

ABSTRAK

Amelia Putri Afianti. 2025. Pengaruh Varian Produk, Konten Marketing, *Personal Selling* Terhadap Minat Beli Konsumen Gerai Kopi Keliling (Studi Kasus Gerai Kopi Pendekar di Kota Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M. Pembimbing (II) Metikasmike, S.E., M.M

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

Amelia Putri Afianti. 2025 The Effect of Product Variation, Marketing Content, and Personal Selling towards Consumer Purchase Intention at Mobile Coffee Shops (Case Study of Pendekar Coffee Shops in Madiun City). Skripsi. Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, UNIVERSITAS PGRI MADIUN. Pembimbing (I) Dr. Hari Purwanto, S.E., M.M. Pembimbing (II) Metikasmike, S.E., M.M

This study aims to determine the effect of Product Variation, Marketing Content, and Personal Selling towards Consumer Purchase Intention at Pendekar Coffee Shops in Madiun City. This study used a quantitative approach with a survey method through the distribution of questionnaires to 384 respondents. The data analysis technique used was multiple linear regression to determine the partial and simultaneous influence of each variable towards Purchase Intention. The results show that Product Variation, Marketing Content, and Personal Selling has a positive and significant effect towards Purchase Intention. Among the three, Product Variation was the most dominant variable. These findings support the Theory of Planned Behavior (TPB), which states that a person's intention to perform an action, such as purchasing, is influenced by factors such as attitudes, subjective norms, and perceived behavioral control. This research also provides practical contributions for MSMEs, particularly mobile coffee shops, to optimize digital marketing strategies and personal approaches to increase consumer purchase intention.

Keywords: Product Variants, Marketing Content, Personal Selling, Purchase Interest.