result.

3) Testing Hypothesis 3

Hypothesis test of Personal Selling (X3) on Purchase Intention (Y). Based on the calculation results, the obtained t-value is 4.642, which is positive, with a significance value of $0.000 < 0.05$. This indicates that Personal Selling has a positive and significant effect on Purchase Intention. Thus, the third hypothesis is accepted based on the test result.

Coefficient of Determination Test (R²)

The coefficient of determination (R²) test is carried out to measure the extent to which the model (independent variable) is able to explain the variation in the dependent variable

Table 3. Results of the Determination Coefficient (R²) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 ^a	.311	.306	1.177

Source: Data processed with SPSS 25.0 (2025)

Based on table 3, the results of the coefficient of determination test show that the Adjusted R Square value is 0.306. This means that 30.6% of the variation in consumer purchase intention at Gerai Kopi Pendekar is influenced by the variables of Product Variety, Content Marketing, and Personal Selling, while the remaining 69.4% is influenced by other variables outside this research model.

Discussion

1. The Influence of Product Variants on Consumer Purchase Interest at Kopi Pendekar Outlets.

Based on the results of the calculations that have been carried out, the calculated t value of $6.290 > t$ table 1.966 is positive with a significant result of $0.000 < 0.05$. The test results show that product variety has a positive and significant effect on purchase intention at Gerai Kopi Pendekar. Thus, the first hypothesis (H1) is accepted, which means that the more diverse and attractive the product variations offered, the higher the consumer's purchase intention. In line with research from Hariadi Yonata (2022); Budi et al (2021); Rahmat et. al (2019); Totok Sasongko et al. (2023). Explaining that product variant has a positive and significant effect on consumer purchase interest.

2. The Influence of Content Marketing on Consumer Purchase Interest at Kopi Pendekar Outlets.

Based on the results of the calculations that have been carried out, the calculated t value of $6.600 > t \text{ table } 1.966$ is positive with a significant result of $0.000 < 0.05$. The test results show that content marketing has a positive and significant effect on purchase intention at Gerai Kopi Pendekar. Thus, the second hypothesis (H2) is accepted, which means that the more attractive, informative, and engaging the digital promotional content is, the greater the consumer's intention to purchase. This is in line with research conducted by Muhammad Adib et. al (2023); Resha et. al (2023); Shandrya (2023); Chandra et. al (2025).

3. The Influence of Personal Selling on Consumer Purchase Interest at Kopi Pendekar Outlets.

Based on the results of the calculations that have been carried out, the calculated t value of $4.642 > t \text{ table } 1.966$ is positive with a significant result of $0.000 < 0.05$. The test results show that personal selling has a positive and significant effect on purchase intention at Gerai Kopi Pendekar. Thus, the third hypothesis (H3) is accepted, which means that the better the direct interaction and service provided by the seller, the higher the consumer's purchase intention. This is in line with research conducted by Akla et. al (2024), Nur Ida et. al (2022); Nico et. al (2019); Al Firah et. al (2023).

D. CONCLUSIONS

This study concludes that product variety, content marketing, and personal selling each have a positive and significant influence on consumer purchase intention at Gerai Kopi Pendekar in Madiun. Product variety plays a dominant role by offering diverse flavors, sizes, and attractive presentations that increase consumer interest. Content marketing through TikTok and Instagram effectively builds consumer trust and enhances brand image, while personal selling strengthens consumer relationships through direct interaction. These findings confirm the relevance of the Theory of Planned Behavior (TPB), as attitudes, perceived

control, and subjective norms influence consumers' purchasing intentions in both online and offline marketing contexts.

E. SUGGESTIONS

Future research should expand by adding other variables such as price, location, service quality, or customer loyalty to provide a more comprehensive view. A mixed-methods approach may also help capture deeper consumer insights. For practical implications, Gerai Kopi Pendekar should continue innovating in product variety, optimize creative and consistent digital content, and maintain strong personal interactions with consumers. Additionally, government support in digital marketing training and business development is expected to help strengthen the competitiveness of local UMKM such as Kopi Pendekar.

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