

THE EFFECT OF SOCIAL MEDIA PROMOTION, PRODUCT PRICE AND PRODUCT DIVERSITY ON CONSUMER PURCHASE DECISIONS AT M. ABOE TALIB COFFEE SHOP IN EAST DENPASAR

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Abstract:

This study aims to analyze the influence of social media promotion, product price, and product diversity on consumer purchasing decisions at M. Aboe Talib Coffee Shop in East Denpasar. This study involved 99 respondents selected using random sampling techniques. Data were collected by distributing questionnaires to consumers of M. Aboe Talib Coffee Shop. The analysis method used was multiple linear regression with analysis stages including instrument validity and reliability tests, partial tests (t-tests), and simultaneous tests (F-tests). The results showed that social media promotion, product price, and product diversity partially had a positive and significant influence on consumer purchasing decisions. Simultaneously, these three variables also had a positive and significant influence on consumer purchasing decisions. Thus, social media promotion, product price, and product diversity have an important role in increasing consumer purchasing decisions at M. Aboe Talib Coffee Shop in East Denpasar.

Keywords: Social Media Promotion, Price of Product, Product Variety, Purchasing Decision

INTRODUCTION

The culinary business in Indonesia continues to grow in line with technological advancements and changing lifestyles. In 2023, the number of culinary businesses, such as coffee shops, cafes, and bars, reached 2,777,059, making it one of the most dominant sectors. This situation has driven increasingly fierce competition, particularly in the coffee shop business, requiring businesses to excel through marketing strategies, competitive pricing, and product diversity tailored to consumer needs.

Kedai Kopi M. Aboe Talib is a local food and beverage business in East Denpasar that offers a coffee shop concept with a diverse menu of coffee, non-coffee, and food. Despite its adequate facilities and comfortable location, the 2024 data shows that consumer purchasing decisions fluctuate. Customer numbers and sales figures do not consistently meet targets in certain months, indicating a decline in consumer purchasing interest during certain periods.

Based on consumer behavior theory, purchasing decisions are influenced by external factors such as promotion, price, and product. At M. Aboe Talib Coffee Shop, inconsistent social media promotions, price differences compared to competitors, and limited use of modern technology in the coffee production process are suspected to influence consumer perceptions of the product offered. This situation has the potential to influence consumer purchasing decisions amidst increasingly intense coffee shop competition.

Furthermore, there are differences in previous research findings regarding the influence of social media promotions, product price, and product diversity on purchasing decisions (research gap). Therefore, this study is important to analyze the influence of social media promotions, product



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price, and product diversity on consumer purchasing decisions at M. Aboe Talib Coffee Shop in East Denpasar.

Social Media Promotion. Social media promotion is a form of internet-based marketing that utilizes various social media platforms to achieve marketing objectives (Mulyansyah, 2020). According to Gunelius (2011), this promotion is used to increase brand awareness and recognition, both directly and indirectly. Through content in the form of text, photos, audio, and video, companies can interact with consumers, convey product information, and obtain feedback to expand communication and consumer engagement. According to Solis (2019), there are four indicators of social media use: context, communication, collaboration, and connection.

Product Price. Product price is important for both consumers and sellers. For consumers, price is seen as an expense, while for sellers, price is a source of income or profit (Nasution et al., 2020). According to Kotler & Armstrong (2018), price is the amount of money or value that consumers exchange for the benefits of a product or service. Therefore, price is one of the main factors influencing consumers' purchasing decisions. According to Kotler and Armstrong (2016), price indicators consist of four aspects: affordability, price-to-quality ratio, price-to-benefit ratio, and price competitiveness. Consumers tend to consider purchasing power, price comparisons with other products, and perceived benefits and quality before making a purchasing decision (Heykal et al., 2024).

Product Diversity. Product diversity refers to the variety of offerings offered to consumers, including product assortment, brand variety, sizes, and product availability. Rozi and Khuzaini (2021) state that developing diverse products with guaranteed quality can improve purchasing decisions. Meanwhile, Kotler and Keller (2016) explain that product diversity is a company strategy to differentiate products from competitors by creating value that consumers expect, thus influencing their choices and purchasing decisions. According to Antika and Indiani (2023), indicators of product diversity include a variety of food and beverage menu options, different flavors while maintaining quality, and portion sizes that are appropriate for the price, all of which can increase purchasing interest and consumer satisfaction.

Purchasing Decision. A purchasing decision is a consumer's decision-making process, according to Mursalin Adi and Otaviani Diana (2021). According to Tjiptono (2014), a purchasing decision is a series of processes that begin with problem recognition, information search, and evaluation of various alternatives before a consumer makes a purchase. Meanwhile, according to Kotler and Keller (2022), a purchasing decision is the process of systematically and objectively identifying and evaluating various options to resolve a consumer's problem. According to Kotler (2018), as cited by Halawa et al. (2025), purchasing decision indicators include product choice, purchasing habits, purchase timing, and the payment method used by consumers to make purchases.

METHODS

This research was conducted at the M.Aboe Talib Coffee Shop located at Jalan Kecubung No. 81, Sumerta Kelod, East Denpasar District, Denpasar City, Bali. The object of this research is the marketing field related to social media promotion, product price, and product diversity on purchasing decisions. The population in this study was all consumers of the M.Aboe Talib Coffee Shop in East Denpasar during the period January–December 2024, totaling 8,454 consumers. The sample determination used the Slovin formula with a sample size of 99 respondents, and the sampling technique used the accidental sampling method. The independent variables in this study were social media promotion, product price, and product diversity, while the dependent variable



was purchasing decisions. Data collection methods were carried out through observation, interviews, and questionnaires. Data analysis techniques used included instrument testing, classical assumption testing, and multiple linear regression analysis.

RESULT AND DISCUSSION

Research Instrument Test Results.

Table 1. Research Instrument Test Results

Variable	Validity		Reliability	
	Correlation coefficient	Note	Cronbach's alpha	Note
Buying decision	>0,3	Valid	0,906	Reliable
Social Media Promotion	>0,3	Valid	0,935	Reliable
Price of Product	>0,3	Valid	0,945	Reliable
Product Diversity	>0,3	Valid	0,880	Reliable

Source: processed data, 2025

Based on Table 1, the validity test results indicate that all research variable instruments have Pearson Correlation values above 0.30 with a significance level of less than 0.05, thus being declared valid. Furthermore, based on Table 1, the reliability test results indicate that all research instruments have Cronbach's Alpha values above 0.60. Thus, it can be concluded that all research instruments are reliable and suitable for use in research.

Classical Assumption Test Results.

Table 2. Classical Assumption Test Results

Variable	Normality	Multicollinearity		Heteroscedasticity
	Asymp. Sig. (2-tailed)	tolerance	VIF	Sig.
Social Media Promotion		0.676	1.479	0.233
Price of Product	0,089	0.780	1.282	0.877
Product Diversity		0.780	1,282	0.322

Source: processed data, 2025

Based on Table 2, the results of the normality test using the One-Sample Kolmogorov-Smirnov Test indicate that the Kolmogorov-Smirnov value of 0.089 is greater than 0.05. It indicates that the data is normally distributed, thus meeting the normality assumptions of the regression model. The results of the multicollinearity test indicate that all independent variables have tolerance values greater than 0.10 and VIF values less than 10, indicating that the regression model is free from multicollinearity. Furthermore, the results of the heteroscedasticity test indicate that the significance value of each variable is greater than 0.05, thus concluding that the regression model does not contain symptoms of heteroscedasticity.

Results of Multiple Linear Regression Analysis.

Table 3. Results of Multiple Linear Regression Analysis

Variable	Regression Coefficient	t	Sig
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	B	Std. Error		
Social media promotion (X ₁)	0,413	0,068	6,089	0,000
Price of product (X ₂)	0,273	0,062	4,363	0,000
Product diversity (X ₃)	0,381	0,084	4,551	0,000
<i>(Constant)</i> : 0,171				
F Statistik: 63,152				
Sig F: 0,000				
R ² : 0,655				
R: 0.816				

Source: processed data, 2025

Based on Table 3, the regression coefficients used are standardized, resulting in the following equation:

$$Y = 0.171 + 0.413X_1 + 0.273X_2 + 0.381X_3$$

The multiple linear regression equation shows the direction of each independent variable on the dependent variable. The multiple linear regression equation can be explained as follows:

$\alpha = 0.171$ indicates that if social media promotion (X₁), product price (X₂), and product diversity (X₃) are zero, then the consumer's purchase decision will be affected by 0.171.

$b_1 = 0.413$ indicates that social media promotion has a positive effect on purchase decisions. The more effective social media promotion is, the more likely it is that consumers will make purchases.

$b_2 = 0.273$ indicates that product price has a positive effect on purchase decisions. The more appropriate the price is to the product's benefits, the more likely it is that consumers will make purchases.

$b_3 = 0.381$ indicates that product diversity has a positive effect on purchase decisions. The more diverse the products offered, the more consumer purchasing decisions will increase.

Simultaneous Significance Test Results (F-Test).

Table 4. F-Test Results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1076.063	3	358.688	63.152	.000 ^b
Residual	539.573	95	5.680		
Total	1615.636	98			

a. Dependent Variable: Consumer Purchasing Decisions

b. Predictors: (Constant), Product Diversity, Product Price, Social Media Promotion

Source: processed data, 2025

Table 4 above shows that the calculated F value of 63.152 is greater than the F table value of 2.70, with a significance level of 0.000, less than 0.05. Therefore, H₀ is rejected, and H₁ is accepted. It means that the variables of social media promotion (X₁), product price (X₂), and product diversity (X₃) simultaneously have a significant effect on consumer purchasing decisions (Y) at the M. Aboe Talib Coffee Shop in East Denpasar.



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Partial Significance Test Results (t-Test).

Table 5. t-Test Results

Model	Coefficients ^a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Beta		
1 (Constant)	.171	.955	.179	.858
Social Media Promotion	.413	.439	6.089	.000
Price of Product	.273	.293	4.363	.000
Product Diversity	.381	.306	4.551	.000

Source: processed data, 2025

Table 5 shows the following t-test results:

1. Social Media Promotion (X1) has a significance value of 0.000 < 0.05, indicating that Social Media Promotion has a significant positive effect on Purchasing Decisions.
2. Product Price (X2) has a significance value of 0.000 < 0.05, indicating that Product Price has a significant positive effect on Purchasing Decisions.
3. Product Diversity (X3) has a significance value of 0.000 > 0.05, indicating that Product Diversity has a significant positive effect on Purchasing Decisions.

The Effect of Social Media Promotion, Product Price, and Product Diversity on Consumer Purchasing Decisions at M. Aboe Talib Coffee Shop in East Denpasar. Based on the results of the F-test (simultaneous), the calculated F value was 63.152, greater than the F-table value of 2.70, with a significance level of 0.000 < 0.05, thus rejecting H0. It indicates that the variables of social media promotion (X1), product price (X2), and product diversity (X3) simultaneously have a significant effect on consumer purchasing decisions (Y) at M. Aboe Talib Coffee Shop in East Denpasar. It means that the more effective the social media promotion, the more appropriate the product price, and the greater the product diversity, the greater the number of consumer purchasing decisions.

The Effect of Social Media Promotion on Consumer Purchasing Decisions at M. Aboe Talib Coffee Shop in East Denpasar. The test results show that the calculated t value of 6.089 is greater than the t table of 1.661, with a significance level of 0.000 < 0.05. Therefore, H0 is rejected, and Ha is accepted. It means that the social media promotion variable (X1) has a positive and significant effect on consumer purchasing decisions (Y) at M. Aboe Talib Coffee Shop in East Denpasar. The regression coefficient b1 of 0.413 indicates that the more effective social media promotion (X1) is, the more consumer purchasing decisions (Y) will increase.

The Influence of Product Price on Consumer Purchasing Decisions at M. Aboe Talib Coffee Shop in East Denpasar. The test results show that the calculated t value of 4.363 is greater than the t table of 1.661, with a significance level of 0.000 < 0.05. Therefore, H0 is rejected, and Ha is accepted. It means that the price of the product (X2) has a positive and significant effect on consumer purchasing decisions (Y) at M. Aboe Talib Coffee Shop in East Denpasar. The regression coefficient b2 of 0.273 indicates that the more competitive the product price, the higher the consumer purchasing decisions (Y).



The Effect of Product Diversity on Consumer Purchasing Decisions at M. Aboe Talib Coffee Shop in East Denpasar. The effect of product diversity (X3) on consumer purchasing decisions (Y) was 4.551, greater than the t-table value of 1.661, with a significance level of $0.000 < 0.05$. Therefore, H_0 was rejected, and H_a was accepted. It indicates that product diversity (X3) has a positive and significant effect on consumer purchasing decisions (Y) at M. Aboe Talib Coffee Shop in East Denpasar. The regression coefficient b_3 of 0.381 indicates that the greater the variety of products offered (X3), the greater the consumer purchasing decisions (Y).

CONCLUSION

Based on the research results, the following conclusions were obtained:

1. Social media promotion (X1), product price (X2), and product diversity (X3) have a positive and significant influence on consumer purchasing decisions (Y) at M. Aboe Talib Coffee Shop in East Denpasar.
2. Social media promotion (X1) has a positive and significant influence on consumer purchasing decisions (Y) at M. Aboe Talib Coffee Shop in East Denpasar.
3. Product price (X2) has a positive and significant influence on consumer purchasing decisions (Y) at M. Aboe Talib Coffee Shop in East Denpasar.
4. Product diversity (X3) has a positive and significant influence on consumer purchasing decisions (Y) at M. Aboe Talib Coffee Shop in East Denpasar.

Research Limitations.

1. The number of respondents, 99, is still limited and therefore does not fully reflect the actual situation.
2. This study only used three variables: social media promotion, product price, and product diversity. There are other variables that could influence consumer purchasing decisions.
3. The study was conducted only at the M. Aboe Talib Coffee Shop in East Denpasar. Therefore, future research is recommended to expand the sample to allow for broader generalization.

Suggestions.

1. M. Aboe Talib Coffee Shop is recommended to increase the effectiveness of its social media promotions by providing informative content and regular promotions to ensure easy access and increase consumer interaction.
2. Product prices need to be evaluated to ensure they are more competitive and commensurate with the quality of the products offered, thus enabling it to compete with other coffee shops.
3. Product diversity needs to be supported by consistent quality and taste of food and beverages to increase consumer repeat visits.
4. Future research is recommended to add other variables that influence purchasing decisions and expand the research subjects and locations to ensure more general and comprehensive results.

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