

The Influence of Price and Instagram Social Media Promotion on Purchase Decisions at Rumangsa Coffee and Bakery, Hotel Ra Premiere Jakarta

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Abstract

This research aims to determine the influence of price and Instagram social media promotion on purchase decisions. The method used in this research is quantitative descriptive with multiple regression analysis using accidental sampling, while data is collected by distributing questionnaires with a Likert scale of 1 to 5. The population is all visitors who come to Rumangsa Coffee and Bakery at Hotel Ra Premiere Jakarta. The sample uses the Slovin formula of 100 respondents. The results of this study show that price and Instagram social media promotion significantly affect purchase decisions. The price variance of coffee in Rumangsa Coffee and Bakery provides a broader option for consumers with different preferences and budgets. It enriches the consumer experience with varying choices of coffee. Rumangsa Coffee and Bakery needs to improve Instagram promotion with exciting content, relevant hashtags, discounts, customer reviews, and promoting events or contests to increase visitors. This research implies that Rumangsa Coffee and Bakery needs to reconsider pricing and improve Instagram promotion to attract more customers and increase sales. This can be achieved by posting engaging content, using relevant hashtags, giving special discounts or promotions, posting customer reviews, and promoting events or contests related to their cafe.

Keywords: Price, Instagram Social Media Promotion, Purchase Decision

A. Introduction

The coffee business is experiencing rapid growth due to a trend among people to hang out in coffee shops for leisure, work, or work assignments with friends (Nurhasanah & Dewi, 2019). In addition, many people prefer to work in coffee shops because they offer comfortable places with Wi-Fi, which help them to work. This trend has created an opportunity for many entrepreneurs to open coffee shops despite intense competition (Kasimin et al., 2019). Each coffee shop has its concept and unique name, providing attractive menus and premium coffee quality. With increasing coffee production due to high demand, coffee shops strive to provide the best quality coffee to their customers (Kasimin, 2017). Similarly, Rumangsa Coffee and Bakery also want to provide the best quality coffee in their products.

Price is a critical factor influencing purchasing decisions because it directly relates to the financial benefits and costs of a product or service. Price remains a critical factor because, ultimately, consumers will consider whether the product's value matches the price they pay (Arisuddin et al., 2020). In terms of pricing, Rumangsa Coffee and Bakery's menu is relatively affordable, with coffee priced at Rp. 25,000. Aston Coffee also offers reasonably priced items, with a Cappuccino Gula Aren menu priced at Rp. 25,000. Meanwhile, Andromeda Coffee is more expensive than Rumangsa Coffee, Bakery, and Aston Coffee, with a Cappuccino menu priced at Rp. 38,000.

Price variation can significantly shape consumers' purchasing decisions since it is a vital factor consumers consider when choosing a product or service (Albari, 2018). Consumers assess whether the price they pay for a product is worth its value; when there is a price variation, consumers are presented with a more extensive selection of products that cater to different preferences and budgets (Rivanni et al., 2021). Furthermore, price variation can enhance the consumer experience by providing a range of product options. Price fluctuation can impact consumer buying decisions (Razak, 2016).

Social media Instagram is a tool some individuals use to share interesting photos or videos. However, many business owners still need more promotion using social media, Instagram, sometimes just uploading photos without exciting captions. In addition, they also pay less attention to the layout of photos on Instagram and do not follow existing trends (Habibie et al., 2021). Rumangsa Coffee and Bakery's Instagram still needs to be more attractive and active in promoting its products on Instagram. If the product to be marketed is already good, then the promotion displayed on social media must also be able to attract the attention of potential customers.

Instagram can help businesses increase the visibility of their brand by sharing photos and videos of their products with a broader audience. Additionally, businesses can use hashtags to make their content easily discoverable by potential

customers (Lauren et al., 2022). Instagram allows businesses to communicate directly with their customers or potential customers through Direct Messages (DMs) and comments. Therefore, businesses can build closer customer relationships and strengthen brand loyalty. Instagram provides features such as Instagram Ads to help businesses promote their products or services to a more specific and measurable audience. Having a presence on Instagram can increase the credibility of businesses in customers' eyes. Businesses can build trust and a good reputation by sharing quality content and transparently showing their business activities (Adegbola et al., 2018).

The novelty of this research is the low level of Instagram social media promotion carried out by Rumangsa Coffee and Bakery, but the cafe business continues to develop and operate. Therefore this research was conducted to determine what made consumers buy Rumangsa Coffee and Bakery products, prices, or Instagram social media promotions that influenced purchasing decisions of Rumangsa Coffee and Bakery.

B. Literature Review

Price

Price is the amount of money paid for a product or service or the value consumers exchange to obtain the benefits, ownership, or use of a product or service (Indajang et al., 2023). The pricing objectives of each company may vary, depending on their interests and needs. However, according to Kotler & Keller (2012), there are four basic types of pricing objectives, which are: (1) Profit-oriented, where maximizing profit is difficult to achieve because it is hard to accurately estimate the number of sales that can be achieved at a certain price level; (2) Sales volume-oriented, where the focus is on maximizing sales revenue or market share; (3) Image-oriented, where a company's image can be shaped through pricing strategies to create or maintain a prestigious image; (4) Stabilization-oriented, where if a company lowers its prices, its competitors must also lower their prices; (5) Preventing the entry of competitors, maintaining customer loyalty, supporting repeat sales, or avoiding government intervention

The price consists of four dimensions, namely (Kotler & Keller, 2012): (1) Consumer affordability, usually, a product has several types in a brand but has different prices, from the most expensive to the cheapest product; (2) Price suitability with product quality, the higher the price, the higher the product quality; (3) Price suitability with benefits, if the benefit of the product is small, then the sacrifice of the consumer for the purchasing decision process is also more minor; (4) Price competitiveness, consumers often compare the price of a product with other products.

Promotion

Promotion is communication that provides convincing information to potential consumers about goods and services (Fadli & Rubiyanti, 2021). In addition, promotion communicates important marketing mix variables companies must implement to market their products (Habibi et al., 2021). According to Kotler and Armstrong (2012), indicators of promotion are: (1) Advertising, which is all forms of non-personal presentation and promotion paid for by sponsors to present ideas, goods, or services; (2) Sales promotion, which is a short-term incentive to encourage the purchase or sale of a product or service; (3) Personal selling, which is a personal presentation by salespeople to make sales and build relationships with customers; (4) Public relations, which is building good relationships with various publics of the company in order to gain beneficial publicity, build a good company image, and handle or correct rumors, stories, and events that are not beneficial; (5) Direct marketing, which is direct communication with target consumers to obtain an immediate response and build lasting relationships with consumers

Instagram

Instagram is a media platform some individuals use to share photos or videos, and some brands now use it as a promotional tool to introduce their products or services (Habibi et al., 2019). Social media has several advantages that make it more robust than traditional media, namely (Aditya, 2015): (1) Accessibility social media is easy to access because it requires little or no cost; (2) Speed content created on social media is available to everyone in the network, forum, or community as soon as it is published; (3) Interactivity, social media can accommodate two or more communication channels; (4) Longevity/Volatility, social media content can still be accessed for a long or even forever.

Reach, the internet offers unlimited access to all available content. According to Atmoko (2012), Instagram has five main menus: (1) Home page is the main page that contains photos or videos from other users that have been followed. The way to view it is by scrolling the screen up and down; (2) Comments consist of photos or videos that have been uploaded to Instagram that can be commented on by other users in the available comment column; (3) Explore is a collection of favored photos or videos that receive many likes; (4) Profile is information about users that can be known through profiles; (5) News feed is a feature that contains notifications about various activities carried out by Instagram users.

The following are three indicators used to measure the level of promotion through Instagram (Putra & Ardini, 2022): (1) Content, which conveys information such as coupons, promotions, and other informative information; (2) Consistency consists of consistency in timing, image quality, and theme; (3)

Community, which makes it easier to market products, increases the level of trust of followers and provides data insights to understand the community's needs better.

Purchase Decision

The consumer buying decision is the consumer's attitude when deciding to use a product they believe can solve or meet their desires and needs (Kotler & Keller, 2016). The buying decision has the following dimensions (Kotler & Keller, 2016): (1) Product choice, consumers can decide to buy a product or use their money for other purposes; (2) Brand choice, consumers have to decide on the brand name to be purchased, as each brand has its differences; (3) Channel choice, each consumer is different in determining the channel, which can be due to factors such as proximity, lower price, complete product availability, convenience in shopping, spaciousness, and others; (4) Time of purchase, consumer decisions on the timing of purchase can vary, such as buying every day, once a week, twice a week, and so on; (5) Quantity of purchase, consumers can decide how much product to buy at a time; (6) Payment method, consumers can decide on the payment method to be used in deciding to use a product or service.

C. Research Methods

This research is a quantitative descriptive study, a qualitative study that is quantified because data collection was done by distributing a questionnaire through Google form using a Likert scale from 1 to 5. The data analysis method used multiple regression analysis with the help of SPSS software. The research was conducted at Rumangsa Coffee and Bakery, a Ra Premiere Hotel coffee shop, in Simatupang, Jakarta.

The sampling technique used in this study is accidental sampling, where respondents are chosen because they meet directly with the researcher. The population in this study is consumers who have visited and purchased beverages sold by Rumangsa Coffee and Bakery, located in the Ra Premiere Hotel, Simatupang. The sample size in this study was determined using the Slovin formula, as proposed by Sugiyono (2016), which is as follows:

$$n = \frac{N}{1 + (N \times e^2)}$$

Note:

n = Sample size/number of respondents

N = Population size

e = Maximum error tolerance of 10% (0.1)

In this study, the population size N is 715 thousand people visited Rumangsa Coffee and Bakery Hotel for three years, the data was obtained from

management Ra Premiere Hotel and the error tolerance is determined to be 10%. Based on the formula above, the result is as follows:

$$n = \frac{715,000}{1 + (715,000 \times 0.1^2)} = 99.99 \approx 100.$$

Based on the sample calculation, the minimum sample size obtained is 99.99, but the author rounds it up to 100 respondents to reduce errors in filling out the questionnaire and obtain appropriate data.

D. Result

Table 1. Characteristics of Respondents

Characteristics of Respondents	Frequency	Percent
Gender		
Male	44	44%
Female	56	56%
Total	100	100%
Age		
< 17 year	24	24%
17 – 27 year	39	39%
> 27 – 37 year	15	15%
> 37 – 47 year	13	13%
Total	100	100%
Education		
High School	17	17%
Diploma	19	19%
Bachelor	49	49%
Graduate	15	11%
Total	100	100%
Place of Origin		
Jabodetabek	69	69%
Outside Jabodetabek	31	31%
Total	100	100%
Employement		
Student	30	30%
Lecturer/Teacher	11	11%
Employee	52	52%
Entrepreneur	7	7%
Total	100	100%

Source: Processed with SPSS (2023)

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The comparison results of the two genders are significantly different, indicating that most visitors to Rumangsa Coffee and Bakery are women, accounting for 56% with a frequency of 56 respondents. Rumangsa Coffee and Bakery, located in the Ra Premiere Hotel Jakarta, is more dominant among working adults who have an income and work in the vicinity of Rumangsa Coffee and Bakery, with the age group of >17-27 years accounting for 39% with a frequency of 39 respondents. Respondent's education at Rumangsa Coffee and Bakery is dominated by bachelor's degree holders, accounting for 49% with a frequency of 49 respondents, due to their work or studies and having their income, enabling them to stay at the hotel while buying coffee at Rumangsa Coffee and Bakery.

The majority of respondents regarding their hometown are dominated by people from the Jabodetabek region (Jakarta, Bogor, Depok, Tangerang, Bekasi) amounting to 69 respondents (69%); considering that the location of Rumangsa Coffee and Bakery is located in a hotel, the customers who buy are people who happen to stay at the hotel or people who work around the hotel and stop by during lunch breaks, meetings, or just finished work. Therefore, based on the data above, it can be concluded that the type of occupation of respondents of Rumangsa Coffee and Bakery is dominated by private employees, accounting for 52% or 52 respondents, where they have their income with a salary equivalent to the minimum wage, so it is possible to buy coffee at Rumangsa Coffee and Bakery located in Hotel Ra Premiere Jakarta.

Table 2. Validity Test

Quisioner Item	r-count
Price	
Rumangsa Coffee and Bakery has a relatively affordable price	0.638
The price of Rumangsa Coffee and Bakery is according to the size of the product	0.626
I'm willing to pay more for a much better quality product	0.572
The price given by Rumangsa Coffee and Bakery is according to the desired coffee taste	0.563
The price for Rumangsa Coffee and Bakery is according to the size of the product provided	0.600
I really like to buy coffee at Rumangsa Coffee and Bakery because the price is relatively cheap and in accordance with the quality of the coffee provided	0.689
The price of Rumangsa Coffe and Bakery is relatively cheap compared to coffee sold in other hotels	0.570

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Quisioner Item	r-count
In terms of price, Rumangsa Coffee and Bakery is able to compete with coffee in other hotels	0.574
The price of Rumangsa Coffee and Bakery is in accordance with the benefits that I feel	0.685
I can choose many variants of Rumangsa Coffee and Bakey according to my wishes and needs	0.724
Instagram Social Media Promotion	
The information provided via the @rumahsa.id Instagram account is quite clear and understandable	0.342
The photos and videos displayed on the Instagram account @rumangsa.co are very interesting to look at	0.495
The appearance of photos and videos on the Instagram account @rumangsa.co is very aesthetic and neatly arranged	0.299
The information provided through social media Instagram @rumahsa.co is very varied	0.519
The admin of the Rumangsa Coffee and Bakery Instagram account always shares the results of drink reviews so that it creates interest in buying	0.443
There is information about prices from Rumangsa Coffee and Bakery on the Instagram account @rumangsa.co	0.534
The content presented on the Instagram account @rumahsa.co contains an invitation to buy a product	0.537
The Instagram admin @rumangsa,co is very fast in responding to my response	0.569
Admin from Instagram account @rumangsa. co provide new information about promotions and new products	0.665
I respond well to information messages regarding promos or new products provided by Rumangsa Coffee and Bakery	0.533
I know the various types of drinks offered by Rumangsa Coffee and Bakery	0.618
I will buy a different variant of the drink the next time I buy it	0.568
I know the quality of the coffee from Rumangsa Coffee and Bakery	0.435
Purchase Decision	
Products from Rumangsa Coffee and Bakey have attractive visual packaging	0.647
Products from Rumangsa Coffee and Bakery have good quality ingredients	0.670

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Quisioner Item	r-count
Products from Rumangsa Coffee and Bakery have various product variants	0.651
Products from Rumangsa Coffee and Bakery are available on online ordering applications such as grab and gojek	0.552
Products can be ordered via Whatsapp from Rumangsa Coffee and Bakery	0.679
I routinely provide products from Rumangsa Coffee and Bakery every 2 days	0.688
I'm always looking for information about promos given from Rumangsa Coffee and Bakery so I can buy their products	0.649
I will be back to buy products from Rumangsa Coffee and Bakery when I need coffee	0.669
Rumangsa Coffee and Bakery provides convenience with many choices of product payment methods	0.752
I find it easy to make payments in the go food online ordering application when buying Rumangsa Coffee and Bakery products	0.606

Source: Processed with SPSS (2023)

Based on the table above, it can be concluded that all statements related to the variables of price, Instagram social media promotion, and purchase decision can be considered valid because the calculated r-value is greater than the table r-value (0.195).

Table 3. Reliability Test

Variable	<i>Cronbach's Alpha</i>
Price	0.826
Instagram Social Media Promotion	0.816
Purchase Decision	0.854

Source: Processed with SPSS (2023)

The results of the reliability test above indicate that all variables have Cronbach's alpha values greater than 0.600, thus it can be concluded that all variables are reliable.

Table 4. Coefficient of Determination Test

R	R-Square	Adjusted R-Square	Std. Error of The Estimate
.579a	.632	.612	4.52229

Source: Processed with SPSS (2023)

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Based on the table above, it shows that the Adjusted R Square is 61.2%, therefore it can be concluded that the variables of price and Instagram social media promotion influence the purchasing decision variable by 61.2%, while the remaining 38.8% is influenced by other factors not included in this study.

Tabel 5. Hypotesis Test (T)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error			
Constan	16.814	2.832		5.937	0.000
Price	.652	.124	.262	5.258	0.005
Instagram Social Media Promotion	.261	.108	.071	2.417	0.047

Source: Processed with SPSS (2023)

The hypothesis test partial above shows that the variables of price and Instagram social media promotion have a significant effect on purchase decision, as they have a higher calculated t-count than the critical t-table (1.660) and a significance value less than 0.05.

Tabel 10. Hypotesis Test (F)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	65.708	2	32.854	11.900	.000
Residual	1990.082	97	20.516		
Total	2055.790	99			

Source: Data processed by the researcher (2020)

The hypothesis test simultaneous above shows that the variables of price and Instagram social media promotion have a significant effect together on purchase decision, as they have a higher calculated F-count than the critical F-table (1.601) and a significance value less than 0.05.

E. Discussion

The Influence of Price on Purchase Decision

This study shows that price significantly influences purchasing decisions, as the variation of coffee prices at Rumangsa Coffee and Bakery, ranging from cheap to expensive, can affect consumer purchasing decisions. Consumers have different preferences in choosing their preferred coffee and separate budgets for

buying coffee at Rumangsa Coffee and Bakery. Therefore, the variation of coffee prices from cheap to expensive provides a broader option for consumers to choose coffee that suits their preferences and budget. For example, consumers with limited budgets may prefer cheaper coffee, while those who want a premium coffee experience may choose more expensive coffee. In addition, the variation of prices can also enrich the consumer experience by providing different coffee options, such as different types of coffee beans, brewing methods, or other ingredients that can affect the taste and aroma of coffee.

This research is consistent with the research conducted by Trisno et al. (2023), which shows that the variation in coffee prices from cheap to expensive can influence consumer purchasing decisions and enrich the consumer experience by providing a broader and more diverse range of choices. Then, the research conducted by Zhao et al. (2021) showed that with the variation in prices, consumers have a broader and more diverse range of options in choosing the products or services they want. Price variations can also provide information about the products or services' quality, where higher prices usually indicate better quality.

The Influence of Instagram Social Media Promotion on Purchase Decisions

The Instagram social media account owned by Rumangsa Coffee and Bakery still needs to be more attractive and active in promoting its products on Instagram; hence only a few people know that there are high-quality coffee drinks at Rumangsa Coffee and Bakery. As a result, the increase in visitors to Rumangsa Coffee and Bakery is insignificant from month to month or year. Therefore, since social media promotion on Instagram has a significant impact on this study, to increase the number of visitors to Rumangsa Coffee and Bakery, the following strategies can be implemented: (1) Post attractive and enticing pictures and videos about Rumangsa Coffee and Bakery's products and services, such as coffee, food, café atmosphere, or interior design; (2) Use relevant hashtags for Rumangsa Coffee and Bakery's brand and products that can help increase visibility and reach a broader target audience; (3) Offer discounts or special promotions for Instagram followers to attract new customers and strengthen relationships with existing customers; (4) Post reviews or testimonials from satisfied customers about Rumangsa Coffee and Bakery's products and services, which can help strengthen the brand image and increase consumer trust; (5) Promote events or contests related to coffee or cafes, such as live music events or photo contests, to attract consumer attention and increase engagement on their Instagram account.

This research is in line with studies conducted by Aji et al. (2020) that show that by promoting on social media platforms like Instagram, a coffee shop can increase consumer awareness of their brand and products, expand their reach,

showcase their products and services better, strengthen their brand, and attract new customers. Furthermore, Nugroho & Herdinata's (2021) research indicates that Instagram can help coffee shops influence consumer purchasing decisions and improve their overall business.

The Simultaneous Influence of Price and Social Media Promotion on Purchasing Decisions

In this study, the simultaneous influence of price and social media promotion significantly affects the purchasing decision at Rumangsa Coffee and Bakery. Both are essential factors in attracting consumer attention and influencing their purchasing behavior. Price is the main factor influencing consumer purchasing decisions, as affordable prices and product quality can increase purchase interest and satisfaction. However, prices that are too high can reduce purchase interest and lead to alternative purchases. On the other hand, social media promotion allows Rumangsa Coffee and bakeries to expand their market reach and increase brand awareness. Using social media, Rumangsa Coffee and Bakery can promote its products at a lower cost and reach its target audience more effectively.

This study is in line with research conducted by Rosdiana & Hasanah (2022) and Batu et al. (2020), indicating that by simultaneously running price and social media promotion, a cafe can create better purchasing decisions because consumers will be encouraged to buy products due to affordable prices and attractive promotions on social media. Thus, simultaneous pricing and social media promotion can increase purchase interest and satisfaction among consumers at a cafe.

E. Conclusion

The variation in coffee prices at Rumangsa Coffee and Bakery, from cheap to expensive, affects consumer purchasing decisions by providing a more comprehensive range of options according to their preferences and budget. The availability of price variations can also enrich the consumer experience with different coffee choices, such as different types of coffee beans, brewing methods, and other ingredients that influence the taste and aroma of coffee. Rumangsa Coffee and Bakery needs to improve its Instagram social media promotion to attract more visitors. Ways to increase visitors include: (1) Posting engaging content about products and services; (2) Using relevant hashtags; (3) Providing special discounts or promotions; (4) Posting customer reviews; (5) Promoting coffee-related events or contests at Rumangsa Coffee and Bakery.

The implications for Rumangsa Coffee and Bakery regarding pricing and Instagram promotion on purchase decisions are that they need to reconsider their pricing strategy to attract more customers. They also need to improve their social

media promotion, especially on Instagram, as this platform can significantly impact consumer purchasing decisions. By posting attractive and enticing content, using relevant hashtags, providing special discounts or promotions, posting customer reviews, and promoting events or contests related to Rumangsa Coffee and Bakery, they can attract more visitors and increase their sales.

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