

THE INFLUENCE OF PRODUCT QUALITY, PRODUCT VARIETY, BRAND POPULARITY, AND PRICE ON PURCHASE INTENTION OF BLUDER COKRO IN MADIUN CITY

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Abstract

This research investigates whether product quality, product variety, brand popularity, and price influence consumers' purchase intention toward Bluder Cokro in Madiun City, both individually and simultaneously. The study is grounded in the Theory of Planned Behavior (TPB) and adopts a quantitative survey approach. The population comprised Bluder Cokro consumers in Madiun City, with an unknown population size. Using the Lemeshow formula and purposive sampling, 385 respondents were selected. Data were gathered through an online questionnaire distributed via Google Forms and subsequently processed using IBM SPSS Statistics. The findings demonstrate that product quality, product variety, brand popularity, and price each exert a positive and significant effect on purchase intention. Collectively, the four predictors also have a significant effect, as indicated by an F-value of 69.973 and a significance level of 0.000. The Adjusted R Square of 0.418 means that the model accounts for 41.8% of the variation in purchase intention. Among the predictors, brand popularity records the highest regression coefficient at 0.240.

Keywords: Product Quality, Product Variety, Brand Popularity, Price, Purchase Intention.

A. INTRODUCTION

The food and beverage business, especially the bakery and regional souvenir segment, is developing within a market characterized by increasingly strong competition. Shifts in consumer lifestyles together with the growing number of product choices make it important for businesses to identify the factors that encourage consumers to purchase. Product quality, product variety, brand popularity, and price are relevant marketing considerations because consumers assess not only the characteristics of a product, but also the choices offered, the reputation attached to a brand, and the benefits received in relation to the amount paid.

Bluder Cokro is a well-known bakery product originating from Madiun, East Java, and has been established since 1989. The product has become one of the souvenirs associated with Madiun. Its long operating history, range of variants, and established brand reputation represent important competitive strengths. Nevertheless, Bluder Cokro still competes with other bakery products, including Bluder Moju and Bluder Kresna. The research background identifies several issues that need attention, namely maintaining consistency in taste, texture, freshness, and packaging; making differences between product variants easier for consumers to understand; sustaining brand strength in the presence of newer competitors; and maintaining prices that correspond with the quality and benefits perceived by consumers.

The research gap can be seen from the differences in findings reported by earlier studies. Research concerning product quality does not always produce the same conclusion regarding its relationship with purchase intention. Comparable differences are also found in studies involving product variety, brand awareness, and price. Furthermore, many previous studies have investigated these factors separately or within different settings, such as online marketplaces, fashion products, coffee businesses, and general MSMEs. Studies that combine product quality, product variety, brand popularity, and price in the setting of a local bakery and regional souvenir such as Bluder Cokro in Madiun City are still relatively limited.

Based on these conditions, this study analyzes the four independent variables both separately and simultaneously to obtain empirical evidence within the local bakery sector. The contribution of the study is primarily reflected in its research object and in the combination of four marketing-related variables within one analytical model. The results are expected to enrich the discussion of consumer behavior while also serving as consideration for Bluder Cokro in formulating and improving its marketing strategy.

1. Grand Theory (Theory of Planned Behavior)

Ajzen's (1991) Theory of Planned Behavior (TPB) states that behavioral intention is influenced by three main components: attitude toward the behavior, subjective norm, and perceived behavioral

control. In the context of consumer behavior, favorable evaluations of a product may produce a positive attitude, social expectations and influence may shape subjective norms, while perceptions of affordability and purchasing capability may contribute to perceived behavioral control. Within this research model, product quality and product variety are mainly connected with attitude toward behavior; brand popularity is associated with subjective norm through recognition, trust, and social influence; and price is related to perceived behavioral control because consumers take into account their purchasing capacity and the benefits obtained. Purchase intention functions as the behavioral intention examined in this study.

2. Purchase Intention

Purchase intention represents the consumer's inclination or willingness to make a purchase after obtaining information, experiencing a product, or being exposed to marketing stimuli. Kotler and Keller (2016) explain that purchase intention emerges as a tendency to buy in response to marketing stimuli. In this research, the construct is reflected through consumers' interest in Bluder Cokro, their willingness to try it, their intention to buy it, and their desire to own the product.

3. Product Quality

Product quality describes the extent to which a product is capable of fulfilling consumer needs and expectations. For Bluder Cokro, this construct is reflected in characteristics such as taste, texture, appearance, freshness, and packaging. When consumers perceive a product as having good quality, a more favorable evaluation can develop and subsequently encourage purchase intention. This relationship is in line with TPB, particularly the attitude toward behavior component, because positive product evaluations can strengthen consumers' favorable attitudes toward purchasing the product.

4. Product Variety

Product variety refers to the range of alternatives made available to consumers, including differences in taste, product type, size, availability, and attractiveness. Bluder Cokro provides consumers with several product and flavor alternatives, allowing them to choose according to their individual preferences. A variety of choices that remains relevant to consumer needs can generate favorable perceptions and consequently strengthen the attitude that supports purchase intention.

5. Brand Popularity

Brand popularity, or brand awareness, refers to consumers' capacity to recognize and recall a particular brand within a product category. Bluder Cokro's long-standing presence and its identity as a Madiun souvenir contribute to the level of recognition it receives from consumers. From the perspective of TPB, brand popularity can be connected with subjective norm because recognition by the wider community, trust, and recommendations from other people may influence an individual's intention to choose a brand.

6. Price

Price represents the amount of value consumers give up in order to obtain a product and its benefits. Consumer assessment of price is not limited to whether a product is considered inexpensive or expensive; it also involves affordability, competitiveness, and the perceived match between the price and the quality or benefits received. Within TPB, price may influence perceived behavioral control because consumers consider their financial capacity as well as how easy it is for them to complete a purchase.

7. Conceptual Framework

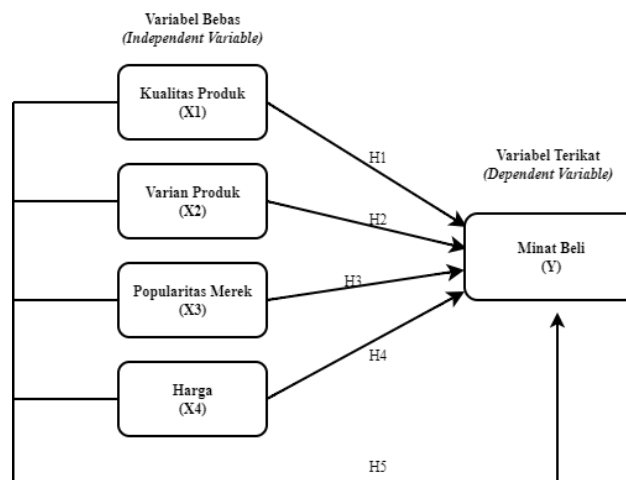


Figure 1. Conceptual Framework

Source: Modified from Ajzen (1991), Kotler & Keller (2016), and previous studies cited in the thesis.

8. Hypothesis

Referring to the theoretical foundation and findings from previous research, the study proposes the following hypotheses:

- a. H1: Product quality is expected to positively influence purchase intention toward Bluder Cokro in Madiun City.
- b. H2: Product variety is expected to positively influence purchase intention toward Bluder Cokro in Madiun City.
- c. H3: Brand popularity is expected to positively influence purchase intention toward Bluder Cokro in Madiun City.
- d. H4: Price is expected to positively influence purchase intention toward Bluder Cokro in Madiun City.
- e. H5: Product quality, product variety, brand popularity, and price are expected to jointly influence purchase intention toward Bluder Cokro in Madiun City.

B. METHOD

This research uses a quantitative design with a survey approach and focuses on Bluder Cokro in Madiun City. The population comprises consumers who have purchased Bluder Cokro, while the exact number of consumers cannot be determined. The sample was established using the Lemeshow formula with a 95% confidence level and a 5% margin of error, producing 385 respondents. Respondents were selected purposively based on the criteria that they were at least 17 years old, were familiar with Bluder Cokro, and had purchased the product at least once. The questionnaire was distributed online through Google Forms during the research period specified in the thesis.

The study places Product Quality (X1), Product Variety (X2), Brand Popularity (X3), and Price (X4) as independent variables, while Purchase Intention (Y) serves as the dependent variable. Responses were measured using a five-category Likert scale, consisting of strongly agree = 5, agree = 4, neutral = 3, disagree = 2, and strongly disagree = 1. The collected data were analyzed with IBM SPSS Statistics through descriptive analysis, instrument validity and reliability testing, classical

assumption testing, multiple linear regression, partial significance testing, simultaneous significance testing, and coefficient of determination.

C. RESULT AND DISCUSSIONS

1. Validity Test

The validity of the research instrument was examined using the Pearson Product Moment correlation based on data from 385 respondents. The r-table value applied in the thesis was 0.100. Since the calculated correlation coefficients for all questionnaire items exceeded this reference value, the items were considered valid and suitable for further analysis.

Variable	Items	r-count Range	r-table	Conclusion
Product Quality (X1)	5	0.380–0.448	0.100	Valid
Product Variety (X2)	5	0.288–0.507	0.100	Valid
Brand Popularity (X3)	3	0.484–0.568	0.100	Valid
Price (X4)	5	0.335–0.492	0.100	Valid
Purchase Intention (Y)	4	0.370–0.469	0.100	Valid

Table 1. Validity Test

The findings confirm that the questionnaire items adequately captured the constructs of Product Quality, Product Variety, Brand Popularity, Price, and Purchase Intention. Consequently, all items met the validity requirement and could be retained for subsequent statistical analysis.

2. Reliability Test

Variable	Items	Cronbach's Alpha	Conclusion
Product Quality (X1)	5	0.852	Reliable
Product Variety (X2)	5	0.852	Reliable
Brand Popularity (X3)	3	0.852	Reliable
Price (X4)	5	0.852	Reliable
Purchase Intention (Y)	4	0.852	Reliable

Table 2. Reliability Test

Cronbach's Alpha for every research variable reached 0.852, which is higher than the 0.70 reliability criterion applied in the study. Therefore, the questionnaire demonstrates satisfactory internal consistency and the measurement instrument can be regarded as reliable.

3. Normality Test

Statistic	Value
N	385
Mean	0.0000000
Std. Deviation	1.65545306
Absolute Difference	0.063
Positive	0.036
Negative	-0.063
Test Statistic	0.063
Asymp. Sig. (2-tailed)	0.001

Table 3. Normality Test

The One-Sample Kolmogorov–Smirnov analysis generated an Asymp. Sig. (2-tailed) value of 0.001. Because this probability value is lower than 0.05, the residuals cannot be regarded as normally distributed under the criterion applied in the thesis. Thus, the normality assumption was not satisfied.

4. Multicollinearity Test

Variable	Tolerance	VIF
Product Quality (X1)	0.543	1.841
Product Variety (X2)	0.514	1.945
Brand Popularity (X3)	0.672	1.489
Price (X4)	0.519	1.926

Table 4. Multicollinearity Test

The tolerance coefficients for all independent variables were greater than 0.10, while every VIF value remained below 10. These results indicate that the independent variables did not experience a multicollinearity problem in the regression model.

5. Heteroscedasticity Test

Variable	Sig.	Conclusion
Product Quality (X1)	0.011	Indicated heteroscedasticity
Product Variety (X2)	0.035	Indicated heteroscedasticity
Brand Popularity (X3)	0.995	No indication
Price (X4)	0.985	No indication

Table 5. Heteroscedasticity Test

The Glejser test produced significance values of 0.011 for Product Quality and 0.035 for Product Variety, both of which are below 0.05. Meanwhile, Brand Popularity and Price produced significance values of 0.995 and 0.985. Because at least one predictor has a significance value below 0.05, the results indicate that heteroscedasticity remains present in the regression model.

6. Multiple Linear Regression Test

Model	B	Std. Error	Beta	t	Sig.
Constant	2.594	0.694	—	3.737	0.000

Product Quality (X1)	0.138	0.044	0.164	3.102	0.002
Product Variety (X2)	0.232	0.048	0.261	4.810	0.000
Brand Popularity (X3)	0.240	0.053	0.214	4.510	0.000
Price (X4)	0.137	0.046	0.162	2.991	0.003

Table 6. Multiple Linear Regression Test

Using the unstandardized regression coefficients, the resulting model can be expressed as $Y = 2.594 + 0.138X_1 + 0.232X_2 + 0.240X_3 + 0.137X_4$. The positive direction of every coefficient indicates that an increase in perceived product quality, product variety, brand popularity, or price suitability is associated with an increase in purchase intention, provided that the other predictors are held constant.

7. Partial Significance Test (T-Test)

Variable	t-count	Sig.	Effect	Decision
Product Quality (X1)	3.102	0.002	Positive and significant	H1 supported
Product Variety (X2)	4.810	0.000	Positive and significant	H2 supported
Brand Popularity (X3)	4.510	0.000	Positive and significant	H3 supported
Price (X4)	2.991	0.003	Positive and significant	H4 supported

Table 7. Partial Significance Test (T-Test)

All four independent variables record significance values below the 0.05 threshold. Consequently, Product Quality, Product Variety, Brand Popularity, and Price each demonstrate a positive and significant partial relationship with Purchase Intention, so the respective hypotheses H1, H2, H3, and H4 are supported.

8. Simultaneous Significance Test (F-Test)

Source	Sum of Squares	df	Mean Square	F	Sig.
Regression	775.129	4	193.782	69.973	0.000
Residual	1052.362	380	2.769	—	—
Total	1827.491	384	—	—	—

Table 8. Simultaneous Significance Test

The simultaneous test yields an F-statistic of 69.973 with a significance value of 0.000. Since the significance value is lower than 0.05, the four independent variables collectively have a significant effect on Purchase Intention. Therefore, the fifth hypothesis (H5) is supported.

9. Coefficient of Determination (R²)

Statistic	Value
R	0.651
R Square	0.424
Adjusted R Square	0.418
Std. Error of Estimate	1.66414

Table 9. Coefficient of Determination

The model produces an R Square of 0.424 and an Adjusted R Square of 0.418. This means that Product Quality, Product Variety, Brand Popularity, and Price together account for 41.8% of the

variation in Purchase Intention, whereas the remaining 58.2% is attributable to other factors that are not included in the research model.

10. Discussion

Product Quality shows a positive and significant influence on Purchase Intention, as reflected by $B = 0.138$, $t = 3.102$, and $\text{Sig.} = 0.002$. The result suggests that consumers who perceive better taste, texture, appearance, freshness, and packaging tend to demonstrate stronger purchase intention. From the TPB perspective, this finding relates to attitude toward behavior because a favorable assessment of product quality can generate a more positive attitude toward purchasing. The result is also in line with Putra et al. (2022), Widad et al. (2024), and Sudrajat et al. (2024), who emphasize the role of product quality in shaping purchase intention.

Product Variety has a positive and statistically significant effect on Purchase Intention, with $B = 0.232$, $t = 4.810$, and $\text{Sig.} = 0.000$. The availability of different flavors, product types, and sizes gives consumers greater opportunity to select an option that fits their preferences. This condition can strengthen a favorable attitude toward the product, consistent with the attitude component of TPB. The finding agrees with Novianti and Saputra (2023), Peong et al. (2023), Parela and Us (2020), and Di et al. (2025). Nevertheless, the thesis also points out that a large number of alternatives may make selection more difficult when the distinctions between variants are not communicated clearly.

Brand Popularity is found to have a positive and significant effect on Purchase Intention, with $B = 0.240$, $t = 4.510$, and $\text{Sig.} = 0.000$. It also records the largest regression coefficient among the four explanatory variables. The result indicates that consumers' ability to recognize and recall Bluder Cokro can reinforce trust and willingness to purchase. In relation to TPB, this finding can be understood through subjective norm, where social recognition and confidence in a familiar brand may contribute to purchase intention. The finding is supported by Komaludin and Cokki (2023), Kanıtlar (2024), Mahali (2023), and other studies cited in the thesis.

Price has a positive and significant relationship with Purchase Intention, as shown by $B = 0.137$, $t = 2.991$, and $\text{Sig.} = 0.003$. Although its regression coefficient is the lowest among the four predictors,

the result demonstrates that consumers still consider affordability, competitiveness, and the correspondence between price and the quality or benefits they receive. This finding is compatible with the perceived behavioral control component of TPB. The result also corresponds with Armaijn et al. (2024), Mahali (2023), Lipandi et al. (2024), and Ajeng Farah Setyowati et al. (2025).

When considered together, Product Quality, Product Variety, Brand Popularity, and Price significantly influence Purchase Intention, with $F = 69.973$ and $\text{Sig.} = 0.000$. The Adjusted R Square of 41.8% demonstrates that the combined model explains a meaningful proportion of consumer purchase intention, although 58.2% remains associated with variables outside the model. The thesis identifies several possible external factors, including promotion, service quality, company image, consumer satisfaction, business location, social media influence, and recommendations from the surrounding social environment. The simultaneous finding supports the TPB view that behavioral intention may emerge from the combined influence of several beliefs and perceptions.

D. CONCLUSIONS

The analysis concludes that Product Quality, Product Variety, Brand Popularity, and Price each have a positive and significant effect on consumers' Purchase Intention toward Bluder Cokro in Madiun City. The four predictors also show a significant joint effect. Brand Popularity is the strongest predictor based on its highest regression coefficient of 0.240. Furthermore, the Adjusted R Square of 0.418 indicates that the four variables explain 41.8% of the variation in Purchase Intention.

These findings indicate that consumers' intention to purchase a local bakery product is formed through the combined evaluation of several attributes. Consumers take into account the quality they perceive, the range of alternatives available, the strength and recognition of the brand, and the value associated with the price. The results consequently reinforce the relevance of TPB in explaining purchase intention through attitude toward behavior, subjective norm, and perceived behavioral control.

E. SUGGESTIONS

Bluder Cokro should consistently preserve and improve product quality, especially in terms of taste, texture, freshness, and packaging. Product development can continue by introducing innovations while giving each variant clear characteristics that make the selection process easier for consumers. Since Brand Popularity is the most influential predictor, the company can intensify brand-building activities through social media and digital marketing, collaborations with influencers or local food bloggers, participation in culinary events, and the use of customer testimonials. Pricing should also remain competitive and aligned with the quality and benefits perceived by consumers. Promotional schemes such as product bundles, seasonal offers, loyalty programs, or quantity-based incentives may further strengthen consumers' perception of value.

Future researchers may consider adding other variables that could contribute to purchase intention, including promotion, service quality, company image, consumer satisfaction, customer loyalty, business location, and social media influence. Further studies may also expand the research area, employ different sampling characteristics, or use qualitative and mixed-method approaches to obtain a more comprehensive understanding of the factors underlying consumer purchase intention.

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