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SELLING PRICE AND INSTAGRAM PROMOTION EFFECTS ON PURCHASE DECISIONS AT DR CHICKEN

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ABSTRACT

This study aims to analyze the effect of selling price and Instagram promotion on consumers' purchase decisions at the Situ Udik branch of Dr Chicken, a local fastfood restaurant whose sales in the previous year did not reach the target. A quantitative approach was used, and the data were collected through an online questionnaire distributed to 70 customers who had purchased the products. After the instrument passed validity and reliability tests, the data were analyzed using descriptive statistics, multiple linear regression, the coefficient of determination, and t-tests and F-tests with SPSS. The results show that customers rate the selling price, the Instagram promotion, and their own purchase decisions as good. Selling price and Instagram promotion each have a positive and significant partial effect on purchase decisions, and Instagram promotion is the more dominant variable. Together, they also have a positive and significant simultaneous effect and explain a large share of the variation in purchase decisions. Dr Chicken is therefore advised to keep its prices aligned with perceived quality and benefits and to make its Instagram content more attractive, informative, and shareable.

Keywords: Selling price; Instagram promotion; purchase decision; culinary business.

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Introduction

Globalization has accelerated the growth of the business world, and the rising number of enterprises in many sectors has intensified competition among firms. This condition requires every business actor to design and apply appropriate strategies to sustain the business and strengthen its competitiveness (Muzaki, Mulyani, & Khojin, 2022). Micro, small, and medium enterprises (MSMEs) in the culinary sector feel this pressure strongly because the growing number of businesses offering similar products gives consumers more alternatives. A competitive advantage can be built through marketing strategies such as pricing that fits consumers' purchasing power and effective promotion, so that existing customers are retained and new customers are attracted.

MUSYTARI
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Selling price is one of the factors that plays an important role in consumers' purchase decisions. Price is the amount of money charged for a product or the sum of values that customers exchange for the benefits of owning or using it (Kotler & Armstrong, 2018). When deciding to buy, consumers generally consider whether the price is proportionate to quality, benefits, and their purchasing power, so appropriate pricing is an important strategy for raising interest and purchase decisions (Gracia, Dipayanti, & Nufzatutsaniah, 2024). In the culinary business, consumers also compare prices with those of similar outlets nearby, and a competitive price that matches taste, portion, and quality encourages both purchases and repeat purchases.

Besides price, promotion is a marketing communication activity that informs, persuades, and convinces consumers to buy. Digital technology gives MSMEs low-cost ways to widen their reach, and Instagram is one of the most widely used media because it allows users to upload photos and videos, share content, and interact through likes, comments, and shares (Nandita, Pradipa, Wati, Azzahra, & Dewanto, 2023). Its visual content makes it easy for businesses to present the appearance and advantages of their products (Amrullah, Ingkadijaya, Ratnaningtyas, & Zuleika, 2023). NapoleonCat (2025) recorded about 92.6 million Instagram users in Indonesia in January 2025, equal to 32.3 percent of the population, and the largest group was aged 25 to 34 years (42.1 percent), which makes the platform an effective channel for reaching young and urban consumers.

The expected outcome of these marketing efforts is the consumer's purchase decision, namely the decision to actually buy the preferred brand after evaluating the alternatives (Kotler & Keller, 2016). Purchase decisions matter to companies because they determine sales volume and business continuity.

Dr Chicken is a local fastfood brand specializing in crispy chicken that was established in 2014 and is a subsidiary of PT Hips Jaya. Its Situ Udik branch experienced sales fluctuation in 2025: annual revenue reached Rp1,016,748,000 against a target of Rp1,080,000,000, or 94.14 percent of the target, a shortfall of Rp63,252,000, and the monthly target was missed in seven of the twelve months. A preliminary survey of 30 customers, in which each respondent could name more than one factor, showed that selling price (56.7 percent) and Instagram promotion (46.7 percent) were mentioned most often, ahead of product quality (43.3 percent), taste (40.0 percent), service quality (33.3 percent), and location (26.7 percent). Selling price and Instagram promotion were therefore chosen as the variables of this study.

Selling price is measured through affordability, the match between price and product quality, price competitiveness, and the match between price and benefits (Kotler & Armstrong, 2018). Instagram promotion is measured through the AISAS model, in which consumers pass through attention, interest, search, action, and share (Sugiyama & Andree, 2011), while the purchase decision is measured through stability in a product, the habit of buying it, and repeat purchase (Kotler & Keller, 2016).

Previous studies support these relationships. Aminah, Budiman, and Habibah (2022) found that price and Instagram promotion affect purchase decisions both partially and simultaneously among customers of a prayer-garment MSME, Ibrahim, Rohandi, and Nugraha (2025) reported positive and significant effects of price perception and Instagram promotion on purchase decisions in a fashion business, Syafrina (2024) showed that Instagram promotion significantly

ISSN : 3025-9495

affects the purchase decisions of university students, and Wintang and Pasharibu (2021) found that electronic word of mouth, Instagram promotion, and product quality significantly affect purchase decisions. These studies examined other objects, such as fashion businesses and online marketplaces. The novelty of this study lies in its object, a local crispy-chicken outlet whose sales have not reached the target, and in measuring Instagram promotion through the AISAS stages together with four price indicators.

Based on the theory and previous findings, three hypotheses are proposed: selling price has a positive and significant effect on purchase decisions (H_1); Instagram promotion has a positive and significant effect on purchase decisions (H_2); and selling price and Instagram promotion together have a positive and significant effect on purchase decisions (H_3). This study aims to determine the partial and simultaneous effects of selling price and Instagram promotion on consumers' purchase decisions at Dr Chicken Situ Udik. Theoretically, it is expected to enrich marketing management and consumer behavior studies on pricing and social media promotion, and practically it can serve as input for the company in formulating more competitive pricing and more effective Instagram promotion to reach its sales target.

Method

This study used a quantitative approach with descriptive and verificative methods (Sugiyono, 2017). The descriptive method portrays each variable independently, whereas the verificative method tests the hypotheses empirically. The research object was the Situ Udik branch of Dr Chicken, a local fastfood restaurant founded in 2014 under PT Hips Jaya, a company that has operated in the poultry business since 2010. Data were collected from 2 February to 10 April 2026. The independent variables were selling price (X_1) and Instagram promotion (X_2), and the dependent variable was the consumer purchase decision (Y).

The population consisted of customers of the Situ Udik branch, whose number is unknown because it changes every day. The sample size was calculated with the margin-of-error formula at a 90 percent confidence level (Z = 1.645) and a margin of error of 10 percent, which gave 68 respondents and was rounded up to 70. Respondents had to be male or female consumers who had bought products at the Situ Udik branch. Primary data were gathered through an online questionnaire and supported by observation and an interview with the owner, while secondary data came from company information and academic sources.

The questionnaire contained 15 closed statements, five for each variable, measured on a five-point Likert scale from strongly disagree (1) to strongly agree (5). Selling price covered affordability, price-quality match, price competitiveness, and price-benefit match; Instagram promotion covered attention, interest, search, action, and share; and the purchase decision covered stability in a product, buying habit, and repeat purchase. A try-out on 30 respondents showed that all items were valid (r-table 0.361) and that every variable was reliable, with Cronbach's alpha above the 0.60 criterion.

The data were processed with SPSS. Descriptive analysis used mean scores interpreted with five intervals of 0.8 width, and the relationship between variables was examined with correlation analysis. Multiple linear regression, $Y = a + b_1X_1 + b_2X_2 + e$, was used to estimate the effects, followed by the coefficient of determination, the F-test for the simultaneous

ISSN : 3025-9495

effect, and the t-test for the partial effects at a significance level of five percent (Ghozali, 2016; Sujarweni, 2015).

Result and Discussion

Research Findings

A. Respondent Characteristics

Table 1 shows that the 70 respondents were mostly women, mostly aged 17 to 25 years, mostly senior high school graduates, and mostly school students. The dominance of young customers matches the typical profile of active Instagram users, which makes Instagram a relevant promotion channel for the outlet.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percent (%)
Gender	Male	28	40.0
	Female	42	60.0
Age	17-25 years	47	67.1
	26-35 years	18	25.7
	Over 45 years	5	7.1
Education	Junior high school	19	27.1
	Senior high school	45	64.3
	Bachelor's degree	6	8.6
Occupation	School student	24	34.3
	Employee	20	28.6
	Housewife	19	27.1
	University student	7	10.0

Source: Primary data processed with SPSS (2026)

B. Validity and Reliability Tests

Table 2 shows that every item had a calculated r above the r-table value of 0.361, so all 15 statements were valid. The Cronbach's alpha coefficients of 0.880, 0.883, and 0.892 exceed the 0.60 criterion, which indicates that the instrument measured each variable consistently and was suitable for the main survey.

Table 2. Validity and Reliability Test Results

Variable	Items	r-count range	r-table	Cronbach's α	Result
Selling Price (X_1)	5	0.401-0.817	0.361	0.880	Valid, reliable
Instagram Promotion (X_2)	5	0.400-0.848	0.361	0.883	Valid, reliable

MUSYTARI
Neraca Akuntansi Manajemen, Ekonomi
Vol 25 No 12 Tahun 2026
ISSN : 3025-9495

Purchase Decision (Y)	5	0.546-0.812	0.361	0.892	Valid, reliable

Source: Primary data processed with SPSS (2026)

C. Descriptive Analysis

Table 3 summarizes the mean scores, which fall in the good category (3.40-4.19) for all three variables. Selling price obtained an average of 3.70; consumers most agreed that the price is affordable (3.86), whereas the lowest score concerned the match between price and benefits (3.59). Instagram promotion obtained an average of 3.63; the highest score was for the action stage, meaning that the promotion encourages purchases (3.74), and the lowest was for the share stage (3.50). The purchase decision obtained an average of 3.57; the highest score concerned the intention to buy again (3.69), and the lowest concerned confidence in choosing the product over other products (3.43).

Table 3. Summary of Respondents' Assessment

Variable	Highest item	Lowest item	Mean	Category
Selling Price (X_1)	Affordability (3.86)	Price-benefit match (3.59)	3.70	Good
Instagram Promotion (X_2)	Action (3.74)	Share (3.50)	3.63	Good
Purchase Decision (Y)	Intention to buy again (3.69)	Confidence over other products (3.43)	3.57	Good

Source: Primary data processed with SPSS (2026)

D. Multiple Linear Regression Analysis

Table 4 presents the regression estimates, which give the equation $Y = 0.013 + 0.455X_1 + 0.540X_2$. The constant is not significant (Sig. 0.994) and merely anchors the regression line. Both coefficients are positive. If Instagram promotion is held constant, a one-unit increase in selling price perception raises the purchase decision by 0.455 units, and if selling price is held constant, a one-unit increase in Instagram promotion raises it by 0.540 units. The standardized coefficients show that Instagram promotion (0.504) is a stronger predictor than selling price (0.371).

Table 4. Multiple Linear Regression Results

Variable	B	Std. Error	Beta	t	Sig.
Constant	0.013	1.812	-	0.007	0.994
Selling Price (X_1)	0.455	0.117	0.371	3.901	0.000
Instagram Promotion (X_2)	0.540	0.102	0.504	5.298	0.000

Source: Primary data processed with SPSS (2026)

MUSYTARI
Neraca Akuntansi Manajemen, Ekonomi
Vol 25 No 12 Tahun 2026
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E. Correlation and Coefficient of Determination

As shown in Table 5, the correlation coefficient (R) of 0.790 indicates a strong positive relationship between the two independent variables and the purchase decision. The R Square of 0.624 means that selling price and Instagram promotion together explain 62.4 percent of the variation in purchase decisions, while the remaining 37.6 percent is influenced by other factors outside the model, such as product quality, service quality, and location (Setyaningsih & Saryanti, 2024).

Table 5. Model Summary

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.790	0.624	0.613	2.869

Source: Primary data processed with SPSS (2026)

F. Hypothesis Testing

The hypotheses were tested at a five percent significance level. With 67 degrees of freedom (70 - 2 - 1), the t-table value is 1.997. The t-count of selling price (3.901) exceeds this value and its significance is below 0.05, so selling price has a positive and significant partial effect on purchase decisions and H_1 is accepted. The t-count of Instagram promotion (5.298) also exceeds the t-table value with a significance below 0.05, so H_2 is accepted. The simultaneous test produced an F-count of 55.550, which is larger than the F-table value of 3.130, with a significance below 0.05, so both variables together have a positive and significant effect and H_3 is accepted (Table 6).

Table 6. Hypothesis Testing Results

Hypothesis	Test	Count	Table	Sig.	Decision
H_1: $X_1 \rightarrow Y$	t-test	3.901	1.997	0.000	Accepted
H_2: $X_2 \rightarrow Y$	t-test	5.298	1.997	0.000	Accepted
H_3: X_1 and $X_2 \rightarrow Y$	F-test	55.550	3.130	0.000	Accepted

Source: Primary data processed with SPSS (2026)

Discussion

A. Effect of Selling Price on Purchase Decisions

The significant positive effect of selling price (H_1) indicates that customers are more willing to buy when they find the price affordable and proportionate to the quality and benefits they receive. This agrees with the view that price represents the value exchanged for the benefits of a product (Kotler & Armstrong, 2018) and with studies that found a significant effect of price on purchase decisions (Aminah et al., 2022; Gracia et al., 2024; Ibrahim et al., 2025). In the culinary business, where consumers can easily compare similar outlets, price is one of the first considerations, together with taste and service (Munawaroh, Putri, & Gunaningrat, 2023). Customers rated affordability highest but the price-benefit match lowest, which suggests that Dr Chicken should strengthen the perceived value of its products, for example through

ISSN : 3025-9495

reasonably priced menu packages, consistent quality, and attractive offers that do not reduce the value customers receive.

B. Effect of Instagram Promotion on Purchase Decisions

Instagram promotion also has a significant positive effect (H_2) and is the more dominant variable, as shown by its larger standardized coefficient and t-value. The finding is consistent with Syafrina (2024) and Wintang and Pasharibu (2021), who found that Instagram promotion significantly influences purchase decisions. The AISAS model helps to explain this result: visual posts capture attention, arouse interest, lead customers to search for more information, and finally push them to act (Sugiyama & Andree, 2011). Instagram is well suited to this process because it presents menus, prices, and promotions in an attractive visual form (Amrullah et al., 2023; Nandita et al., 2023), and most respondents belonged to the young age group that actively uses the platform. The action stage scored highest, yet attention and share scored lowest, so the content still needs to be more eye-catching and more worth sharing, for instance through interactive content such as quizzes, customer reviews, and special promotions.

C. Simultaneous Effect of Selling Price and Instagram Promotion

The simultaneous effect (H_3) and the coefficient of determination of 62.4 percent show that the two variables jointly play a major role in shaping purchase decisions. A fair price gives customers a reason to buy, while Instagram promotion makes the product and its price known and persuasive; one without the other would be less effective. The remaining 37.6 percent is consistent with the preliminary survey, in which product quality, taste, service quality, and location were also mentioned by a considerable share of customers. These factors probably explain why sales did not reach the target even though customers rated price and promotion as good.

Conclusion

This study concludes that selling price and Instagram promotion both influence consumers' purchase decisions at Dr Chicken Situ Udik. Customers assessed the selling price, the Instagram promotion, and their purchase decisions as good. Selling price has a positive and significant partial effect, which means that the more affordable, competitive, and proportionate to quality and benefits the price is perceived to be, the more likely customers are to buy. Instagram promotion also has a positive and significant partial effect and is the more dominant variable, which indicates that attractive and informative content can move customers from attention to action. Together, the two variables have a positive and significant simultaneous effect and explain a large share of the variation in purchase decisions, while the remainder is influenced by other factors. All three hypotheses are therefore accepted. The fact that the two variables explain most, but not all, of the variation shows that pricing and promotion should be managed together with product quality, service, and location.

These findings can be applied directly. Dr Chicken Situ Udik should keep its prices in line with product quality and strengthen the perceived price-benefit match, which received the lowest score among the price indicators, for example by offering well-priced menu packages while maintaining quality. Because Instagram promotion proved to be the stronger driver, the

ISSN : 3025-9495

outlet should upgrade its content with attractive photos and videos, clear information on prices and promotions, and interactive features such as quizzes, customer reviews, and special offers, especially to encourage customers to share the information with others, which was the weakest stage. Better content can widen the reach to prospective customers and support the effort to reach the annual sales target. The outlet should also evaluate its Instagram content regularly, for example by tracking engagement and customer inquiries, so that the promotion can be adjusted quickly.

This study has limitations. It focused on one outlet, used a relatively small sample of 70 respondents, relied on customers' perceptions collected online, and examined only two predictors, so the results should not be generalized to other outlets or other businesses. Future research is encouraged to add variables such as product quality, service quality, location, brand image, and customer satisfaction, to compare Instagram with other social media platforms, and to involve more respondents and different business objects so that the factors influencing consumers' purchase decisions can be understood more broadly. Longitudinal data could also show how purchase decisions change over time.

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ISSN : 3025-9495

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