

# THE INFLUENCE OF PROMOTION THROUGH INSTAGRAM SOCIAL MEDIA AND PRICE ON PURCHASING DECISIONS OF CIARMY BRAND LEATHER SHOES IN CIBADUYUT, BANDUNG CITY

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**Abstract:** This study aims to examine Instagram promotion and pricing for Ciarmy brand leather shoes in Bandung. It also examines respondents' responses to Instagram promotion and pricing. It also examines the influence of Instagram promotion and pricing on purchasing decisions for Ciarmy brand leather shoes in Bandung. This study employed descriptive and verification methods, employing a quantitative approach, using IBM SPSS 22.0 for calculations, and using simple random sampling as a sampling technique. A sample size of 95 individuals was obtained from the population. The population in this study was consumers who had previously purchased Ciarmy brand leather shoes. Multiple linear regression analysis was used to analyze the relationship between Instagram promotion (X1) and price (X2) with the purchase decision (Y). The results showed that Instagram promotion had a significant partial effect on purchase decisions. Furthermore, price had a significant partial effect on purchase decisions. And the variables of Promotion through Instagram Social Media and Price simultaneously have a significant influence on the Purchase Decision of Ciarmy Brand Leather Shoes in Bandung City.

**Keywords:** Promotion Through Instagram Social Media, Price, dan Purchasing Decisions

## 1. Introduction

Micro, Small, and Medium Enterprises (MSMEs) are one of the backbones of the Indonesian economy. According to data from the Ministry of Cooperatives and SMEs (2023), MSMEs contribute approximately 61% to Gross Domestic Product (GDP) and employ over 97% of the national workforce. MSMEs are also highly resilient to economic crises, making them a strategic sector in national economic development. In the digital era, MSMEs are required to utilize information technology and social media to support product marketing, particularly through platforms like Instagram, TikTok, and online marketplaces. Social media has become one of the most effective tools for increasing visibility, expanding markets, and driving consumer purchasing decisions.

One of the MSME subsectors that continues to grow is the leather shoe industry, particularly in the Cibaduyut area of Bandung City. This area is known as the largest shoe production center in Indonesia, and since the 1980s, Cibaduyut has been nicknamed "Shoe Village." Cibaduyut's leather shoes are highly sought after due to the quality of the materials, the craftsmanship, and the variety of designs. However, with increasing global competition, leather shoe MSMEs face various challenges, such as a shift in consumer interest toward modern brands, price competition with imported products, and a lack of digital-based promotional innovation.

Ciarmy is a leather shoe brand from Cibaduyut that focuses on formal leather shoes and premium boots. Ciarmy's products are known for their high quality, targeting the upper-middle

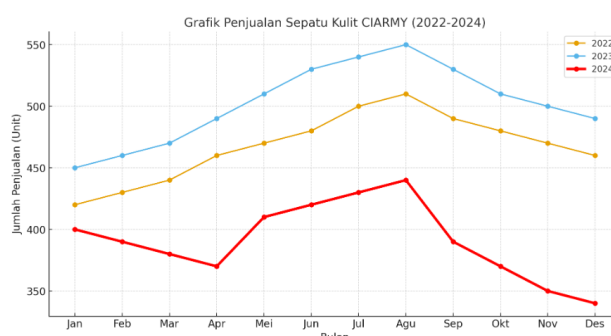
class market. However, as it developed, Ciarmy faced challenges in marketing and price competitiveness. Although Ciarmy's products already had a loyal following, its promotional strategies were suboptimal, particularly in utilizing Instagram as a marketing medium. This resulted in reduced brand exposure among young consumers, even though this segment actively uses social media for purchasing purposes.

In consumer behavior theory, purchasing decisions can be influenced by various factors, including promotion and price. First, promotions via Instagram play a crucial role in providing product information, building brand awareness, and attracting purchase interest. If promotions are less intensive, consumers tend to switch to other brands that engage more actively on social media. Furthermore, price is a crucial factor in purchasing decisions. If a product's price is deemed too high compared to competitors with comparable quality, consumers will choose other alternatives.

Purchasing decisions are defined as a decision-making process through recognizing needs and desires and searching for information (Pasaribu, 2022). Promotion is then defined as media and non-media marketing efforts to stimulate consumer trial, increase consumer demand, or improve product quality (Tolan et al., 2021). Furthermore, price can be defined as the value of a product because it will affect producer profits. Price is also a consumer consideration when purchasing, so special consideration is needed to determine the price (Sumarsid & Paryanti, 2022). Essentially, purchasing decisions can be influenced by promotions and prices, which is in line with research conducted by Nur & Arnun (2021) entitled The Influence of Promotion and Price on the Consumer Purchasing Decision Process.

However, in recent years, Ciarmy shoe sales have fluctuated and even tended to decline. This phenomenon can be seen in sales data from 2022–2024, where the trend indicates a decline in consumer demand. This decline is thought to be closely related to reduced consumer purchasing decisions, influenced by two main factors: promotions via Instagram and product prices. This can be confirmed by the decline in Ciarmy leather shoe sales from 2022–2024, particularly in December 2024, as follows:

Figure 1. Ciarmy Leather Shoe Sales Graph for the 2022-2024 Period



The decline in sales is suspected to be caused by the MSME's suboptimal promotional activities through Instagram social media and the relatively high or expensive pricing, so that consumers are reluctant to buy and prefer to buy leather shoes from other competitors. This can be proven based on the results of CIARMY's Instagram Promotion Activities vs. Competitors (2024) and the Comparison of CIARMY Leather Shoe Prices vs. Competitors.

Table 1. CIARMY Instagram Promotion Activities vs. Competitors (2024)

| Brand  | Number of Posts/Month | Engagement Rate (%) |
|--------|-----------------------|---------------------|
| CIARMY | 2–3                   | 0,8                 |

| Brand        | Number of Posts/Month | Engagement Rate (%) |
|--------------|-----------------------|---------------------|
| Competitor A | 15–20                 | 2,5                 |
| Competitor B | 10–12                 | 1,9                 |

Based on the data obtained by researchers regarding promotions through Instagram social media and pricing, in the context of promotions, CIARMY only conducts promotions on Instagram sporadically, with an average of 2–3 posts per month. Engagement (likes, comments, shares) is also low when compared to more consistent competitors. Instagram is currently one of the most effective social media in influencing consumer behavior, especially the millennial and Gen Z generations who dominate the market. Unfortunately, promotions carried out by CIARMY on Instagram are considered inconsistent and less attractive. Non-interactive promotional content, infrequent updates, and a minimal digital marketing strategy result in low product exposure. This results in consumers being more easily distracted by competing brands that are more active in promoting on social media.

Table 2. Comparison of CIARMY Leather Shoes Prices vs. Competitors

| Product                    | CIARMY (Rp) | Competitor A (Rp) | Competitor B (Rp) |
|----------------------------|-------------|-------------------|-------------------|
| Men's Formal Leather Shoes | 750.000     | 550.000           | 500.000           |
| Leather Boots              | 1.200.000   | 900.000           | 850.000           |
| Casual Leather Shoes       | 680.000     | 500.000           | 480.000           |

Besides promotions, pricing is also a serious issue. Ciarmy leather shoes are relatively priced higher than some competitors in Cibaduyut and other online brands that offer similar products with good quality but at more affordable prices. This leads consumers to choose competitors' products because they are considered more suited to their purchasing power and needs. Furthermore, in terms of price, CIARMY products are positioned in the upper-middle class, yet their prices are considered higher than competitors of similar quality.

Based on the background that has been described and based on the facts in the field that have been presented, in this study the author will conduct research with the title "The Influence of Promotion Through Social Media Instagram and Price on Purchasing Decisions for Ciarmy Brand Leather Shoes in Cibaduyut, Bandung City".

### Problem Formulation

Based on the background of the problem outlined above, the following problem formulation can be outlined:

- 1) How is Ciarmy brand leather shoes promoted through Instagram?
- 2) What is the pricing of Ciarmy brand leather shoes?
- 3) What are the purchasing decisions for Ciarmy brand leather shoes?
- 4) How much influence does Instagram promotion influence purchasing decisions for Ciarmy brand leather shoes?  
 How much influence does price influence purchasing decisions for Ciarmy brand leather shoes?
- 5) How much influence do Instagram promotion and price influence purchasing decisions for Ciarmy brand leather shoes?

### Research Objectives

Based on the problem formulation, the researcher aims to analyze and determine:

- 1) To determine the promotion of Ciarmy brand leather shoes through Instagram.
- 2) To determine the price of Ciarmy brand leather shoes.
- 3) To determine the purchasing decisions of Ciarmy brand leather shoes.
- 4) To determine the influence of Instagram promotion on purchasing decisions of Ciarmy brand leather shoes.
- 5) To determine the influence of price on purchasing decisions of Ciarmy brand leather shoes.
- 6) To determine the influence of Instagram promotion and price on purchasing decisions of Ciarmy brand leather shoes.

## **2. Literature Review**

### **a. Promotion**

Promotion is defined as a media and non-media marketing effort to stimulate consumer trial, increase consumer demand, or improve product quality (Tolan et al., 2021). Meanwhile, according to Marpaung et al. (2021), promotion is a sales activity that can influence consumers' purchasing decisions. Through sales promotions, companies can attract new customers, influence their customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase impulse buying (unplanned purchases), or seek closer cooperation with retailers. From these two opinions, it can be concluded that promotion is a sales activity that can influence consumers' purchasing decisions. Through sales promotions, companies can attract new customers, influence their customers to try new products, encourage customers to buy more, attack competitors' promotional activities, increase impulse buying (unplanned purchases), or seek closer cooperation with retailers. The promotion indicators in this research according to Kotler & Keller (2016) include: 1) Advertising, 2) Sales Promotion, 3) Public Relations, 4) Personal Selling, 5) Direct & Digital Marketing.

### **b. Harga**

Price can be defined as the value of a product, as it will affect the producer's profit. Price is also a consumer consideration when purchasing, so special consideration is needed to determine the price (Sumarsid & Paryanti (2022). Furthermore, price is also the cost incurred by some consumers in making payments for the purchase of a product or service (Kumrotin & Susanti (2021). From these two opinions, it can be concluded that price is the amount of money (or other means of exchange) set to obtain a product or service, which reflects the value of the goods/services for consumers and producers. There are price indicators used in this study referring to, including: 1) Affordable Price, 2) Competitive Price, 3) Value for Money, and 4) Consistent Price.

### **c. Keputusan Pembelian**

Purchasing decisions are defined as a decision process through recognizing needs and desires, searching for information (Pasaribu, 2022). Then, purchasing decisions are also a stage in the buyer decision process, namely when consumers actually purchase a product. Where consumers recognize the problem, seek information about a particular product or brand and also evaluate how well each alternative can solve the problem which then leads to a purchasing decision (Gunarsih et. al., 2021). From two opinions regarding purchasing decisions, the author finally draws the conclusion that purchasing decisions are the final action of consumers in choosing and purchasing a product or service after going through a series of processes such as problem recognition, information search, evaluation of alternatives, and finally choosing one option that is considered the most profitable, according to needs and desires. This process is an important part of consumer behavior and is influenced by various internal and external factors. There are indicators used in this study

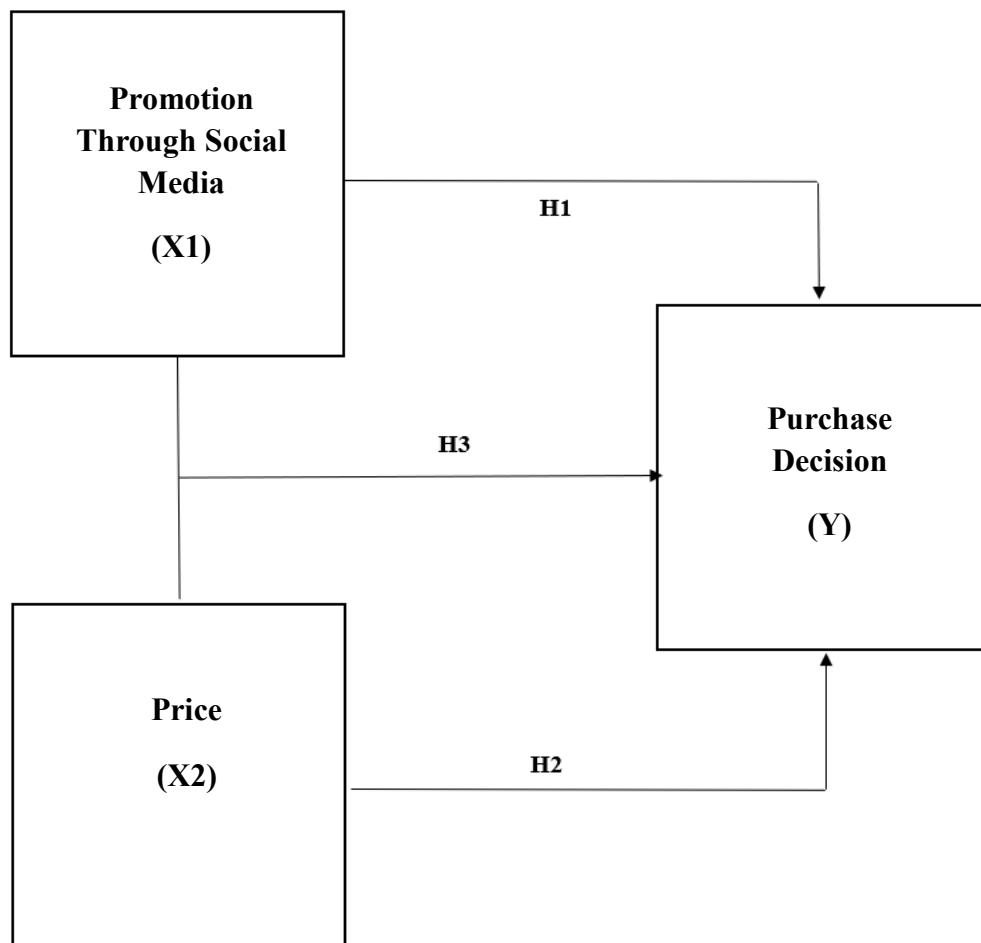


according to, including: 1) Product choice, 2) Brand choice, 3) Distributor choice, 4) Purchase time, and 5) Purchase Amount.

### 3. Method

This type of research uses descriptive and verification methods, using a quantitative approach by operating the calculations using the IBM SPSS V25 program and the sampling technique using non-probability sampling, specifically using purposive sampling. Then the population in this study was 1,745 and a sample of 95 people was obtained from the existing population. The population in this study were consumers who made purchases. The data analysis method in this study used multiple linear regression analysis with the aim of determining the direction of the relationship between the Promotion variable (X1) and the Price variable (X2) with the Purchase Decision variable (Y). Below is presented the research paradigm, as follows:

Figure 2. Research Paradigm



### Research Hypothesis

- H1: There is an influence of promotion via Instagram social media on purchasing decisions for Ciarmy leather shoes.
- H2: There is an influence of price on purchasing decisions for Ciarmy leather shoes

H3: There is an influence of promotion via Instagram social media and price on purchasing decisions for Ciarmy leather shoes.

#### 4. Result and Discussion

##### a. Correlation Test

The correlation coefficient test is used to measure the extent of the linear relationship between the independent variables (Promotion via Instagram Social Media) and Price (X2) studied and the dependent variable (Purchase Decision). The function of the formula is to determine the strength or weakness of the relationship between variables, assuming the formula has at least an interval data scale.

The results of the calculation of the magnitude of the relationship between Promotion via Instagram Social Media and Price on Purchasing Decisions for Ciarmy Leather Shoes can be seen in the following table:

Tabel 3. Uji Korelasi

|                                             |                     | Correlations                                |            |                         |
|---------------------------------------------|---------------------|---------------------------------------------|------------|-------------------------|
|                                             |                     | Promosi melalui Media Sosial Instagram (X1) | Harga (X2) | Keputusan Pembelian (Y) |
| Promosi melalui Media Sosial Instagram (X1) | Pearson Correlation | 1                                           | .516**     | .607**                  |
|                                             | Sig. (2-tailed)     |                                             | .000       | .000                    |
|                                             | N                   | 95                                          | 95         | 95                      |
| Harga (X2)                                  | Pearson Correlation | .516**                                      | 1          | .612**                  |
|                                             | Sig. (2-tailed)     | .000                                        |            | .000                    |
|                                             | N                   | 95                                          | 95         | 95                      |
| Keputusan Pembelian (Y)                     | Pearson correlation | .607**                                      | .612**     | 1                       |
|                                             | Sig. (2-tailed)     | .000                                        | .000       |                         |
|                                             | N                   | 95                                          | 95         | 95                      |

\*\* . Correlation is significant at the 0.01 level (2-tailed)

Based on the table above, it can be stated that the significance value between Promotion via Instagram Social Media and Price is 0.000, therefore there is a relationship between Promotion via Social Media and Price because  $0.000 < 0.05$ .

##### b. Test of the Coefficient of Determination

The coefficient of determination analysis is used to determine the partial relationship between the independent variable and the dependent variable. According to Sugiyono (2018), the coefficient of determination is calculated by squaring the correlation coefficient and then multiplying it by 100%.

Table 4. Coefficient of Determination

| Model Summary <sup>b</sup>                                               |                   |          |                   |                            |               |
|--------------------------------------------------------------------------|-------------------|----------|-------------------|----------------------------|---------------|
| Model                                                                    | R                 | R Square | Adjusted R Square | Std. Error Of the Estimate | Durbin-Watson |
| 1.                                                                       | .700 <sup>a</sup> | .491     | .480              | 5.27672                    | 1.705         |
| a. predictors: (constant), Harga, Promosi melalui Media Sosial Instagram |                   |          |                   |                            |               |
| b. Dependent Variable: Keputusan Pembelian                               |                   |          |                   |                            |               |

Based on the table above, the R Square value obtained is 0.491. This means that the Purchase Decision variable (Y) is influenced by the Promotion variable through Instagram Social Media (X1) and Price (X2) by 49.1%, while the remaining 50.9% is influenced by other variables not studied.

c. Analisis Regresi Linier Berganda

To address the influence of social media promotions and prices on purchasing decisions, the researchers used multiple regression analysis statistical techniques. Multiple linear regression analysis was used to determine the influence of promotions via Instagram and prices on purchasing decisions, denoted by R. This model was used to determine the extent of influence of the independent variables on the dependent variable.

Table 5. Multiple Linear Regression Analysis

| Model |                                                    | Unstandardize<br>d Coefficients |               | Standardized<br>Coefficients | T     | Sig. | Collinearity Statistics |       |
|-------|----------------------------------------------------|---------------------------------|---------------|------------------------------|-------|------|-------------------------|-------|
|       |                                                    | B                               | Std.<br>Error | Beta                         |       |      | Tolerance               | VIF   |
| 1     | (Constant)                                         | 4.144                           | 3.268         |                              | 1.268 | .208 |                         |       |
|       | Promosi<br>melalui<br>Media<br>Sosial<br>Instagram | .577                            | .126          | .397                         | 4.569 | .000 | .734                    | 1.363 |
|       | Harga                                              | 1.124                           | .240          | .385                         | 4.691 | .000 | .734                    | 1.363 |

In the equation above, it is known that the constant value of 4.144 states that when the Promotion variable through Instagram Social Media (X1) and Price (X2) is 0 (zero) then the value of the Purchase Decision variable (Y) is 4.144. Then the regression coefficient value on the Promotion variable through Instagram Social Media (X1) is 0.577. This means that for every 1 increase in the Promotion variable 110 through Instagram Social Media and other variables are constant, the purchase decision variable will experience an increase of 0.577. This coefficient is positive, meaning that there is a positive relationship between X1 and Y. So the better the Promotion through Instagram Social Media, the more the consumer Purchase Decision will increase. And the regression coefficient value on price (X2) is 1.124. So it can be interpreted that every 1 point increase in the price variable (X2) will get a purchase decision value (Y) of 1.124. This coefficient is positive, meaning that there is a positive relationship between X2 and Y. So the better the price will also increase the consumer's purchase decision.

d. Uji T (Parsial)

The t-test tests the partial regression coefficients. This test is conducted to determine the partial significance of the role of the independent variable on the dependent variable, assuming that the other independent variables are held constant (Sugiyono, 2018). Data processing is performed using SPSS to ensure more accurate data measurements. The formula functions to test each variable's influence on purchasing decisions Promotion through Instagram social media and price. Assuming the formula has at least an interval data scale.

Table 6. T-Test (Partial)

| Model |                                                    | Unstandardize<br>d Coefficients |               | Standardized<br>Coefficients | T     | Sig. | Collinearity Statistics |       |
|-------|----------------------------------------------------|---------------------------------|---------------|------------------------------|-------|------|-------------------------|-------|
|       |                                                    | B                               | Std.<br>Error | Beta                         |       |      | Tolerance               | VIF   |
| 1     | (Constant)                                         | 4.144                           | 3.268         |                              | 1.268 | .208 |                         |       |
|       | Promosi<br>melalui<br>Media<br>Sosial<br>Instagram | .577                            | .126          | .397                         | 4.569 | .000 | .734                    | 1.363 |
|       | Harga                                              | 1.124                           | .240          | .385                         | 4.691 | .000 | .734                    | 1.363 |

Furthermore, it can be seen that the t-test value of the Promotion variable through Instagram Social Media obtained results of  $4.569 > 1.986$ , with a probability of  $0.000 < 0.05$ ,

therefore  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that there is a significant influence between Promotion through Instagram Social Media on Purchasing Decisions on Ciarmy Leather Shoes.

e. Uji F (Simultan)

The F-statistic test shows whether all independent variables included in the regression model have a simultaneous effect on the dependent variable (Ghozali, 2018). The formula's function is to determine whether promotional variables via social media (Instagram) and price significantly influence purchasing decisions. Assuming the formula has at least an interval data scale.

Table 7. F Test (Simultaneous)

| ANOVA <sup>a</sup>                                                      |            |                |    |             |        |                   |
|-------------------------------------------------------------------------|------------|----------------|----|-------------|--------|-------------------|
| Model                                                                   |            | Sum of Squares | Df | Mean Square | F      | Sig.              |
| 1                                                                       | Regression | 2467,476       | 2  | 1233,738    | 44,309 | .000 <sup>b</sup> |
|                                                                         | Residual   | 2561,627       | 92 | 27.844      |        |                   |
|                                                                         | Total      | 5029,103       | 94 |             |        |                   |
| a. Dependent Variabel: Keputusan Pembelian                              |            |                |    |             |        |                   |
| b. Predictors (Constant), Harga, Promosi melalui Media Sosial Instagram |            |                |    |             |        |                   |

From the data obtained in the table above, from data processing through the help of the SPSS application and from manual calculations to find  $F_{table}$ , it can be seen that  $F_{count} 44.309 > F_{table} 3.10$  and a significance value of  $0.000 < 0.05$ . So it can be concluded that Promotion through Instagram Social Media and Price simultaneously have a significant effect on Purchasing Decisions. The results of this study are in line with previous research conducted by Vivi Widya Sari (2020) the results of the study obtained were that Promotion through social media ( $X_1$ ) and Price ( $X_2$ ) have a positive effect on the dependent variable of Purchasing Decisions ( $Y$ ).

## 5. Conclusions

- 1) The level of implementation of Ciarmy Shoes' Instagram social media promotion received positive feedback. Therefore, respondents' responses regarding Ciarmy's Instagram social media promotion were positive.
- 2) The level of implementation of Ciarmy's pricing strategy indicates that Ciarmy's pricing strategy is considered good. Therefore, respondents' responses regarding Ciarmy's pricing strategy were positive.
- 3) The level of implementation of Ciarmy's Purchasing Decision Strategy was considered good. Therefore, respondents' responses regarding Ciarmy's leather shoe purchasing decision were positive.
- 4) It can be concluded that the Instagram social media promotion variable partially has a significant effect on Ciarmy's leather shoe purchasing decision.
- 5) It can be concluded that the price variable partially has a significant effect on Ciarmy's leather shoe purchasing decision, with a positive relationship.
- 6) It can be concluded that the Promotion variables via Instagram social media and Price simultaneously have a significant influence on Purchasing Decisions for Ciarmy Leather Shoes with a positive relationship direction.



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