

Hanan Catering's Instagram promotions, pricing, and menu variety influence consumer purchasing decisions in Bandung

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Abstract

This study aims to analyze the effect of promotions on Instagram, prices and menu variety on purchasing decisions for Hanan Catering in Bandung City. This research approach uses the approach scientific to test the justification of the proposed hypothesis. The population in this study were all consumers of homemade birthday cakes in Bandung. The sampling technique for determining the sample to be used in this study uses the technique non probability sampling, that is purposive sampling. Then the total sample in this study was 91 respondents. The results of the study found that promotions on Instagram, prices and menu variety both simultaneously and partially have a positive and significant effect on purchasing decisions.

Keywords: Promotions on Instagram, Prices, Menu Variety, Purchase Decisions

INTRODUCTION

Currently, culinary is one of the most popular business fields and is in great demand by both producers and consumers, because food is a staple in people's daily lives. The increasing number of culinary businesses makes business actors compete fiercely. Starting from promotions on social media, the variety of menus offered, prices and services that satisfy consumers.

Various kinds of media that can be used as marketing media include marketing through print media, audio-visual media and online media (Erlita, 2016). Currently, modern society knows social media that utilizes the internet as a medium for sharing, collaborating, or communicating with other individuals (Nasrulloh, 2017: 11). Instagram, youtube, whatsapp, facebook, twitter, and others are social media that has a variety of content. One of the most popular social media today is instagram. Even Indonesia, until Semester 1 of 2021, Instagram has become the most popular after YouTube.

Instagram is very popular as a promotional medium for businesses to offer their businesses (Nofriansyah et al., 2020). In the city of Bandung, the Hanan Catering business is one of the consumer needs, due to busy work in the office, many female consumers choose Hanan Catering for their family's food menu. Most Hanan Catering are spread in the community because they do

promotions through social media. One of the applications that they use the most is the Instagram application.

Price is one of the determinants that indirectly influence consumer purchasing decisions. Competitive price policies and convenient payment systems (non-cash) will be a positioning that differentiates it from its competitors. The customer's perception of a fair price is one thing that matters affect expectations of quality (ie quality of food, service, and physical environment) which in turn has an impact on their satisfaction (Ryu & Han, 2010). Furthermore, (Knez et al., 2014) argues that price is an important factor for purchasing decisions. Companies must retain loyal customers who are willing to pay high prices even for their favorite brands and not buy cheap products (Ryu et al., 2012)

Variety of menus is one of the considerations consumers make purchases. The large variety or variations of the menu offered will provide satisfaction for consumers to decide to buy (Mubayyanah et al., 2021). Home catering in the city of Bandung targets all levels of consumers, both from the lower level and the upper level, by offering various product variants and also various price variants. The products offered are in the form of heavy meals and snacks according to consumer tastes. Furthermore, (Sinaga et al., 2018) suggests that if the catering provides a diverse menu, it will make it easier for the catering to attract consumers to dine at its place. Because, the more choices provided by restaurants, it will make it easier for consumers to choose the menu according to their wishes.

Previous studies related to purchasing decisions were carried out by (Batee, 2019) research with the aim of knowing the effect of social media on purchasing decisions at the Nias Gunungsitoli T-Shirt Shop. The results of his research show that: There is an influence of social media on purchasing decisions. Then, (Lukito, 2020) the purpose of this study was to find out and analyze the effect of Promotion with Social Media on the Purchase Decision of Ortuseight Sports Shoes in the Tanjung Morawa Community. The results of this study indicate that promotion with social media has a positive and significant effect on the Purchase Decision of Ortuseight Sports Shoes in the Tanjung Morawa Community. This research develops research (Kridaningsih, 2020) examining prices and product variations on purchasing decisions. This research adds promotion variables on Instagram because it sees the phenomenon of the booming development of Hanan Catering in Bandung. Therefore the purpose of this study was to analyze the effect of promotions on Instagram, prices and menu variety on purchasing decisions for Hanan Catering in Bandung City.

THEORETICAL BASIS

A. Purchase Decision

The purchase decision is the stage where the consumer goes through various considerations with the final result to decide to make a purchase or not of a product or service (Pane, 2018). (Isa & Istikomah, 2020) explains the definition of purchasing decisions as part of consumer behavior, namely the study of how individuals, groups and

organizations choose, buy, use, and how goods, services, ideas or experiences satisfy their needs and wants.

Then, (Supu et al., 2021) says that purchasing decisions are a process in which consumers get to know the problem, find information about a particular product or brand and evaluate how well each of these alternatives can solve the problem, which then leads to a purchase decision.

B. The Effect of Promotion on Instagram on Purchase Decisions

One of the effective social media to be used as a means or product marketing tool is Instagram social media. Instagram with various features makes it very easy for businesses to promote their products or services. Effective and appropriate use of social media by companies can provide a positive image in the eyes of consumers (Rahman & Panuju, 2017).

Consumers with diverse behaviours, interests, preferences, tastes and lifestyles are greatly helped by the existence of social networks as a way of discovering their preferences about anything that might be found on social networks, especially Instagram. Including the demand for goods and services has been rife on the Instagram social network. With a business Instagram account for a product, it is easier for consumers to learn about the product and ultimately influence purchasing decisions (Tanjaya et al., 2019).

The results of the study (Dewi, 2018) found that online advertising on Instagram media influences purchasing decisions. (Fredik & Dewi, 2019) found that promotions through Instagram social media influence purchasing decisions. And (Lukito, 2020) found that promotions with social media had a positive and significant effect on purchasing decisions.

C. The Influence of Price on Purchase Decisions

Price is the amount of money charged for an item or the amount of money exchanged by consumers for the benefits of having or using the product or service. Meanwhile, according to (Budi, 2013), price is an indicator that is used as a consideration in choosing a product by customers where price is able to win the hearts of customers and prospective customers in making a decision.

Price is the amount billed for an item or service, more broadly, price is the sum of all the values a customer gives up in order to gain the benefits of owning or using a good or service, unlike product features and dealer commitments, prices can change rapidly (Kotler & Keller, 2009). In addition, the price is also considered with the quality of the

product or service, so that the price and quality offered are in accordance with the wishes of the customer.

The results of research (Lubis & Hidayat, 2019) and (Khulugi et al., 2020) found that price has a positive and significant effect on purchasing decisions. If the price offered is in accordance with the consumer's ability, it causes a consumer decision to make a purchase of the desired product and vice versa if the consumer cannot reach the price, the consumer will reconsider in purchasing the product (Wirapraja et al., 2021).

D. Effect of Variety Menu on purchasing decisions.

Food variety is the arrangement of food ingredients that are contained in a different dish at each serving. (Kotler & Keller, 2009) suggests that menu diversity is a collection of all products and items offered by sellers to buyers. So menu diversity is the number of product variations offered by the seller.

Purchasing decisions are related to the number of menu variants, consumers will consider which menu can satisfy the desired needs.

After that consumers will decide to buy a menu or service that suits their needs. In choosing a menu, consumers will consider the attributes of the menu which consists of service quality, staple food dishes, side dishes, vegetable dishes, fruit dishes and snack dishes. The results of research (Camelia & Suryoko, 2017) and (Kridaningsih, 2020) found that menu variety has a positive and significant effect on purchasing decisions.

Product diversity in a restaurant is a variety of products in terms of menu completeness starting from taste, size, quality and product availability at any time in restaurants (Noerhamzah et al., 2021).

RESEARCH METHOD

A. Research Approach

This research approach uses the approach scientific to test the justification of the proposed hypothesis with statistics to find a conclusion (Jogiyanto, 2014).

B. Method of collecting data

Data collection techniques in this study used questionnaires which were distributed directly to consumers of Hanan Catering in Bandung. The questionnaire is a list of questions intended as a tool to collect data on research variables, namely by distributing a series of written questions to respondents.

C. Population and Sampling Techniques

The population in this study were all consumers of homemade birthday cakes in Bandung. The sampling technique for determining the sample to be used in this study uses

the technique non probability sampling, that is purposive sampling. Purposive sampling is a sampling method based on certain characteristics such as:

- a. Respondents who bought Hanan Catering products in Bandung.
- b. Respondents who have an Instagram account.
- c. Respondents who follow the Hanan Catering Bandung online shop account.
- d. Respondents who live and live in the city of Bandung.

So the total sample in this study is 91 respondents.

RESULT

A. Normality Test Results

The results of the data normality test with the normal chart test probability plot, indicating that the data in the study is feasible to use and is said to be normal, this can be seen in the following figure:

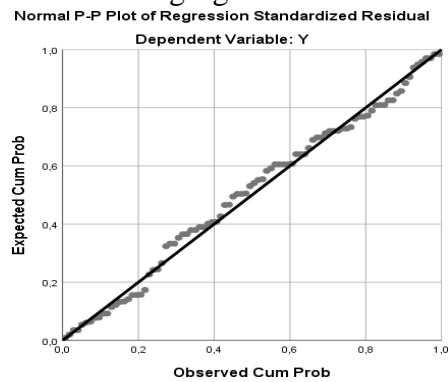


Figure 3. Normality Test Results

B. Multicollinearity Test Results

Table 1. Multicollinearity Test Results

Model	Collinearity Statistics		Slope	
	Tolerance	VIF		
1	(Constant)			
	Promotion	,685	1,460	Multicollinearity does not occur
	Instagram			
	Price	,917	1,091	Multicollinearity does not occur
	Ragam Menu	,677	1,477	Multicollinearity does not occur

Source: Data Processed by SPSS (2022)

From the results of the multicollinearity test the data above shows promotions on Instagram, Prices and Menu Variety as independent variables in this study can be tolerated and their existence does not interfere with the model.

C. Heteroscedasticity Test Results

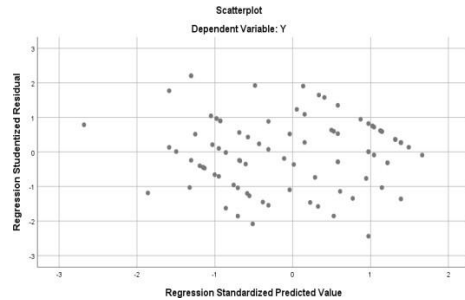


Figure 4. Heteroscedasticity Test Results

Based on the scatterplot graphic image, it shows that the data is spread on the Y axis and does not form a clear pattern in the distribution of the data. This shows that there is no heteroscedasticity in the regression model, so the regression model is feasible to use to predict purchasing decisions with influencing variables, namely promotions on Instagram, prices and variety of menus.

D. Hypothesis Testing Results

Table 2. Coefficient of Determination

Adjusted R Square	Coefficient of Multiple Determination	Information
0.621	62,10%	The influence of Promotional Variables on Instagram, price and variety of menus on purchasing decisions is 62.10%

Source: Data Processed by SPSS (2022)

The table above shows that the coefficient of multiple determination explains the decision to purchase a homemade birthday cake of 62.10%, which is influenced by promotions on Instagram, price and variety of menus.

E. Simultaneous Test Results

Table 3. Simultaneous Test

F Count	Say	Information
49,577	0,000	Promotions on Instagram, price and variety of menus have a joint effect on purchasing decisions

Source: Data Processed by SPSS (2022)

The table above shows that the significance level is less than 0.05. This means that promotion on Instagram, price and menu variety simultaneously (together) have an influence on purchasing decisions, with a probability of 0.000. Because the probability is much smaller than the significant value of 0.05, the regression model can be used to predict the level of purchasing decisions.

Factors that influence purchasing decisions are promotion strategies via Instagram, prices and menu variety. Social media can be said to be a very important component of a company's marketing media. The use of promotional strategies through social media especially Instagram as the core of product marketing. Trust that is formed in the minds of consumers is the result and process of information received. So it is hoped that the messages conveyed to consumers can be well received, spread to the

people around them, and can influence one's buying interest and even influence purchasing decisions for the products offered.

F. Partial Test Results

Table 4. Partial Test Results (t test)

Variable	Unstandardized B	t Count	Sig	Information
Constant	.340	.971	.334	
Promotion	.358	4,941	.000	Significant positive influence
Price	.224	3,605	.001	Significant positive influence
Ragam Menu	.355	4,960	.000	Significant positive influence

Source: Data processed by SPSS (2022)

$$\text{Purchase Decision} = 0.340 + 0.358X_1 + 0.224X_2 + 0.355X_3 + e$$

1. The coefficient of the promotion variable on Instagram has a positive direction of 0.358, which means that if there is an increase in promotion on Instagram, the purchase decision will increase by 0.358.
2. The price variable coefficient with a positive direction is 0.224 which means that if there is an increase in price, the purchase decision will increase by 0.224.
3. The variable coefficient of the variety of menus with a positive direction is 0.355 which means that if there is an increase in the variety of menus, the purchasing decision will increase by 0.355

DISCUSSION

The results of this study found that promotions on Instagram had a positive and significant effect on purchasing decisions. This means that more frequent and interesting promotions on Instagram will increase consumer purchasing decisions. Promotion on Instagram as a marketing tool that can attract consumers to make purchases. Using appropriate and effective social media promotion strategies improves the company's image in the eyes of consumers. The strength of a company's social media strategy is built on the interests, preferences, lifestyle, loyalty and curiosity of its consumers. These things affect consumer purchasing decisions. So, if consumers really understand our products that they find valuable, they will quickly tell their friends or family about them, which will influence their purchase decision of goods. The results of this study support previous research conducted by (Dewi, 2018) who found that online advertising on Instagram media influences purchasing decisions. (Fredik & Dewi, 2019) found that promotions through Instagram social media influence purchasing decisions. And (Lukito, 2020) found that promotions with social media had a positive and significant effect on purchasing decisions.

The results of this study found that price has a positive and significant effect on purchasing decisions. This shows that the price given to Hanan Catering consumers will influence consumers to buy the product. Prices can help consumers decide how to allocate their purchasing power over various types of goods and services. Consumers compare the prices of the various available alternatives, then decide on the desired allocation of funds. The results of this study support (Senggetang et al., 2019), (Pasaribu et al., 2019) and (Akbar & Haryoko, 2020) finding that price has a positive and significant effect on purchasing decisions. To make a decision in buying an item or product, consumers usually compare the price of an item or product that they will buy (Nasution et al., 2020).

The results of this study found that menu variety had a positive and significant effect on purchasing decisions. This means that the more diverse the menu offered by Hanan Catering, the more purchasing decisions will be made. A variety of menus can continue to maintain consumer interest in consuming the food provided by Hanan Catering. The results of research (Camelia & Suryoko, 2017) and (Kridaningsih, 2020) found that menu variety has a positive and significant effect on purchasing decisions. Product diversity in a restaurant is various products in terms of menu completeness starting from taste, size, quality and availability of these products at any time in the restaurant (Noerhamzah et al., 2021).

CONCLUSION

Based on hypothesis testing and multiple linear regression analysis that has been carried out, the conclusions of this study are as follows: Promotion on Instagram has a positive and significant effect on purchasing decisions, meaning that more frequent and attractive promotions

on Instagram will increase consumer purchasing decisions; Price has a positive and significant effect on purchasing decisions.

This shows that the price given to Hanan Catering consumers will influence consumers to buy the product; Variety of menus has a positive and significant effect on purchasing decisions. This means that the more diverse the menu offered by Hanan Catering, the more purchasing decisions will be made.

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