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The Influence of Price and Social Media Advertising on Purchasing Decisions at Tomoro Coffee Antasari

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ABSTRACT

This study seeks to address empirical inconsistencies concerning the relative dominance of pricing and digital influence within the coffee shop industry by examining purchasing decisions at Tomoro Coffee Antasari in Bandar Lampung. Employing a descriptive quantitative approach, the research involved 100 respondents selected through purposive sampling and analysed using multiple linear regression. The study explores the strategic peculiarity of Tomoro's dual pricing approach, which combines affordability for flagship products with a premium positioning strategy, within an intensely competitive regional market. The findings reveal that although both price and social media advertising significantly and positively affect purchasing decisions, price (0.751) demonstrates a considerably stronger influence than social media advertising (0.334). Together, these variables account for 65.5% of the variance in consumer decision-making. From an analytical perspective, the results challenge prevailing literature that places excessive emphasis on social media virality, indicating that in regional economic centres such as Bandar Lampung, consumer behaviour remains predominantly guided by economic rationality and perceived value. The key novelty of this research lies in the identification of a "Rational Market Resilience," whereby price sensitivity persists as the principal determinant of transactions despite high levels of digital exposure. Accordingly, the study recommends that management prioritise competitive pricing as a fundamental strategic anchor, while positioning digital engagement primarily as a stimulus for consumer interest in order to maintain competitiveness in a saturated market.

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1. INTRODUCTION

The coffee shop industry in Bandar Lampung has evolved beyond its traditional role as a place for consuming caffeinated beverages into a social space and lifestyle representation, particularly among millennial and Generation Z consumers. This shift has intensified competition between local and national coffee brands within Lampung Province's economic centre, compelling businesses to adopt marketing strategies that are both creative and supported by empirical data. Within this competitive landscape, firms are required to strengthen the economic value of their products while simultaneously utilising digital platforms to influence consumer perceptions and purchasing behaviour. One beneficial outcome of social media utilisation is its ability to facilitate rapid and convenient access to, exchange of, and dissemination of information (Dewi & Indra, 2024). In this dynamic environment, the purchasing decision itself represents the phase in the consumer decision-making process in which individuals select and buy products to satisfy their needs (Rosita & Novitaningtyas, 2021). From a theoretical standpoint, effective marketing management relies on the ability to consistently deliver superior value through an integrated marketing mix. Price determination is therefore not merely a numerical decision, but a critical evaluative cue through which consumers assess expected benefits. This perspective is consistent with Perceived Value Theory, which posits that consumers rationally compare the costs incurred with the quality and experiential value obtained. And also, within the packaged beverage industry, purchasing decisions constitute a critical variable that is substantially affected by the strategic pricing

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policies adopted by firms (Yachya et al., 2023). Pricing also remains a critical factor, where reasonable price perceptions contribute to stronger positive assessments of service quality (Jatmiko & Sa'diyah, 2025)

Despite the acknowledged importance of pricing and digital promotion, prior empirical studies report inconsistent findings, revealing a clear research gap. Some studies, such as (Pramana & Mayasari, 2023; Sarjita, 2023) suggest that price is no longer the dominant factor, as purchasing behaviour is increasingly driven by social media virality. In contrast, (Ikbal, 2022; Narundana et al., 2022; Nurfitri & Dimyati, 2023; Sunatar et al., 2023) demonstrate that price continues to serve as the primary determinant significantly influencing consumer purchase decisions. These contrasting results indicate that the effectiveness of marketing variables is context-dependent, particularly influenced by the characteristics of the research object and its geographical setting. Accordingly, this study is positioned to reassess the relevance of consumer rationality in regional markets, specifically examining whether digital visual exposure can override fundamental economic considerations among consumers in economic centres such as Bandar Lampung.

The urgency of this research is further underscored by the strategic irregularity observed at Tomoro Coffee Antasari, which serves as the focal object of this study. The company adopts a differentiated pricing strategy in which its signature products are priced more affordably than those of major national competitors such as Kopi Kenangan and Janji Jiwa, while other menu categories maintain a premium positioning. A similar imbalance is evident in its digital presence, where TikTok engagement appears relatively strong, yet Instagram follower growth remains limited compared to competing brands. This condition raises an unresolved academic question regarding how consumers interpret perceived value when confronted with asymmetrical digital exposure and unconventional pricing structures. Consequently, this study seeks to investigate whether consumer purchasing behaviour in such settings is primarily driven by price-based rationality or by visual stimulation generated through social media. Through this inquiry, the research aims to contribute theoretically to the understanding of consumer decision-making processes within the increasingly saturated modern coffee shop market.

2. RESEARCH METHOD

This research adopts a quantitative approach employing a causal-associative design. The causal framework is applied to examine cause-and-effect relationships and to assess the magnitude of influence exerted by independent variables on the dependent variable through statistical analysis. This approach is selected because the data collected are numerical in nature, derived from respondents' perception scores obtained via questionnaires and subsequently processed using statistical techniques to test the proposed hypotheses. Multiple linear regression is utilised as the primary analytical method due to its effectiveness in estimating the linear effects of Price (X1) and Social Media Advertising (X2) on Purchasing Decisions (Y), without necessitating more complex modelling techniques such as SEM-PLS.

2.1. Population and Sample

The observational focus of this study was concentrated on the Tomoro Coffee business unit located on Jalan Antasari, Bandar Lampung. The population comprised all individuals who had previously conducted purchase transactions at Tomoro Coffee Antasari. Given that the daily number of customers fluctuates and cannot be determined with certainty, the population was classified as an unknown population. To ensure adequate data representativeness under conditions of an unknown population size, the sample size was determined systematically using the Lemeshow formula as follows: (Hendry et al., 2024):

$$n = \frac{Z^2 . \mathrm{P}\ (1 - P)}{\mathrm{d}^2}$$

Using a confidence level of 95% (Z = 1.96) and a margin of error of 10% (d = 0.10), the sample size calculation yielded an initial value of 96.04. This figure was subsequently rounded up to 100 respondents to enhance the robustness and validity of the observed data. The selection of a 10% margin of error is considered appropriate

in management research involving dynamic markets with limited population mapping, as it allows for a broader representation of variability in consumer behavior.

The study employed a non-probability sampling technique using a purposive sampling approach. Although the sample size was determined based on Lemeshow's formula, which is commonly applied in probability sampling, its integration with purposive sampling was intended to ensure that selected respondents met the specific relevance criteria of the study. The inclusion criteria consisted of individuals who had made at least one purchase at Tomoro Coffee Antasari, were at least 17 years of age, and were active users of Instagram or TikTok who had been exposed to the company's promotional content.

2.2. Identification of Research Variables

This study identifies three main variables: Price (X1), Social Media Advertising (X2), and Purchase Decision (Y). All variables were measured using a five-point Likert scale.

1. Price (X1): Assessed based on indicators of price affordability, competitive pricing, and perceived value. (Nesan, 2021)
2. Social Media Advertising (X2): Assessed through indicators including visual appeal, the degree of interaction between administrators and users, and the reach of information distribution on digital platforms. (Wibowo et al., 2025)
3. Purchase Decision (Y): Measured using indicators of purchase commitment, repurchase intention, and the propensity to deliver positive recommendations (word of mouth) (Agatha, 2023). The inclusion of loyalty-related indicators, such as repeat purchase behaviour and word-of-mouth communication, within the purchasing decision construct is grounded in the notion that decision-making in the coffee retail sector extends beyond an initial transaction and represents an ongoing evaluative process reflecting long-term consumer engagement.

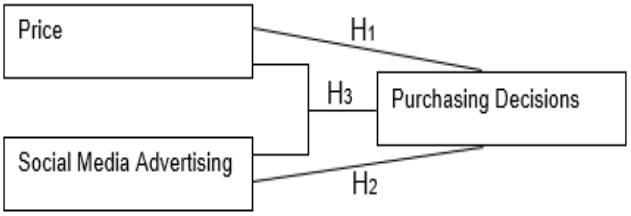


Fig 1. Conceptual Framework

2.3 Data Analysis Techniques

The analysis of all primary data was conducted with the assistance of IBM SPSS version 31 and involved the following analytical stages: (Ghozali, 2018).

1. Instrument Quality Testing: Consists of validity testing and reliability assessment using Cronbach's Alpha.
2. Classical Assumption Testing: Included multicollinearity analysis to verify the absence of strong correlations among independent variables.
3. Multiple Linear Regression Analysis: Applied to examine research hypotheses both partially through t-tests and simultaneously through F-tests at a 5% significance level.

3. RESULTS AND DISCUSSIONS

3.1. Result

Demographic Characteristics of Respondents. This research surveyed 100 respondents who are active customers of Tomoro Coffee Antasari. The gender distribution indicates that male respondents accounted for 56% of the sample, while female respondents represented 44%. The gender composition, which indicates a

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higher proportion of male respondents (56%) compared to female respondents (44%), suggests that Tomoro Coffee Antasari has successfully positioned itself not merely as a visually appealing social venue, but also as a functional environment that meets practical consumer needs. The predominance of respondents aged 17–25 (53%) indicates that Generation Z constitutes the primary target market of the company. This cohort is characterised by high mobility, strong digital engagement, and a tendency to integrate coffee consumption into their social identity and lifestyle expression.

Table 1. Demographic Profile of Respondents (N = 100)

Characteristics	Category (Years)	Amount	Percentage (%)
Gender	Man	56	56
	Woman	44	44
Age	< 17	5	5
	17 – 25	53	53
	26 – 35	27	27
	> 35	15	15

Source: Data processed (2025).

Table 2. Summary of Descriptive Analysis Results of Variables

Variables	Min. Score	Max. Score	Mean	Categorized
Price (X1)	1	5	4.255	Very Good
Social Media Adv. (X2)	1	5	4.096	Good
Purchase Decision (Y)	1	5	4.058	Good

Source: Data processed (2025)

Respondents' Perceptions of Variables. The results of primary data analysis indicate respondents' perceptions of the study variables as stated in Table 2. By paying attention to the data in the table presented, the results of this study can be explained as follows:

1. Price (X1): Achieved the highest average score of 4.255, categorised as "Very Good."
2. Social Media Advertising (X2): Had an average score of 4.096, categorised as "Good."
3. The Purchase Decision (Y): Had an average score of 4.058, categorised as "Good."

Validity, Reliability, and Classical Assumption Tests. The results of the validity assessment indicated that all questionnaire items exceeded the required r-value threshold and were therefore considered valid. The reliability assessment indicated that all variables achieved Cronbach's Alpha values exceeding 0.60, confirming acceptable internal consistency (Ghozali, 2018). Furthermore, the multicollinearity test produced a Variance Inflation Factor (VIF) of 1.921, which is below the threshold of 10, and a tolerance value of 0.521, exceeding the minimum requirement of 0.10. These results demonstrate the absence of multicollinearity among the independent variables, in accordance with the statistical criteria outlined (Ghozali, 2018)

Table 3. Summary of Validity and Reliability Tests

Variables	Range of r Count	Information	Cronbach's Alpha	Information
Price (X1)	0.625 – 0.740	Valid	0.839	Reliable
Social Media Adv. (X2)	0.587 – 0.787	Valid	0.841	Reliable
Purchase Decision (Y)	0.605 – 0.847	Valid	0.862	Reliable

Source: Data processed (2025)

Table 4. Summary of Coefficient Tests

Model	Coefficient	t	Sig.	Tolerance	VIF
(Constant)	-4.043	-1.467	0.146	-	-
Price (X1)	0.751	6.789	< 0.001	0.521	1.921
Social Media Adv. (X2)	0.334	3.771	< 0.001	0.521	1.921

Source: Data processed (2025)

Regression Analysis and Hypothesis Testing. Based on the results of data analysis conducted using SPSS software, the following regression model equation was obtained:

$$Y = -4.043 + 0.751\,X_1 + 0.334\,X_2$$

Methodologically, the constant coefficient of -4.043 functions as a mathematical intercept representing the estimated value of variable Y when X1 and X2 are zero (Ghozali, 2018). This negative intercept is considered a statistical artefact of the linear regression model applied to data within a bounded measurement scale and does not necessarily reflect actual market conditions, as the zero point lies outside the practical observation range of the Likert scale used in this study (Ghozali, 2018; Sugiyono, 2018). The findings of the t-test confirm the presence of statistically significant effects from both independent variables.

1. The Price variable (X1) yielded a regression coefficient of 0.751 with a significance level below 0.001, indicating a strong and positive linear relationship between price perceptions and purchasing decisions. This finding aligns with (Jatmiko & Sa'diyah, 2025) regarding price as a crucial factor in consumer benefit acquisition, and supports the Perceived Value Theory.
2. The Social Media Advertising variable (X2) produced a regression coefficient of 0.334 with a significance level below 0.001, demonstrating a positive contribution. This is consistent with (Wibowo et al., 2025) concerning the effectiveness of digital content reach, it reinforces previous findings by (Pramana & Mayasari, 2023)

Analysis of the Coefficient of Determination and Limitations. The coefficient of determination (Adjusted R2) yielded a value of 0.655, indicating that Price and Social Media Advertising jointly account for 65.5% of the variance in Purchasing Decisions, while the remaining 34.5% is attributable to other factors not included in the model.

Table 5. Model Summary

Model	R	R-Square	Adjusted R-Square	Std. Error
1	.809	.655	.648	3.473

Source: Data processed (2025).

3.2 Discussion

The core results of this study indicate that the Price variable (X1) has a more substantial impact than Social Media Advertising (X2) on purchasing decisions at Tomoro Coffee Antasari. This predominance is reflected in the mean score of 4.255 for the Price variable, which is categorised as "Very Good." Such a strong evaluation can be attributed to the company's strategic price anchoring on its signature products, which are offered at relatively lower prices compared to national competitors, thereby strengthening consumers' value-for-money perceptions. For the predominant 17–25 age segment in Bandar Lampung, this pricing strategy aligns closely with their economic orientation, where functional utility and financial efficiency are key considerations.

From a theoretical standpoint, these findings lend support to the Perceived Value Theory, which argues that consumers engage in rational evaluations by comparing monetary sacrifices with the benefits received. Furthermore, the relatively high regression coefficient for price (0.751) signals a pronounced degree of price sensitivity among consumers in Bandar Lampung, implying that economic reasoning tends to prevail over the persuasive influence of visually oriented digital promotions.

The discrepancy between the present findings and those of (Pramana & Mayasari, 2023), who concluded that social media virality was the dominant influence, may be explained by differences in regional context. Although studies conducted in metropolitan or trend-sensitive markets tend to highlight the power of digital engagement, the stronger impact of price (0.751) identified in this research is consistent with (Sunatar et al., 2023), who found that pricing remains a primary determinant of consumer decisions even when social media exposure acts as a moderating factor. This argument is further supported by (Ikbal, 2022), whose investigation in competitive retail environments demonstrated that price sensitivity consistently surpasses promotional stimuli in shaping purchasing behaviour.

Specifically within the coffee shop industry (Nurfitri & Dimyati, 2023) also reported that price serves as the most influential predictor of purchasing decisions, underscoring the persistence of economic rationality. Similarly, (Sarjita, 2023) and (Yachya et al., 2023) revealed that in the food and beverage sector, while digital advertising effectively enhances brand awareness, the final purchase decision is ultimately determined by consumers' evaluation of value-for-money.

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Importantly, Pramana and Mayasari's study was conducted in a metropolitan environment characterised by strong FOMO-driven consumption tendencies. In contrast, Bandar Lampung, as a medium-sized city, reflects consumer behaviour that prioritises practicality and economic considerations. As a result, in the present study, social media advertising (0.334) operates primarily as an attention-generating mechanism, whereas the final transaction decision remains largely dependent on perceived price appropriateness at the point of purchase.

Moreover, the unexplained 34.5% variance in purchasing decisions may be influenced by additional factors such as physical facilities and service attributes. At the Antasari outlet, supporting amenities including stable internet access and the availability of power outlets act as complementary value enhancers that reinforce rational price evaluations. Thus, purchasing decisions at Tomoro Coffee Antasari reflect a deliberate assessment of the overall value proposition rather than being driven solely by persuasive advertising mechanisms.

4. CONCLUSION

This study confirms that price represents the most influential determinant of purchasing decisions at Tomoro Coffee Antasari, surpassing the impact of social media advertising by a considerable margin. The results indicate that in regional markets such as Bandar Lampung, consumer behaviour continues to be guided primarily by economic rationality and perceived value rather than by digital virality alone. From a theoretical perspective, these findings strengthen Perceived Value Theory by emphasising price sensitivity as a critical transactional filter in highly competitive pricing environments.

From a managerial standpoint, Tomoro Coffee is advised to sustain a competitive pricing strategy, particularly for its flagship products, while ensuring that digital marketing content communicates clear and measurable economic value to reinforce customer loyalty. However, this study is subject to certain limitations, as the model only incorporates a limited number of variables. Therefore, future research is encouraged to include additional intangible factors, such as service quality and supporting physical facilities, and to expand the scope of observation across multiple regional locations in order to further validate the persistence of price-driven rationality in consumer decision-making.

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