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The Influence of Social Media and Price on Purchase Decisions (A Case Study of the Bakso Apak MSME in Pahoman, Bandar Lampung)

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Abstract: This study is motivated by the increasing competition among micro, small, and medium enterprises in the culinary sector, requiring effective marketing strategies through social media utilization and appropriate pricing to influence consumer purchase decisions at Bakso Apak Pahoman in Bandar Lampung. This research applies a quantitative approach using a survey method with 67 respondents selected purposively. The information was collected through questionnaires and subjected to multiple linear regression analysis. The data reveal that social networks and price significantly and favorably influence purchasing choices, both partially and simultaneously. Price is identified as the most dominant variable influencing consumer purchase decisions compared to social media. Furthermore, the research model manages to shed light on the majority of variations in purchasing decisions, while factors external to the model play a role in the remaining influences. In conclusion, optimizing social media and implementing competitive pricing strategies can significantly improve consumer purchase decisions.

Keyword: Social Media, Price, Purchase Decision.

INTRODUCTION

The advancement of information technology in the digital age has induced substantial transformations in numerous facets of life, especially within the economic and corporate domains. Advancements in information and communication technology are catalyzing changes in corporate operations, marketing strategies, and the dynamics between enterprises and customers in the face of escalating global competition (Najah et al., 2024). The evolution of the internet and the proliferation of digital gadgets have transformed individuals' behaviors in communication, information retrieval, and consuming practices.

A purchasing decision is the process by which people evaluate whether to acquire a thing. This procedure encompasses need awareness, information search, alternative evaluation, and ultimately, the purchase choice (Kotler and Keller, 2018). Buying decisions are affected by multiple factors, including social media marketing efforts and consumer price perceptions. Social media can affect the information search and alternative evaluation phases, whereas price influences the consumer's ultimate decision.

A concrete indication of this transformation is the escalating significance of social media, which has evolved from a mere communication platform to a strategic instrument in marketing endeavors. The substantial quantity of active social media users in Indonesia indicates that these platforms has considerable potential to enhance promotional outreach and facilitate direct engagement with consumers (We Are Social, 2025). In practice, the use of social media by micro, small, and medium firms is unsatisfactory, especially regarding content consistency, strategic planning, and consumer engagement.

Social media is an internet-based platform facilitating bidirectional contact between individuals and organisations via the exchange of digital content. In marketing, social media functions as a tool to cultivate relationships with consumers and affect purchasing decisions. Social media facilitates the successful creation and dissemination of marketing material by firms, hence enhancing consumer involvement (Tuten and Solomon, 2022). The efficacy of social media can be assessed by the calibre and pertinence of the content provided, the degree of engagement between enterprises and consumers, the uniformity of messaging, and the capacity to analyse social media performance. Compelling and pertinent material will enhance consumer attention, while vigorous contact can foster trust and emotional intimacy.

Conversely, pricing is a pivotal aspect affecting customer purchase decisions since it closely correlates with purchasing power and the perceived worth of a product. Proper pricing can enhance consumer interest and loyalty, whereas misaligned price with quality or market conditions might diminish purchase decisions.

The price is the sum that buyers are required to pay to acquire a product or service. The price also signifies consumers' perceptions of the value and advantages obtained. An affirmative price perception enhances the probability of consumer purchase (Zeithaml, 2020). Consumers evaluate pricing based on its affordability, its correlation with product quality, its competitiveness relative to rivals, and its alignment with the advantages obtained. Competitive pricing that corresponds with product quality will enhance consumer purchasing interest.

The culinary industry, as a component of micro, small, and medium enterprises (MSMEs), is seeing swift expansion while also confronting fierce competition. This scenario necessitates that firms not only uphold product quality but also devise efficient digital marketing tactics (Suryani and Claudya, 2025). Moreover, digital marketing is an essential component in broadening market reach and enhancing the competitiveness of culinary enterprises (Wati and Amalia, 2024).

This phenomenon also transpired at the Bakso Apak Pahoman enterprise in Bandar Lampung, which has employed social media as a promotional instrument but has not optimized its management. Moreover, pricing modifications have not entirely considered consumer sentiments. The variations in the quantity of purchasers throughout multiple periods demonstrate a change in consumer buying behavior.

Prior study has yielded inconclusive findings concerning the impact of social media and pricing on consumer purchasing decisions. Although social media has had considerable influence in certain research, pricing has not consistently emerged as a predominant factor in others (Maharani, 2024). In contrast, additional research indicates that these characteristics significantly affect purchasing decisions (Yunita, 2021). The divergent findings highlight a research gap necessitating more investigation, especially with micro, small, and medium companies (MSMEs) in the regions.

This study seeks to examine the impact of social media and pricing on consumer purchase behavior at the Bakso Apak Pahoman establishment in Bandar Lampung. In this study, social media is operationally defined as the utilization of digital platforms for advertising and customer connection, pricing refers to the monetary amount consumers must spend to acquire a product, and purchasing decisions denote the process by which consumers determine their option to purchase a product.

The goals of this study are to analyze the influence of social media on consumer purchasing choices, to explore the effect of price on their purchasing decisions, and to assess how the interaction between social media and price shapes these choices. This research aims to offer theoretical advancements in digital marketing studies and practical insights for businesses in formulating more successful promotional and pricing tactics.

METHOD

This research adopted a quantitative approach with an analytical framework to clarify the cause-and-effect relationship between social media and price fluctuations in consumer purchasing choices. This methodology was selected due to its capacity to objectively and quantitatively assess the relationship between variables via statistical analysis. The research was carried out at the Bakso Apak Pahoman MSME in Bandar Lampung, using consumers who had made purchases as participants.

The study's population comprised 200 consumers of Bakso Apak Pahoman who had made purchases within the preceding three months. Sampling was executed utilizing the Slovin formula with a 10% margin of error, yielding a sample of 67 respondents (Sugiyono, 2022). The study employed a targeted sampling method, selecting participants according to specific criteria, specifically consumers who had previously made purchases and were informed about the product via social media.

The utilized data comprises both primary and secondary sources. Primary data was acquired directly via surveys administered to respondents, whilst secondary data was sourced from literature, scientific publications, and additional supporting materials. The research tool employed was a questionnaire utilizing a Likert scale. Social media was defined by the quality of content, level of involvement, and consistency of digital promotions; price was characterized by views of affordability, appropriateness, and perceived value; and purchasing decision encompassed the consumer process from need recognition to the act of purchasing.

Data acquisition was executed using questionnaires, interviews, and documentation. The questionnaire functioned as the principal tool, while semi-structured interviews were carried out with business proprietors to gather supplementary information concerning marketing tactics and pricing. Documentation was utilized to augment the research data, encompassing firm profiles and advertising initiatives.

Before proceeding with the analysis, we verified the robustness and reliability of the search tools. Validity was measured using Pearson's correlation coefficient, which significantly exceeded the threshold value indicated for a significance level of 0.05 (Sugiyono, 2022). Reliability was measured using Cronbach's alpha coefficient; a value exceeding 0.70 indicates strong internal consistency of the tool (Hair et al., 2019).

The data analysis approach incorporated multiple linear regression to measure the influence of social media and pricing on purchasing decisions. The regression model was chosen because of the interaction between two independent variables and one dependent variable (Ghozali, 2021). Before embarking on hypothesis testing, standard assessments were carried out, including checks for normality, multicollinearity and heteroscedasticity, to ensure that the regression model met statistical requirements (Ghozali, 2021). Hypothesis testing was performed using partial tests to assess the impact of each variable individually and simultaneous tests to evaluate the combined effect of the factors. Additionally, the coefficient of determination was employed to assess the model's capacity to elucidate changes in customer purchasing decisions.

RESULTS AND DISCUSSION

Respondent Characteristics

The respondent profile in this study has a diverse demographic distribution, signifying that the respondents encompass many consumer sectors. The respondents comprise customers

with prior purchasing experience and familiarity with social media, pricing, and purchasing decisions, rendering them competent to offer pertinent insights for this study.

Table 1. Respondent Demographics

Characteristics		Total	%
Gender	Male	29	43.3
	Female	38	56.7
Age	16–20 years	7	10.4
	21–40 years	43	64.2
	50–60 years	17	25.4
Total		67	100.0

Source: Research data (2025)

Table 1 indicates that female respondents marginally outnumber male respondents (56.7% versus 43.3%), however the disparity is not statistically significant. This suggests that the product attracts both genders in a roughly balanced manner. The bulk of responders are aged 21–40 years (64.2%), followed by those aged 50–60 years (25.4%) and 16–20 years (10.4%). This data indicates that the primary consumer demographic is within the productive age range, which often exhibits elevated mobility and consumption rates.

Validity Test

Table 2. Validity Test Results

Variable	Statement Items	r count	r table	Information
Social Media (X1)	X1.1	0.546	0.240	Valid
	X1.2	0.683	0.240	Valid
	X1.3	0.833	0.240	Valid
	X1.4	0.602	0.240	Valid
	X1.5	0.580	0.240	Valid
	X1.6	0.697	0.240	Valid
	X1.7	0.650	0.240	Valid
	X1.8	0.738	0.240	Valid
	X1.9	0.705	0.240	Valid
	X1.10	0.693	0.240	Valid
	X1.11	0.808	0.240	Valid
	X1.12	0.801	0.240	Valid
	X1.13	0.673	0.240	Valid
	X1.14	0.812	0.240	Valid
	X1.15	0.765	0.240	Valid
	X1.16	0.736	0.240	Valid
Price (X2)	X2.1	0.640	0.240	Valid
	X2.2	0.754	0.240	Valid
	X2.3	0.734	0.240	Valid
	X2.4	0.851	0.240	Valid
	X2.5	0.727	0.240	Valid
	X2.6	0.645	0.240	Valid
	X2.7	0.778	0.240	Valid
	X2.8	0.763	0.240	Valid
	X2.9	0.761	0.240	Valid
	X2.10	0.590	0.240	Valid
	X2.11	0.759	0.240	Valid
	X2.12	0.887	0.240	Valid

	X2.13	0.764	0.240	Valid
	X2.14	0.819	0.240	Valid
	X2.15	0.743	0.240	Valid
	X2.16	0.756	0.240	Valid
Purchase Decision (Y)	Y1	0.665	0.240	Valid
	Y2	0.807	0.240	Valid
	Y3	0.798	0.240	Valid
	Y4	0.747	0.240	Valid
	Y5	0.775	0.240	Valid
	Y6	0.800	0.240	Valid
	Y7	0.660	0.240	Valid
	Y8	0.648	0.240	Valid
	Y9	0.481	0.240	Valid
	Y10	0.487	0.240	Valid
	Y11	0.687	0.240	Valid
	Y12	0.821	0.240	Valid
	Y13	0.831	0.240	Valid
Y14	0.724	0.240	Valid	
Y15	0.742	0.240	Valid	
Y16	0.788	0.240	Valid	

Source: SPSS Output (2025)

The set of parameters for (X₁), (X₂) and (Y) shows count values r exceeding the threshold of 0.240 in the r table. This indicates that the set of measurement parameters is compliant and relevant for the upcoming analysis.

Reliability Test

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Information
Social Media (X1)	0.878	Reliable
Price (X2)	0.945	Reliable
Purchase Decision (Y)	0.938	Reliable

Source: SPSS Output (2025)

All variables have Cronbach's Alpha values > 0.70. This signifies that all research variables. Consequently, the measurement tools employed in this investigation are reliable and appropriate for subsequent analysis.

Normality Test

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
	N	67	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	5.51156655	
Most Extreme Differences	Absolute	.070	
	Positive	.066	
	Negative	-.070	
Test Statistic		.070	
Asymp. Sig. (2-tailed) ^c		.200 ^d	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.706	
	99% Confidence Interval	Lower Bound	.694
		Upper Bound	.718

a. Test distribution is Normal.
 b. Calculated from data.
 c. Lilliefors Significance Correction.
 d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

Source: SPSS Output (2025)

The Kolmogorov-Smirnov p-value is 0.200, exceeding the threshold of 0.05. This indicates that the residual data fall within a normal distribution. Thus, the hypothesis of normality is confirmed in this study, making the data ready for further research.

Multicollinearity Test

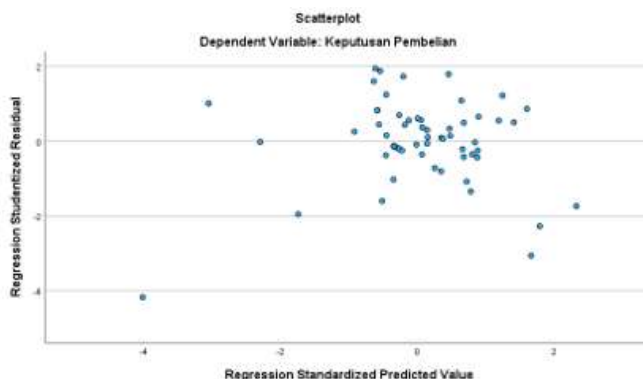
Table 5. Multicollinearity Test Results

Coefficients ^a		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	media sosial	.430	2.324
	Harga	.430	2.324

a. Dependent Variable: Keputusan Pembelian
Source: SPSS Output (2025)

All variables exhibit tolerance thresholds above 0.10 and VIF values below 10. This indicates the absence of multicollinearity among the independent variables. Therefore, the regression model is considered suitable for further analysis.

Heteroscedasticity Test



Source: SPSS Output (2025)

Figure 1. Heteroscedasticity Test Results

A heteroscedasticity test was performed via a scatterplot graph. The results indicate that the data points are randomly dispersed above and below zero on the Y-axis, lacking any discernible pattern, such as a funnel or wave formation. This signifies that the regression model does not demonstrate heteroscedasticity.

Multiple Linear Regression Analysis Test

Table 6. Multiple Linear Regression Analysis Test Result

Coefficients ^a		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	Std. Error	Beta		
1	(Constant)	5.443	4.715		1.154	.253
	Media Sosial	.369	.102	.358	3.614	<.001
	Harga	.549	.099	.551	5.566	<.001

a. Dependent Variable: Keputusan Pembelian

Source: SPSS Output (2025)

The findings indicate that Social Media (X_1) exerts a positive and significant influence on Purchase Decision, evidenced by a coefficient of 0.369 and a significance level of 0.000 (< 0.05). The variable Price (X_2) exerts a positive and statistically significant influence on Purchase Decision, evidenced by a coefficient of 0.549 and a significance value of 0.000 (< 0.05). The Standardised Coefficients (Beta) reveal that Price (X_2) possesses a larger value (0.551) than Social Media (0.358), signifying that Price is the predominant variable affecting Purchase Decision.

Hypothesis Test

Table 7. Hypothesis Test Result (t Test)

Variable	t/F	Sig
Social Media	3.614	0.001
Price	5.566	0.001
Social Media & Price	86.468	0.001

Source: SPSS Output (2025)

- According to Table 7, all variables have significance levels below 0.05. This signifies that Social Media and Price exert a favourable and substantial influence on Purchase Decision.
- The F-value is 86.468 with a significance level of 0.001, well below the threshold of 0.05. Social networks and cost influence the purchase decision. Therefore, H_0 is rejected in favor of H_a . This result confirms the regression model by demonstrating the impact of the two independent variables on the dependent variable.

Table 8. Summary of Hypothesis Test

Hypothesis	Statement	Sig Value	Standard	Result
H1	Social Media has a positive and significant effect on Purchase Decision	0.000	0.05	Accepted
H2	Price has a positive and significant effect on Purchase Decision	0.000	0.05	Accepted
H3	Social Media and Price simultaneously have a significant effect on Purchase Decision	0.001	0.05	Accepted

Source: SPSS Output (2025)

Coefficient of Determination Test (R^2)

Table 9. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.854 ^a	.730	.721	4.08619

a. Predictors: (Constant), Harga, Media Sosial

Source: SPSS Output (2025)

The R^2 is 0.730. This shows that 73.0% of purchase decisions (Y) are influenced by social media (X_1) and price (X_2), while the remaining 27.0% depend on external factors not studied. An R of 0.854 indicates a significant correlation between the independent and dependent variables.

Discussion

Social Media on Purchase Decision

The H1 test analyzes how social media influences our purchasing decisions. The analysis revealed a positive relationship with a t-value of 3.614 and a p-value of 0.000 (< 0.05). Social media plays a positive and decisive role in purchasing choices, thus validating hypothesis.

The results indicate that enhanced utilisation of social media amplifies consumer purchasing decisions at Bakso Apak Pahoman. Social media enables engagement, disseminates information, and promotes activities that cultivate consumer trust. A mean value of 4.14 (high category) signifies that consumers regard social media operations as effective. This study aligns with the assertions of Kotler and Keller (2018) and Tuten and Solomon (2022), indicating that promotion and social media participation substantially affect purchasing decisions.

Price on Purchase Decision

Hypothesis H2 was analyzed to assess how price influences purchasing behavior. The analysis revealed a t-value of 5.566 and a p-value of 0.000 (< 0.05), indicating a favorable influence. Thus, cost plays a determining role in purchasing decisions, validating the second hypothesis.

Based on these results, more appropriate and affordable pricing increases consumer purchase decisions. The mean value of 4.17 indicates that consumers perceive the price as reasonable and aligned with product quality, with price emerging as the most dominant factor. This is consistent with Zeithaml (2020) and Kotler and Keller (2018), who state that price reflects perceived value and serves as a key rational consideration in purchasing decisions.

Social Media and Price on Purchase Decision

Hypothesis H3 investigated the impact of social media and price on purchasing decisions. The F-test showed a p-value of 86.468, significant at 0.001. We can conclude that social media and price have a significant and beneficial influence on purchasing choices, thus confirming the third hypothesis.

The coefficient of determination (R^2) value of 0.730 signifies that 73.0% of the variance in purchase decisions is attributable to social media and pricing variables, whilst the remaining 27.0% is affected by extraneous variables not included in the model.

According to these findings, social media and pricing collaboratively impact purchasing decisions, with social media fostering awareness and trust, while price provides a logical foundation for decision-making. This discovery is consistent with the work of Kotler and Keller (2018). In the context of Bakso Apak Pahoman, social media disseminates product information and facilitates promotion, while competitive pricing enhances consumer confidence, thus augmenting purchasing decisions.

CONCLUSION

From the results and discussion, the subsequent conclusions can be inferred:

1. Social media exerts a beneficial and substantial influence on purchasing decisions.
2. The price exerts a favourable and substantial influence on purchasing decisions.
3. Social media and pricing concurrently exert a favourable and substantial influence on purchasing decisions.
4. Price is the predominant factor affecting purchasing decisions in comparison to social media.

Future researchers are anticipated to augment this study by integrating supplementary variables that may affect purchasing decisions, including product quality, service quality, location, and word of mouth. Subsequent study may employ diverse analytical methodologies or incorporate moderating variables to achieve more complete outcomes.

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