

The Effect of Content Marketing and Personal Selling on Purchase Intention at Roti Romi Medan

Pengaruh Content Marketing dan Personal Selling terhadap Minat Beli di Roti Romi Medan

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ABSTRACT

The development of digital technology, which is currently increasing rapidly, provides many conveniences that provide new opportunities in various aspects, especially in world marketing. One of the uses of technology that can be used by businesses to market their products is the use of social media. This study aims to determine the effect of using social media using content marketing and personal selling on purchase intentions at Roti Romi Medan. The type of research used is descriptive quantitative research and the nature of this research is explanatory research. The sampling technique in this study is a non-probability sampling technique. Sampling was done by accidental sampling, namely as many as 99 respondents. Data were analyzed with SPSS. The results of the study prove that content marketing and personal selling both partially and simultaneously have a positive and significant effect on purchase intention.

Keywords : Content Marketing, Personal Marketing, Purchase Intention

ABSTRAK

Perkembangan teknologi digital yang saat ini semakin pesat memberikan banyak kemudahan yang memberikan peluang baru dalam berbagai aspek terutama dalam dunia pemasaran. Salah satu pemanfaatan teknologi yang dapat digunakan oleh pelaku usaha untuk memasarkan produknya adalah pemanfaatan media sosial. Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan media sosial dengan content marketing dan personal selling terhadap niat beli di Roti Romi Medan. Jenis penelitian yang digunakan adalah deskriptif kuantitatif dan sifat penelitian ini adalah explanatory research. Teknik pengambilan sampel dalam penelitian ini adalah teknik non-probability sampling. Pengambilan sampel dilakukan dengan cara accidental sampling yaitu sebanyak 99 responden. Data dianalisis dengan SPSS. Hasil penelitian membuktikan bahwa content marketing dan personal selling baik secara parsial maupun simultan berpengaruh positif dan signifikan terhadap minat beli.

Kata Kunci : Content Marketing, Personal Marketing, Niat Beli

1. Introduction

The rapid development of digital technology today provides many conveniences that provide new opportunities in various aspects, especially in the world of marketing. Business people are required to be able to adapt in order to win market competition, therefore companies must be able to create and manage good marketing strategies (Prasetya & Susilo, 2022). With the current conditions of technological development, business actors must be able to take advantage of all opportunities to obtain the products and brands they sell (Mahendra & Nugroho, 2021). By utilizing digital technology, a business can market its products in order to increase buying interest.

Purchase intention is a consumer stage in evaluating the information received (Sanita et al., 2019). One of the uses of technology that can be used by businesses to market their products

is the use of social media. In Indonesia, the number of active social media users is increasing every year (DataIndonesia.id)



Figure 1. Graph of Active Social Media Users

Source: DataIndonesia.id

The data shows that the increase in social media users in Indonesia can be used as an opportunity to develop a business. Based on a Hootsuite survey, as many as 86.5% of internet users use the Instagram platform. Instagram is the second most popular after WhatsApp, which is 92.1% (wearesocial.com). The large number of Instagram users, makes Instagram one of the platforms that many business people use in developing their business

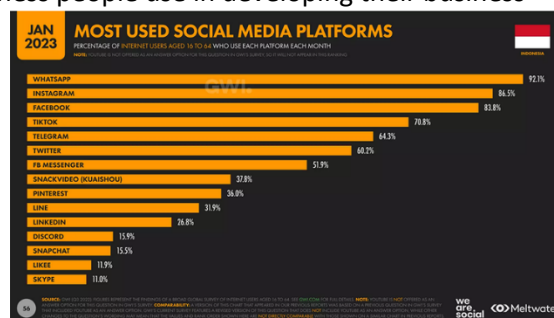


Figure 2. Social Media Platform Graphics

Source: Wearesocial.com

The problem that arises is regarding content marketing that is used by business actors in order to increase purchase intention. Photos, pictures, videos and so on must be made creatively so that they can become content marketing that is able to attract consumer interest. Content marketing has an influence on purchase intention because currently creating content and endorsements can increase the opportunity for products to be seen more frequently and attract high interest (Ustadriatul Mukarromah et al., 2022).

Apart from content marketing, to be able to increase purchase intention, business people can do personal selling. Personal selling is a conversational conversation of one or more prospective buyers involving one or two-way communication between buyers and sellers, namely face to face (Siagian et al., 2022). Social media is currently widely used by various companies as a medium for personal selling. Business actors can carry out one- or two-way communication more easily with social media.

Indah Dream Bread or what is commonly called Romi Bread is a business that started its business through content marketing. Romi bread is known by many consumers through content

with a famous actor, namely Baim Wong. The content is shared on Roti Romi's Instagram account (@rotiromi.id) and sponsored Instagram which makes more people see the content.

Intense competition in the bakery business Creating content marketing by cooperating with artists does require a very large cost. But Roti Romi believes that interesting content marketing can increase consumer buying interest. however, based on the results of the pre-survey, the following data was obtained:

Table 1. Table of Pre-Survey Results

Pernyataan	Answer	
	Yes	No
I know Roti Romi because I saw Content on Instagram	3	2
I know the location of the store, the menu variants in Roti Romi from the content on Instagram	4	1
<i>Content on Instagram Roti Romi cheers me up</i>	1	4
<i>The content on Roti Romi's Instagram is in accordance with the facts</i>	2	3
Romi Roti Admin on Whatsapp gave a fast response	2	3
The Romi Roti admin on Whatsapp provides complete information about the product	1	4

From the results of the survey in Table 1 it can be seen that there are still consumers from Roti Romi who get information from content on Instagram Roti Romi. In addition, there has not been good communication between the seller and the buyer. Roti Romi provides whatsapp contacts on Instagram to establish communication with customers to place orders, feedback and complaints with the aim of increasing personal selling. However, Roti Romi gave a slow response so that some consumers still did not feel good communication between buyers. This phenomenon shows that the utilization of content marketing and personal selling on Roti Romi has not been maximized.

This phenomenon is in line with the research of (Yusuf et al., 2020) which states that content marketing is the creation of content with the aim of influencing consumers to make purchases or uploaded content will influence consumer buying interest. Likewise with (Abdurrahim & Sangen's research, 2018) the use of content marketing and personal selling is carried out to increase purchase intentions.

Based on this phenomenon, the authors are interested in conducting research with the title "The Influence of Content Marketing and Personal Selling on Purchase Intention on Romi Roti Medan".

Content Marketing

Content marketing is a way of publishing content that utilizes the internet, educates, and connects readers where content marketing also makes a business more visible and selling (McPheat, 2011). Each content must have a message to convey that can provide knowledge (educates), inform (inform), entertain (entertain) and create trust (Creates Trustworthiness).

Personal Selling

Personal selling is direct contact between the seller and the buyer thereby creating two-way communication between the seller and the buyer with the aim that the goods or services offered can be sold (Isnaini & Nadia, 2022). Kotler & Keller (2012) describes indicators of personal selling as follows: Approach, Presentation, Handling Objection, Closing the Sales, and Follow Up.

Purchase Intentions

Purchase intention (Purchase Intention) is a consumer's desire to own a product, where purchase intention will arise if consumers have been influenced by product quality and information quality (Mahendra & Nugroho, 2021). (Irfaannumilah, 2017) explains that the process of consumer purchase intention is influenced by three factors, namely marketing activities carried out by companies and other organizations, individual differences factors and environmental factors. Indicators of Purchase Intention (intention to buy) are the emergence of a desire to buy a product, there is a plan to buy the product, there is an effort that arises to find information about the product before buying and there is an effort to persuade others to buy the product (YAZGAN PEKTAS & HASSAN, 2020)

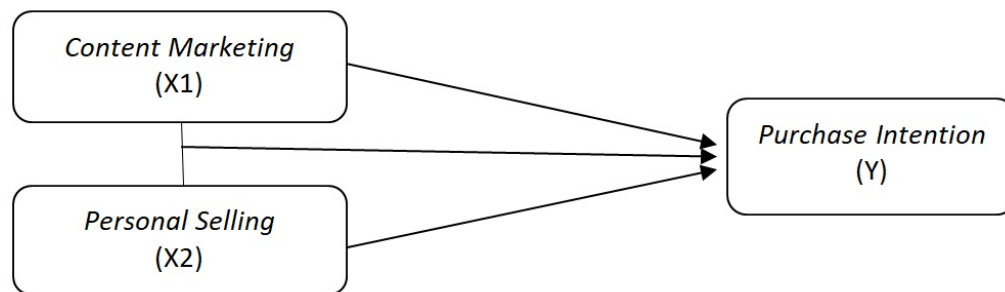


Figure 3. Conceptual Framework

Hypothesis

H1 : Content marketing has a positive and significant effect on purchase intention

H2 : Personal selling has a positive and significant effect on purchase intention

H3 : Content marketing and personal selling have a positive and significant effect on purchase intention

2. Methods

This type of research is descriptive quantitative research and the nature of this research is explanatory research. The sampling technique in this study is a non-probability sampling technique. Sampling was carried out by accidental sampling, namely anyone who happened to be met with the criteria of having bought bread at least once and seen bread on social media. The sample of this study consisted of 99 respondents with the criteria of having seen Romi Roti's Instagram and having bought Romi Roti at least once. The data in this study were analyzed using SPSS v.25

The instrument test used in this study is the validity test and the reliability test. The instrument test was carried out on 30 respondents outside the research sample but having the same criteria. The results of the instrument test, all questionnaire statement items, namely 13 items, were declared valid and reliable, which means that the statement items can be used for research.

Data collection methods used in this study are observation, interviews and questionnaires. The data analysis technique used is multiple linear regression analysis. The classic assumption test used is the Normality Test, Multicollinearity Test and Heteroscedasticity Test. The research hypothesis was tested with the Coefficient of Determination Test, T Test and F Test.

3. Results and Discussion

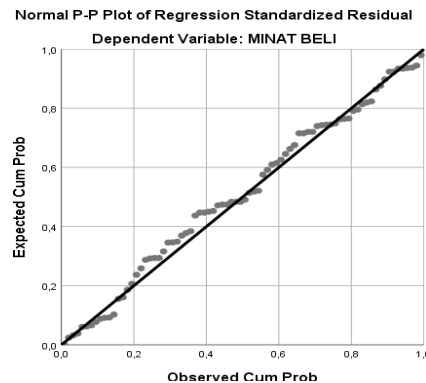


Figure 4. P-Plot Normality Test Results

Based on Figure 2 it can be seen that the data is evenly distributed along the diagonal line. This proves that the data used in this study meet the assumption of normality.

This study uses the classic assumption test, namely the normality test, multicollinearity test and heteroscedasticity test. Test the normality of the data used in this study by testing the normality plot with a P-plot graph.

Table 2. Multicollinearity Test Results

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardize d Coefficients				
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4,664	1,043		4,472	,000		
	CONTENT MARKETING	,432	,090	,431	4,792	,000	,560	1,785
	PERSONAL SELLING	,290	,057	,454	5,057	,000	,560	1,785

a. Dependent Variable: MINAT BELI

Based on the results of the multicollinearity test above, it shows that the tolerance value of each independent variable is greater than 0.10. The tolerance value of content marketing is 0.560, personal selling is 0.560.

Then, when viewed from the VIF value of each independent variable, it shows a number smaller than 10. VIF from content marketing is 1.785, personal selling is 1.785. Thus it can be concluded that there is no multicollinearity problem between the independent variables in the regression model.

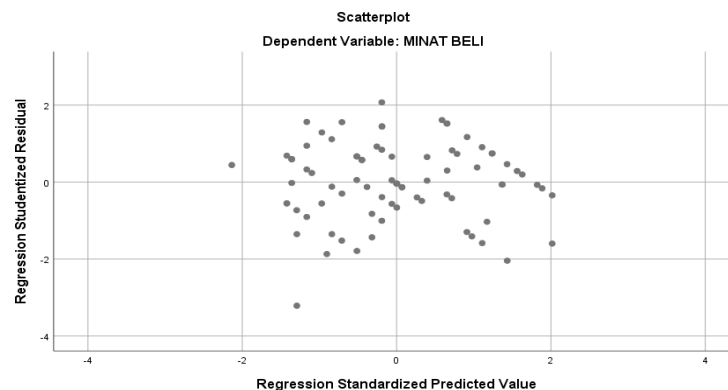


Figure 3. Heteroscedasticity Test Results

Based on Figure 3, it can be seen that the points spread randomly above and below the number 0 on the Y axis. Thus it can be concluded that the multiple regression equation in the hypothesis is free from the assumption of heteroscedasticity.

To find out and analyze the effect of content marketing and personal selling on purchase intention in Bread Romi on the hypothesis, researchers used Multiple Regression Analysis and to obtain the results of the data, researchers used the SPSS v.25 program.

Table 3. Multiple Linear Regression Analysis Test Results

		Coefficients ^a			t	Sig.
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta		
1	(Constant)	4,664	1,043		4,472	,000
	CONTENT MARKETING	,432	,090	,431	4,792	,000
	PERSONAL SELLING	,290	,057	,454	5,057	,000

a. Dependent Variable: MINAT BELI

Based on Table 3, it can be seen that the second column (Unstandardized Coefficients) part B obtained a value of b1 for the content marketing variable (X1) of 0.432, and a value of b2 for the personal selling variable (X2) of 0.290. The equations of multiple linear regression analysis in this study are:

$$Y = 4,664 + 0,432X_1 + 0,290X_2 + e$$

From the multiple linear regression equation above, it can be explained as follows:

1. Interpretation of the multiple regression equation namely;
 - a. If everything in the independent variables, namely content marketing (X1) and personal selling (X2) is considered zero, then purchase intention (Y) is 4.664.
 - b. If there is an addition or increase in the level of content marketing (X1) by 1 unit, the purchase intention will increase by 0.432.
 - c. If there is an addition or increase in personal selling (X2) by 1 unit, the purchase intention will increase by 0.290.
2. Content marketing (X1) has a positive effect on purchase intention (Y) as indicated by a regression coefficient of 0.432 with a positive sign (+) indicating a unidirectional relationship. And content marketing (X1) has a significant effect on personal selling (Y) which is indicated by a significance level of 0.000 which is less than alpha 0.1 ($p < 0.1$). This means that if personal selling (X1) is increased, it will affect the increase in personal selling (Y).
3. Personal selling (X2) has a positive effect on purchase intention (Y) as indicated by the regression coefficient of 0.290 with a positive sign (+) indicating a unidirectional relationship. And personal selling (X2) has a significant effect on purchase intention (Y) which is indicated by a significance level of 0.000, less than alpha 0.1 ($p < 0.1$). This means that if personal selling (X2) is increased, it will affect the increase in purchase intention (Y).

Table 4. Test Results for the Coefficient of Determination

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,807 ^a	,652	,643	1,649

a. Predictors: (Constant), PERSONAL SALES, CONTENT MARKETING

b. Dependent Variable: INTENTION TO BUY

Based on the test results of the coefficient of determination in the table above, an Adjusted R-Square value of 0.643 is obtained. These results indicate that content marketing and

personal selling are able to contribute or influence buying interest by 64.3%. While the remaining 35.7% is explained and influenced by other factors and variables outside of this study.

Table 5. Simultaneous Test Results F

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	391,389	2	195,695	71,995	,000 ^b
	Residual	209,298	77	2,718		
	Total	600,688	79			
a. Dependent Variable: MINAT BELI						
b. Predictors: (Constant), PERSONAL SELLING, CONTENT MARKETING						

Based on the results of the F test in table 5, it is known that the f-count value is 71.995. While the f-table value is 3.12. Thus, the value of f-count > f-table (71.995 > 3.12). In addition, when viewed from the value of Sig. shows a number that is smaller than the significance value (0.000 < 0.1). Based on these results, H3 is accepted. So it can be concluded that simultaneously content marketing and personal selling have a significant effect on purchase intention.

Table 6. Partial T Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4,664	1,043		4,472	,000
	CONTENT MARKETING	,432	,090	,431	4,792	,000
	PERSONAL SELLING	,290	,057	,454	5,057	,000
a. Dependent Variable: MINAT BELI						

Based on the partial test results above, the following conclusions are obtained:

a) Content Marketing (X1)

It is known that the t-count value of content marketing is 4.792, while the t-table value is 1.991. Thus, the t-count > t-table (4.792 > 1.991). In addition, when viewed from the value of Sig. shows a number that is smaller than the significance value (0.000 < 0.1). Based on these results, then H1 is accepted. So it can be concluded that partially content marketing has a positive and significant effect on purchase intention.

b) Personal Selling (X2)

It is known that the personal selling t-count value is 5.057, while the t-table value is 1.991. Thus, the value of t-count > t-table (5.057 > 1.991). In addition, when viewed from the value of Sig. shows a number that is smaller than the significance value (0.000 < 0.1). Based on these results, then H2 is accepted. So it can be concluded that partially personal selling has a positive and significant effect on purchase intention

Effect of Content Marketing on Purchase Intention

Based on the results of the Multiple Linear Regression Analysis test and the results of the T test prove that content marketing has a positive and significant effect on purchase intention. This result is in line with the research of (Iriani et al., 2022) and (Ustadriatul Mukarromah et al., 2022). The existence of content marketing encourages purchase intention where content marketing provides knowledge to potential consumers about education, information, and with entertaining content on Instagram builds trust in Roti Romi Medan.

The Effect of Personal Selling on Purchase Intention

Based on the results of the Multiple Linear Regression Analysis test and the results of the T test prove that personal marketing has a positive and significant effect on purchase intention. These results are in line with the research of (Aprianto & Candraningrum, 2020) and Wahyudi et al., (2016). Personal selling provides an approach between salespeople and consumers so that good communication is established to create buying interest, where salespeople can provide presentations and solutions to consumer complaints about Roti Romi Medan products. So that buying interest is created and maintained.

Effect of Content Marketing and Personal Selling on Purchase Intention

Based on the results of the F test, it proves that content marketing and personal selling simultaneously have a significant positive effect on purchase intention at Roti Romi Medan. Likewise with the results of the coefficient of determination test which is equal to 64.3%. These results indicate that content marketing and personal selling are able to contribute or influence purchase intention by 64.3%. While the remaining 35.7% is explained and influenced by other factors and variables outside of this study.

Purchase intention is something that arises after receiving stimulation from the product it sees. Where content marketing provides external influences consisting of Instagram content that entertains, educates, and builds trust in purchase intention. Purchase intention is also connected with the existence of personal selling that exists between sellers and consumers where the actions of personal selling activities provide efforts to ensure consumer satisfaction

4. Conclusions

The conclusions from the results of the study "The effect of content marketing and personal branding on purchase intention of Roti Romi Medan" are as follows:

1. Based on the results of multiple linear regression analysis and the T test proves that content marketing has a positive and partially significant effect on purchase intention.
2. Based on the results of multiple linear regression analysis and the T test proves that personal selling has a positive and partially significant effect on purchase intention.
3. Based on the results of the F test, it proves that content marketing and personal selling simultaneously have a significant positive effect on purchase intention at Roti Romi Medan. Likewise with the results of the coefficient of determination test which is equal to 64.3%. These results indicate that content marketing and personal selling are able to contribute or influence purchase intention by 64.3%. While the remaining 35.7% is explained and influenced by other factors and variables outside of this study.

After analyzing and producing some conclusions on the research that has been done, the things that the author can suggest are as follows:

1. For Romi Roti to increase the use of content marketing that educates, provides information, provides interesting content and entertains consumers, and also sellers can provide information about products, establish good communication by providing information about the products Romi Roti sells. Not only that, sellers must be able to provide solutions to consumer complaints in order to increase consumer buying interest.
2. This research can later be used as a reference for further research related to concepts or theories that support marketing management knowledge, namely regarding content marketing, personal selling and purchase intention. In addition, other researchers should

examine other variables by combining this research with other studies that have been conducted, so that the relationship between various variables that can measure purchase intention is known.

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