

The Influence of Social Media Promotion and Price Perception on Purchasing Decisions in Culinary MSMEs in Karawang

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ABSTRACT

The purpose of this study was to determine the influence of social media, price perception, and product quality on purchasing decisions at Mujigae Restaurant. The population in this study were buyers at Mujigae Restaurant. The method used was an accidental sampling technique. The sample tested in this study was 100 respondents. Data collection using a questionnaire has been tested for validity and reliability. The data analysis technique used was multiple linear analysis. Hypothesis testing can be seen from the results of the F test for simultaneous results, and the T test for partial results. From this study, the results of the F test were obtained at $0.000 < 0.05$, and T test for social media promotion variable is $0.000 < 0.05$, and price perception variable is $0.020 < 0.05$. The results of this study indicate that social media promotion and price perception have a significant influence on purchasing decisions partially and simultaneously. The coefficient of determination of the social media promotion variable and the price perception variable have a positive and significant influence on purchasing decisions by 51.07%, and the remaining 48.03% is influenced by other variables not included in this study.

Keywords: *Social Media, Price Perception, Purchasing Decisions, MSMEs.*

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1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in the Indonesian economy, including in Karawang. The culinary sector, as a sub-sector of MSMEs, has shown significant growth. According to research by Sari and Prabowo (2021), "culinary MSMEs in Karawang contribute significantly to job creation and increased community income." This indicates that the existence of culinary MSMEs is vital to local economic well-being.

In the digital era, promotion through social media has become an effective marketing strategy for MSMEs. Social media allows businesses to reach a wider audience at a lower cost. According to Rahmawati (2022), "The use of social media in promotions can increase product visibility and attract consumer attention." Therefore, utilizing social media is crucial for culinary MSMEs in Karawang to compete in an increasingly competitive market.

Price perception is also a key factor influencing consumer purchasing decisions. According to Hidayati (2023), "Positive price perception can increase consumer purchasing interest in a product." In the context of culinary MSMEs, prices perceived as reasonable and commensurate with product quality can encourage consumers to make a purchase. Therefore, it is important for MSMEs to understand how consumers perceive the prices of their products.

Karawang, which Karawang, known for its diverse local cuisine, holds significant market potential for culinary MSMEs. However, the challenge lies in effectively leveraging social media promotions and managing price perceptions. Research by Setiawan (2020) shows that "A good marketing strategy can increase competitiveness and attract more customers."

This underscores the need for in-depth research into the influence of social media promotions and price perceptions on consumer purchasing decisions in culinary MSMEs in Karawang.

Based on initial observations, many culinary MSMEs in Karawang have not yet fully utilized social media. Some still rely on traditional marketing methods, which may not be effective enough to attract the attention of modern consumers. According to Nugroho (2021), "MSMEs that do not utilize social media risk losing market share." This highlights the need for research to explore how social media promotions and price perceptions influence consumer purchasing decisions.

Social Media Promotion

Social media promotion is a strategy used to increase the visibility of a product or service through social media platforms. According to Kotler and Keller (2012), "social media marketing is a place for consumers to share text, images, audio, and video information." Furthermore, Ardiansah and Maharani (2021) state that social media "is a means to facilitate interaction among users."

Research by Hidayati (2021) shows that "promotion through social media has a significant influence on consumer purchasing decisions." The results of this study indicate that interactions through social media platforms can increase brand awareness and encourage consumers to make purchases. This aligns with findings by Rahmawati (2022), who stated that "the use of social media in promotions can increase product visibility and attract consumer attention."

H1: There is a positive and significant influence between social media promotion and purchasing decisions in culinary MSMEs in Karawang.

Price Perception

Price perception in the context of culinary MSMEs is crucial because it influences consumer purchasing decisions. Price perception is how consumers understand and assess the price of a product. According to Peter & Olson (2010), "price perception is known as the price information, understood, and interpreted by consumers." This shows that price perception depends not only on the stated price but also on the context and consumer experience.

Research by Sari and Prabowo (2021) revealed that "positive price perceptions can increase consumer purchase intention." In the context of culinary MSMEs, prices perceived as reasonable and commensurate with product quality can encourage consumers to make a purchase. This research supports the argument that price perception plays a significant role in purchasing decisions.

H2: There is a positive and significant influence between price perception and purchasing decisions in culinary MSMEs in Karawang.

Buying decision

A purchasing decision is a process involving a consumer's selection of a product or service. According to Kholidah and Arifiyanto (2020), "a purchasing decision is a consumer's decision to purchase or not purchase a product." Furthermore, Nurlina (2022) states that "purchasing decisions can be influenced by consumer behavior."

Social media promotions have a significant impact on price preferences and purchasing decisions. According to Japlani (2020), "social media promotions significantly influence purchasing decisions," indicating that appropriate promotional strategies can increase consumer purchase intention. Furthermore, research shows that "positive price perceptions can mediate the relationship between promotions and purchasing decisions," indicating that consumers are more likely to purchase when they perceive the price offered to be in line with the value received.

The AIDA (Attention, Interest, Desire, Action) model proposed by Strong (1925) can be used to understand how social media promotions attract consumers' attention and

influence purchasing decisions. In this context, social media promotions serve to attract consumers' attention and arouse their interest, which can then influence price perception and ultimately drive purchasing action.

Research by Nugroho (2021), which focused on culinary MSMEs in a specific region, showed that "good marketing strategies, including social media promotion and price perception management, can increase competitiveness and attract more customers." This study provides empirical evidence that the combination of promotion and price perception is crucial in the context of culinary MSMEs.

H3: There is a positive and significant influence between social media promotion and price perception simultaneously on purchasing decisions in culinary MSMEs in Karawang.

2. RESEARCH METHOD

Sugiyono (2018) argues that the scientific method of researching data is based on the philosophy of positivism. This research method is based on a population or sample, where research instruments are used to collect the data. The researcher used the multiple linear analysis method. According to Sugiyono, research variables are attributes or traits that can be assessed from the nature of a person or object, the study used two variables, the first is the independent variable of social media promotion (X1), price perception (X2), and the dependent variable of purchasing decisions (Y1). This study aims to determine the influence of social media and price perception on purchasing decisions at UMUK Kuliner Karawang.

This research was conducted in Karawang Regency, specifically on MSMEs operating in the culinary sector. This location was chosen based on the consideration that Karawang has a relatively rapid growth of culinary MSMEs and is actively utilizing social media as a promotional tool. The research period was from March to April 2025, and included data collection, data processing, and data analysis.

The type of data used in this study is primary data, obtained directly from respondents through questionnaires. The data source was consumers or customers of culinary MSMEs in Karawang who had purchased food or beverage products from MSMEs that market their products through social media. The data collection method was carried out by distributing questionnaires structured on a Likert scale of 1–5.

Sugiyono (2018) also explains that a sample is a collection of several characteristics and numbers from a population, as it is impossible for this study to use all of the population due to the researcher's limitations. The sample taken must be able to represent the nature or character of the population. In this study, questionnaires were distributed to 100 respondents using an accidental sampling technique. The measuring instrument used was IBM SPSS Statistics 25. The Classical Assumption Test consisted of a normality test, a multicollinearity test, a heteroscedasticity test, and a linearity test. The data were analyzed using multiple linear regression analysis with the *f* test to determine the effect of independent variables on the dependent variable simultaneously and the *t* test to determine the effect of independent variables on the dependent variable partially.

3. RESULTS AND DISCUSSION

Respondent Description

Based on the primary data collected, the respondent profile was obtained as shown in the following table.

Table 1. Respondent Profile

Variable	Frequency	Percentage (%)
Gender		
Man	37	51%
Woman	36	49%
TOTAL	73	100%

Age		
<20 years	11	15%
20-30 years	41	56%
31-40 years	8	11%
>40 years	13	18%
TOTAL	73	100%
Work		
Students	69	95%
Worker	4	5%
TOTAL	73	100%
Number of Visits		
1-2 visits	16	22%
3-5 visits	47	64%
>5 visits	10	14%
TOTAL	73	100%

Source: Processed primary data, 2025

Table 1 presents respondent profile data based on gender, age, occupation, and number of visits. Of the 73 respondents, 37 were male (51%) and 36 were female (49%), indicating a fairly balanced gender balance.

Based on age, the majority of respondents were between 20 and 30 years old, amounting to 41 people (56%). Other age groups included 13 people over 40 years old (18%), 11 people under 20 years old (15%), and 8 people aged 31 to 40 years old (11%). This indicates that the respondents were predominantly young adults.

In terms of occupation, the majority of respondents were students, 69 (95%), while only 4 (5%) were employed. This indicates that the respondents in this study were predominantly from the educational background.

Based on the number of visits, the majority of respondents (47 people) recorded having visited 3–5 times. Furthermore, 16 people (22%) visited 1–2 times, and 10 people (14%) visited more than 5 times.

Classical Assumption Test

Normality Test

A normality test was conducted to determine whether the data was normally distributed. The normality test for this research data can be seen in the One-Sample Kolmogorov-Smirnov Test table (Table 2).

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		73
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.26619203
Most Extreme Differences	Absolute	.091
	Positive	.091
	Negative	-.062
Test Statistics		.091
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: SPSS 25 for windows (Research Results, 2025)

Table 2 presents the results of the data normality test, with a value of 0.200. This value exceeds the threshold of 0.05, indicating that the data are normally distributed. From this data normality test, we conclude that the assumption of normality is met.

Multicollinearity Test

The multicollinearity test is used to determine the correlation between independent variables in a regression model. This test can be performed using Tolerance and VIF (Variance Inflation Factor) values. Data is considered free of multicollinearity if the Tolerance value is > 0.10 and the VIF value is < 10.00 .

Table 3. Multicollinearity Test

Coefficientsa

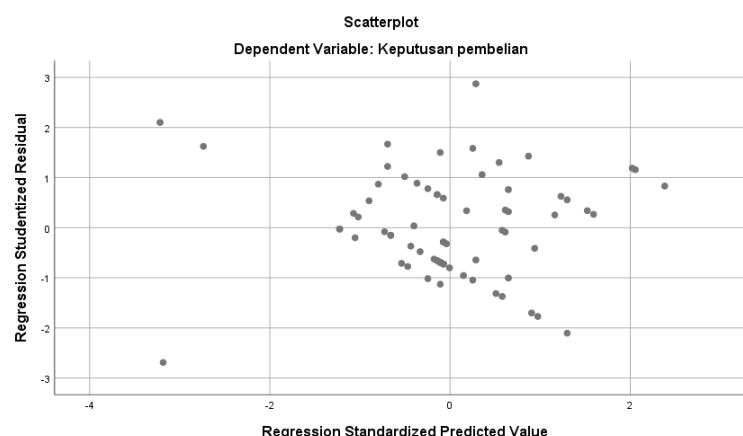
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Social media promotion	.628	1,592
	Price perception	.628	1,592

Source: SPSS 25 for windows (Research Results, 2025)

The table above shows the Tolerance value for the Social Media Promotion variable of 0.628, the Price Perception variable of 0.628. The Tolerance value for both variables is above 0.10. In addition, the VIF value for the Social Media Promotion variable is 1.592, the VIF for the Price Perception variable is 1.592. Thus, all variables used show a VIF value below 10.00. Based on the Tolerance & VIF values for the three variables, it can be concluded that the data is free from multicollinearity symptoms.

Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is unequal variance in the residuals from one observation to another in a regression model. The heteroscedasticity test can be seen in the scatterplot below. If the points are randomly distributed, there is no clear pattern, and some points are below 0 on the Y-axis, then heteroscedasticity is not present in the data.



Source: SPSS 25 for windows (Research Results, 2025)

The figure above shows that the dots are spread above and below the 0 mark on the Y-axis. Furthermore, the pattern is irregular. Therefore, it can be concluded that there is no heteroscedasticity problem in the regression model.

Linearity Test

A linearity test is performed to determine the linear relationship between the dependent and independent variables. The linearity test is performed using SPSS 25, where the significance value in the ANOVA table is taken as the value. A linear relationship between the dependent and independent variables can be considered if the significance value is below 0.05.

Table 4. Linearity Test

ANOVA						
			Sum of Squares	df	Mean Square	F
Purchasing decision * Social media promotion	Linearity					
			163,605	1	163,605	22,273
Purchasing decisions * Price perception	Linearity		362,708	1	362,708	72,227

Source: SPSS 25 for windows (Research Results, 2025)

A linearity test was conducted for this research data as shown in Table 4. As seen in Table 4, the significance value for the variables social media, price perception, and product quality both show a figure of 0.000. This significance value is less than 0.05. This means that there is a linear relationship between the variables social media and price perception. Therefore, the assumption of linearity in the data is met.

Multiple Linear Regression Analysis

Multiple linear regression analysis is used to determine the direction and magnitude of the influence of independent variables on the dependent variable. Multiple linear regression is a regression model that uses more than one independent variable.

Table 5. Multiple Linear Regression Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2,878	2,005	
	Social media promotion	.077	.120	.069
	Price perception	.735	.119	.660

a. Dependent Variable: Purchase decision

Source: SPSS 25 for windows (Research Results, 2025)

T-test

The t-test is used to determine the partial influence between the independent and dependent variables. The t-test can be seen from the significance value with a value limit of less than 0.05.

Table 6. T-test
Coefficients^a

Model		t	Sig.
1	(Constant)	1,436	.156
	Social media promotion	.647	.020
	Price perception	6,173	.000

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Price perception, Social media promotion

Source: SPSS 25 for windows (Research Results, 2025)

The table above shows that the significance value for the social media promotion variable is 0.020, and the price perception variable is 0.000. The significance value for both variables is below 0.05, so it can be concluded that the social media promotion and price perception variables have a partial influence on purchasing decisions.

F test

The f-test is conducted to determine the effect of independent variables on the dependent variable simultaneously. The f-test can be seen from the significance value with a value limit of less than 0.05.

Table 7. F Test
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.	R ²
1	Regression	364,920	2	182,460	34,541	.000b	
	Residual	369,765	70	5,282			
	Total	734,685	72				51.07%

a. Dependent Variable: Purchase decision

b. Predictors: (Constant), Price perception, Social media promotion

Source: SPSS 25 for windows (Research Results, 2025)

The table above shows a significance value of 0.000. This value meets the threshold below 0.05. Therefore, it can be concluded that there is a joint influence between the variables of social media promotion and price perception on purchasing decisions. Furthermore, the coefficient of determination is 51.07%. This means that the variables of social media promotion and price perception have a 51.07% influence on purchasing decisions. Meanwhile, the remaining 48.03% is influenced by other variables not included in this study.

Discussion**The Influence of Social Media Promotion on Decisions**

Purchase Based on the data processing that has been done, the results of the t-test on the Social Media Promotion variable indicate that Social Media Promotion has a positive effect on purchasing decisions. This means that the first hypothesis in this study is accepted. With the activeness of Culinary MSMEs on social media in interacting with potential buyers and in providing information about MSME products, it will increase the chances of purchasing decisions by potential buyers. Kotler and Keller (2012) explain about purchasing decisions, namely the condition in which buyers make considerations before purchasing a product. When buyers are considering, buyers can open Mujigae social media to see the products offered. Hidayati (2021) shows that "promotion through social media has a significant influence on consumer purchasing decisions."

The Influence of Price Perceptions on Purchasing Decisions

The results of the research on the t-test of the price perception variable also prove that price perception has a positive influence on purchasing decisions. Therefore, the second hypothesis is accepted. Periodically, In the context of culinary MSMEs, prices that are considered reasonable and in accordance with product quality can encourage consumers to make purchases by maintaining the price of similar products from other competitors. Sari and Prabowo (2021) stated that "positive price perception can increase consumer purchasing interest in a product." This study supports the argument that price perception plays a significant role in purchasing decisions. The f-test results show a significance value of <0.05 , which is 0.000. It can be concluded that the variables of social media promotion and price perception have a positive and significant influence on purchasing decisions. The coefficient of determination indicates that social media and price perception have a 51.07% influence on purchasing decisions in culinary MSMEs in Karawang.

4. CONCLUSION

Based on the results of the research analysis that has been conducted regarding the influence of social media and price perception on purchasing decisions in Karawang Culinary MSMEs, the following conclusions were drawn: 1) Social media promotion has a significant influence on purchasing decisions, 2) the influence of price perception is also significant on purchasing decisions, 3) Social media promotion and price perception have a simultaneous influence on purchasing decisions in Karawang Culinary MSMEs.

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