



**THE INFLUENCE OF INSTAGRAM SOCIAL MEDIA PROMOTION ON
CONSUMER PURCHASING DECISIONS AT RUMAH MAKAN
MAMAMUJI, SIDENRENG RAPPANG REGENCY**

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Abstract

Digital technology has fundamentally changed how businesses promote their products, with Instagram emerging as an efficient channel for visual, interactive marketing. This study examined the influence of Instagram social media promotion on consumer purchasing decisions at Rumah Makan Mamamuji, a local culinary business in Sidenreng Rappang Regency, Indonesia, using the AIDA (Attention, Interest, Desire, Action) framework as the theoretical foundation. A quantitative explanatory approach was employed, with data collected through questionnaires distributed to 94 respondents determined using the Slovin formula and purposive sampling. Data were analyzed using SPSS 27 through validity, reliability, classical assumption (normality, linearity, heteroscedasticity), simple linear regression, t-test, and coefficient of determination (R^2) analyses. Results indicated that Instagram promotion had a positive and significant effect on purchasing decisions, evidenced by a calculated t-value of 6.586, exceeding the critical t-value of 1.986 at a significance level of 0.000 ($p < 0.05$). The coefficient of determination (R^2) was 0.320, indicating that Instagram promotion explained 32.0% of the variance in purchasing decisions, while the remaining 68.0% was attributable to other factors such as price, product quality, and service quality. These findings offer practical guidance for Rumah Makan Mamamuji and similar local culinary businesses in optimizing digital promotional strategies.

Keywords: Instagram, Promotion, Purchasing Decision, AIDA, Local Culinary Business



INTRODUCTION

Advances in digital technology have transformed how businesses promote products, shifting promotional tactics from traditional channels toward interactive, wide-reaching social media platforms. Instagram, in particular, has proven highly efficient for online sales promotion (Putra et al., 2025). Sidenreng Rappang Regency has seen rapid growth in its culinary sector, with many food businesses—including cafés and modern outlets—now competing for consumer attention. In this competitive environment, business actors need innovative, effective promotional strategies, and Instagram has become one of the most widely used tools, valued for its ability to convey visual messages through images and videos. Many local culinary businesses showcase menu photographs, product videos, and customer testimonials to attract buyers, while features such as stories, reels, and feed posts allow businesses to build emotional connections with consumers and raise awareness of local brands.

One such business is Rumah Makan Mamamuji, which actively promotes its menu through the Instagram account @mamamuji.id. This activity aligns with the AIDA framework (Abdul Rofiq et al., 2012), which holds that effective promotion must capture Attention, build Interest, arouse Desire, and drive Action. However, preliminary observation of the account revealed inconsistent consumer engagement—likes and comments vary and are not always proportional to follower count—and not all consumers who view Instagram promotions proceed to purchase, since other factors such as price, taste, and peer recommendations also play a role. This is consistent with Putri Kuserawati et al. (2025), who found that Instagram interaction significantly affected purchase intention but not purchasing decisions, since consumers weigh additional considerations before buying.

While many studies confirm that social media promotion significantly influences purchasing decisions, most focus on marketplaces, e-commerce, or large corporations; research on local restaurants—particularly in Sidenreng Rappang—remains scarce. This study therefore analyzes the influence of Instagram promotion on consumer purchasing decisions at Rumah Makan Mamamuji, aiming to contribute theoretically to the understanding of digital promotion and AIDA theory, and practically to help Rumah Makan Mamamuji and similar businesses design more effective promotional strategies.

Problem Statement

Does Instagram social media promotion influence consumer purchasing decisions at Rumah Makan Mamamuji in Sidenreng Rappang Regency, and to what extent does it influence those decisions?

**Research Objectives**

To determine whether, and to what extent, Instagram social media promotion influences consumer purchasing decisions at Rumah Makan Mamamuji in Sidenreng Rappang Regency.

Research Significance

Theoretically, this study contributes to knowledge on digital marketing and consumer behavior, particularly regarding Instagram's influence on purchasing decisions. Practically, it offers Rumah Makan Mamamuji an evaluative reference for promotional strategy, provides other culinary businesses insight into leveraging Instagram for promotion, and helps consumers better understand how social media promotion shapes purchasing behavior.

LITERATURE REVIEW**AIDA Theory**

The AIDA (Attention, Interest, Desire, Action) model is a well-known response framework among marketers used to guide promotional activities. AIDA is a simple acronym representing the stages of the sales process: Attention, Interest, Desire, and Action. It is an easily understood model that can serve as a reference point. In promotional activities, it is important to establish clear objectives to be achieved. AIDA represents a concept in which promotion plays a critically important role (Abdul Rofiq et al., 2012). Accordingly, AIDA theory serves as the foundation for understanding how Instagram social media promotion influences consumer purchasing decisions in stages—beginning with capturing attention and culminating in purchase action.

Promotion through Instagram Social Media

Definition of Promotion. Promotion refers to the entirety of planned actions undertaken with the aim of building consumer awareness of a product or service. Promotion can be understood as a communication effort designed to influence consumers' views, attitudes, and behavior toward making a transaction. Furthermore, promotion is used not only to sell goods but also to build positive relationships with consumers. Promotion is also defined as the activity of disseminating information, influencing individuals to purchase, and reminding consumers to make repeat purchases. These three aspects constitute forms of communication between businesses and consumers aimed at changing buyers' views and behavior (Prastiani & Pratiwi, 2020).

Promotion Mix. Promotion is an important strategy in marketing products or services, with the primary goal of ensuring the product or service marketed by



a company is recognized and accepted by the wider public. Promotion comprises several components including advertising, public relations, sales promotion, personal selling, and direct marketing. These five integrated components are collectively known as the promotion mix (Febriani et al., 2021).

Social Media as a Promotional Tool. Social media functions as an interactive communication space, enabling brands to engage directly with consumers. Through social media, businesses can provide important information, encourage participation, and foster community. Social media is used as a promotional tool because it provides direct feedback to its users. Additionally, it is far more affordable, its implementation is more practical and rapid, and it can fulfill diverse needs, ranging from sharing information and conducting social activities to distributing invitations and marketing products (Radini et al., 2021).

Instagram as a Promotional Medium. Instagram is the social media platform most frequently used for promotional purposes. This medium plays an important role for business operators in introducing products through visual material such as photographs and videos capable of increasing consumer awareness and purchase interest (Suprianto et al., 2022). In the context of social media promotion, Instagram has demonstrated remarkable effectiveness in expanding visibility and influencing consumer purchasing decisions. For example, one study found that 70% of Instagram users prefer to purchase products after viewing them on the platform, indicating the increasingly widespread use of social media in society (Aryani & Murtiariyati, 2022).

Indicators of Instagram Social Media Promotion. Indicators of Instagram promotion refer to the AIDA concept proposed by Abdul Rofiq et al. (2012): Attention, in which promotion functions to capture the attention of Instagram users through appealing visual displays, contrasting colors, and creative, informative content design; Interest, the stage that generates consumer interest when information conveyed through promotional content is relevant to consumers' needs or desires, such as presenting product information clearly through captions or communicative descriptions; Desire, the stage at which consumers begin to develop a desire to try or purchase a product, which can arise from promotion featuring customer testimonials or appetizing product visuals — the stronger the desire formed, the greater the likelihood consumers will transact; and Action, the final stage, which encourages consumers to seek further information, contact the business, or visit the business location after viewing the promotion.



Consumer Purchasing Decisions

Definition of Purchasing Decisions. Consumer purchasing decision is the process by which consumers determine their choice to purchase or not purchase a product or service after considering various aspects.

Types of Purchasing Behavior. Purchasing behavior can be classified into several types. Complex purchasing behavior occurs when consumers pass through several stages before deciding to purchase a product: forming beliefs about the product based on obtained information, developing an attitude or evaluation toward the product, and then carefully deliberating before finally making a purchase decision. Dissonance-reducing purchasing behavior occurs when consumers exhibit high involvement in the purchasing process but find only relatively small differences among the brands offered; after purchasing, consumers may experience doubt or discomfort—for instance, upon discovering shortcomings in the chosen product or obtaining positive information about another brand—leading them to seek information that reinforces and justifies the purchase decision already made. Habitual purchasing behavior occurs when consumer participation in the purchase process is low and differences among brands are not particularly significant, leading consumers to select a brand based on habit or established routine rather than strong brand loyalty. Variety-seeking purchasing behavior occurs when consumer participation is low but clear differences exist among brands, leading consumers to switch from one brand to another to obtain a different experience or option—this switching is not driven by dissatisfaction with the previous product but by a desire to try available variety (Wulandari, 2024).

Indicators of Purchasing Decisions. Purchasing decision indicators are aspects used to assess and analyze the consumer decision-making process, providing insight into the reasons and considerations underlying purchase decisions. Several key indicators are commonly used: Need Recognition, the initial stage in which consumers become aware of a need or problem to be fulfilled, arising from internal stimuli (personal needs) or external stimuli (environmental influence or others' product usage experience); Information Search, the process by which consumers obtain information relevant to their needs prior to making a purchase decision, drawn from sources such as social media, friend recommendations, or direct experience; Evaluation of Alternatives, the stage at which consumers compare two or more product options prior to making a decision, based on considerations such as quality, price, benefits, and suitability to needs; Purchase Decision, the stage at which consumers determine



their final choice after evaluating available product options, including the product to buy, purchase timing and location, and payment method—purchases may be classified as fully planned, partially planned, or unplanned; and Post-Purchase Behavior, the stage occurring after consumers purchase and use a product or service, during which consumers evaluate their usage experience based on perceived satisfaction, which subsequently influences future behavior such as repeat purchase, recommending the product to others, or switching to another product if dissatisfied (Afifah Dyah et al., 2021).

Conceptual Framework and Hypothesis

The conceptual framework illustrates the relationship between Instagram social media promotion as the independent variable (X) and consumer purchasing decisions as the dependent variable (Y) at Rumah Makan Mamamuji. Drawing on AIDA theory, effective promotion is able to attract consumer attention, arouse interest, cultivate desire to own or use the product, and encourage consumers to respond or take purchasing action. Accordingly, the more effective the promotional activities carried out through Instagram, the greater the tendency of consumers to make a purchase. Based on AIDA theory, prior research, and the conceptual framework developed, the following hypotheses were formulated:

- **Ha:** Instagram social media promotion has a significant influence on consumer purchasing decisions at Rumah Makan Mamamuji in Sidenreng Rappang Regency.
- **H0:** Instagram social media promotion has no significant influence on consumer purchasing decisions at Rumah Makan Mamamuji in Sidenreng Rappang Regency.

RESEARCH METHOD

Research Approach

This study employed a quantitative approach, which emphasizes the collection and analysis of numerical data to test relationships or effects among research variables (Kelen et al., 2016). Quantitative research is grounded in positivist philosophy and is used to examine a specific population or sample by collecting data through research instruments; the resulting data are then analyzed using quantitative or statistical techniques to test the formulated hypotheses (Sugiyono, 2018). Specifically, this study used an explanatory approach aimed at analyzing the relationship and influence between the independent and dependent variables through hypothesis testing. The independent variable (X) in



this study was Instagram social media promotion, while the dependent variable (Y) was consumer purchasing decision.

Operational Definition of Variables

Table 1 summarizes the operational definitions, indicators, and measurement scale used for each variable.

Table 1

Operational Definition of Variables

Variable	Operational Definition	Indicators	Scale
Instagram Social Media Promotion (X)	Marketing activities utilizing Instagram to introduce, inform, and persuade consumers or social media users to become interested in a product or service	Attention, Interest, Desire, Action (AIDA)	4-point Likert scale
Consumer Purchasing Decision (Y)	The process by which consumers determine their choice to purchase or not purchase a product or service after considering various aspects	Need Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, Post-Purchase Behavior	4-point Likert scale

Location and Time of Research

The research was conducted at Rumah Makan Mamamuji, located on Jl. Poros Pinrang–Rappang No. 24, Panca Rijang District, Sidenreng Rappang Regency, South Sulawesi.

Data Type and Source

Quantitative data in numerical form, processable through statistical techniques, were used in this study. Primary data were obtained directly from respondents—consumers of Rumah Makan Mamamuji who had made purchases and followed the official Instagram account @mamamuji.id—collected through an online questionnaire. Secondary data were obtained from relevant references, including books and scientific journals as well as prior study findings relevant to social media promotion and purchasing decisions, used to enrich the theoretical foundation and support the discussion.

Population and Sample

The research population comprised all followers of the Rumah Makan Mamamuji Instagram account (@mamamuji.id), which totaled 1,500 accounts as of January 2026. The sample size was determined using the Slovin formula with



a 10% margin of error, given the relatively large population size and the explanatory nature of the research, which did not require a high level of precision such as 5%:

$$n = \frac{N}{1 + Ne^2} = \frac{1.500}{1 + 1.500(0,10)^2} = \frac{1.500}{16} = 93,75 = 94$$

Based on this calculation, the sample consisted of 94 respondents, selected through purposive sampling based on the following criteria: (a) had seen or followed the @mamamuji.id Instagram account and had made a purchase at Rumah Makan Mamamuji, and (b) were at least 17 years of age.

Data Collection Techniques

Data were collected through a questionnaire distributed online to respondents meeting the established criteria, supplemented with documentation techniques utilizing relevant documents, archives, and records related to the research object to support and reinforce the findings.

Data Analysis Techniques

Data analysis was conducted after all research data had been collected, encompassing data classification by variable and respondent characteristics, tabular data presentation, and statistical analysis to test the formulated hypotheses (Poli, 2020), using the following procedures:

Validity and Reliability Tests. Validity testing was conducted by comparing the calculated r-value (r-hitung) with the critical r-value (r-tabel) at a 0.05 significance level; an item is deemed valid if r-hitung exceeds r-tabel. Reliability testing used Cronbach's Alpha, with an instrument deemed reliable if Cronbach's Alpha exceeds 0.60 (Alfiatunnisa et al., 2022).

Normality Test. This test assessed whether the residual data followed a normal distribution, evaluated descriptively via the Normal P-P Plot and statistically via the Kolmogorov-Smirnov test (Machali, 2021).

Linearity Test. This test determined whether a linear relationship existed between the independent and dependent variables, using the Deviation from Linearity significance value: a value > 0.05 indicates a linear relationship, while a value < 0.05 indicates otherwise (Undari Sulung & Mohamad Muspawi, 2024).

Heteroscedasticity Test. This test examined whether residual variance differed across observations in the regression model, using the Glejser test; a good regression model exhibits constant (homoscedastic) residual variance (Oping et al., 2022).

Simple Linear Regression. Simple regression analysis was used to examine the relationship between one independent variable and one dependent variable, expressed as $Y = a + bX$, where Y is the dependent variable, X is the



independent variable, a is the constant, and b is the regression coefficient (Syafriada, 2022).

t-Test (Partial Test). The t-test was used to determine the effect of the independent variable on the dependent variable individually, at a 95% confidence level. If the calculated t-value exceeds the critical t-value and the significance value is below 0.05, H_0 is rejected, and H_a is accepted (Pangow et al., 2024).

Coefficient of Determination (R^2). R^2 was used to measure the extent to which the regression model explains variation in the dependent variable, ranging from 0 to 1, with higher values indicating greater explanatory power of the independent variable (Ghozali, 2021).

RESULTS AND DISCUSSION

Overview of the Research Object

Rumah Makan Mamamuji is a culinary business established in 2019, located on Jl. Poros Pinrang–Rappang No. 24, Panca Rijang District, Sidenreng Rappang Regency, South Sulawesi. The business is managed by Ms.Febryani and offers a variety of food and beverage menu items, emphasizing product quality and service to meet consumer needs. In its marketing activities, Rumah Makan Mamamuji utilizes the Instagram account @mamamuji.id as a promotional medium, used to upload photographs and videos of menu items, promotional information, and other product-related content to attract consumer interest and increase purchasing decisions.

Respondent Characteristics

Research data were obtained from questionnaires distributed to 94 respondents. Respondent characteristics based on gender are presented in Table 2.

Table 2			
Respondent Characteristics by Gender			
No.	Gender	Number of Respondents	Percentage
1	Male	29	30.9%
2	Female	65	69.1%
Total		94	100%

Source: Primary Data, 2026

The data presented in Table 2 show that of the 94 respondents, 29 (30.9%) were male and 65 (69.1%) were female, indicating that respondents in this study were predominantly female. This female dominance suggests that the consumers who became respondents in this study were largely drawn from the female



consumer group, and the findings regarding the influence of Instagram social media promotion on purchasing decisions were derived primarily from respondents of this characteristic.

Respondent characteristics based on age are presented in Table 3.

Table 3

Respondent Characteristics by Age

No.	Age Range	Number of Respondents	Percentage
1	17–20 years	25	26.6%
2	21–24 years	43	45.7%
3	25–28 years	24	25.5%
4	29–33 years	2	2.1%
Total		94	100%

Source: Primary Data, 2026

The data in Table 3 show that most respondents (45.7%) were in the 21–24 age range, followed by 26.6% in the 17–20 range, 25.5% in the 25–28 range, and 2.1% in the 29–33 range. This indicates that most respondents belonged to a young age group that tends to be active on social media, particularly Instagram, and is therefore more likely to receive Instagram promotional information and make purchasing decisions at Rumah Makan Mamamuji.

Instrument Test Results

Validity Test. Validity testing was conducted by comparing the calculated r -value with the critical r -value at a 0.05 significance level with degrees of freedom (df) = $n - 2 = 94 - 2 = 92$, yielding a critical r -value of 0.201. All items with a calculated r -value exceeding 0.201 were deemed valid. As summarized in Table 4, calculated r -values for the AIDA (promotion) variable ranged from 0.451 to 0.605, while values for the purchasing decision variable ranged from 0.423 to 0.571—both exceeding the critical value, confirming that all items met the validity criteria.

Table 4

Summary of Validity Test Results

Variable	Dimension	r -value Range	r -critical	Result
Instagram Promotion (X)	Attention	0.449–0.570	0.201	Valid
Instagram Promotion (X)	Interest	0.451–0.513	0.201	Valid
Instagram Promotion (X)	Desire	0.448–0.605	0.201	Valid
Instagram Promotion (X)	Action	0.523–0.575	0.201	Valid
Purchasing Decision (Y)	Need Recognition	0.518–0.534	0.201	Valid



Variable	Dimension	r-value Range	r-critical	Result
Purchasing Decision (Y)	Information Search	0.546–0.556	0.201	Valid
Purchasing Decision (Y)	Evaluation of Alternatives	0.435–0.464	0.201	Valid
Purchasing Decision (Y)	Purchase Decision	0.423–0.506	0.201	Valid
Purchasing Decision (Y)	Post-Purchase Behavior	0.466–0.571	0.201	Valid

Source: Primary Data, 2026

Reliability Test. Reliability was assessed using Cronbach's Alpha, with the criterion that an instrument is reliable if its Cronbach's Alpha exceeds 0.60. As shown in Table 5, both variables exceeded this threshold, confirming that all items in the instrument were internally consistent and reliable for use in the study.

Table 5
Reliability Test Results

Variable	Cronbach's Alpha	Minimum Threshold	Number of Items	Result
Instagram Promotion (X)	0.716	0.60	11	Reliable
Purchasing Decision (Y)	0.700	0.60	11	Reliable

Source: Primary Data, 2026

Classical Assumption Test Results

Normality Test. The Kolmogorov-Smirnov test yielded a significance value of 0.200, and the Shapiro-Wilk test yielded a significance value of 0.151. Because the sample size ($n = 94$) exceeds 50, the Kolmogorov-Smirnov result was used as the reference. Since the significance value (0.200) exceeded 0.05, the residual data satisfied the normality assumption. This finding was corroborated by the Normal P-P Plot, in which residual data points were distributed around and followed the diagonal line, with only minor, non-significant deviations.

Linearity Test. The linearity test indicated a Deviation from Linearity significance value of 0.567, which exceeds 0.05, indicating no significant deviation from linearity between Instagram promotion (X) and purchasing decision (Y). The Linearity row produced a significance value of 0.000 (< 0.05), confirming a significant linear relationship between the two variables. The linearity assumption was thus satisfied.

Heteroscedasticity Test. The Glejser test produced a significance value of 0.309 for the Instagram promotion variable, which exceeds 0.05, indicating that the independent variable had no significant effect on the absolute residual value. This result was supported by the scatterplot, in which data points were randomly distributed above and below zero on the Regression Standardized Residual axis



without forming any discernible pattern (e.g., funnel or wave shapes). The model therefore did not exhibit heteroscedasticity, and this assumption was satisfied.

Simple Linear Regression Analysis

Simple linear regression was used to examine the influence of Instagram promotion (X) on purchasing decisions (Y). The regression coefficients are presented in Table 6.

Table 6
Simple Linear Regression Coefficients

Model	B	Std. Error	Beta	t	Sig.
(Constant)	21.177	3.147	—	6.729	.000
Instagram Promotion (X)	0.745	0.087	0.566	8.578	.000

Note. Values as reported in the original SPSS output. *Source:* Processed SPSS 27 Data, 2026

Based on these coefficients, the regression equation was formulated as:

$$Y = 21.177 + 0.745X$$

The constant (a) of 21.177 indicates that if Instagram promotion (X) is assumed to be zero, the purchasing decision (Y) score would be 21.177. The regression coefficient (b) of 0.745 indicates that each one-unit increase in Instagram promotion is associated with a 0.745-unit increase in purchasing decision. The positive coefficient confirms a direct (unidirectional) relationship between Instagram social media promotion and consumer purchasing decisions.

t-Test (Partial Test)

The t-test was used to determine the partial effect of Instagram promotion (X) on purchasing decisions (Y). As shown in Table 7, the calculated t-value was 6.586, exceeding the critical t-value of 1.986 (df = 92, $\alpha = 0.05$), with a significance value of 0.000. Because the calculated t-value exceeded the critical value and the significance value was below 0.05, H_0 was rejected, and H_a was accepted. This finding confirms that Instagram social media promotion has a positive and significant influence on consumer purchasing decisions.

Coefficient of Determination (R^2)

The coefficient of determination results are presented in Table 8.

Table 8
Model Summary

Model	R	R ²	Adjusted R ²	Std. Error of Estimate
1	0.566	0.320	0.313	3.439

Source: Processed SPSS 27 Data, 2026



The R-value of 0.566 indicates a moderate, positively directed relationship between Instagram promotion and purchasing decisions. The R^2 value of 0.320 indicates that 32.0% of the variance in consumer purchasing decisions can be explained by Instagram social media promotion, while the remaining 68.0% is explained by factors outside the model. The Adjusted R^2 of 0.313 confirms this explanatory capacity after adjusting for sample size and the number of predictors.

Discussion

The results of this study demonstrate that Instagram social media promotion has a positive and significant effect on consumer purchasing decisions at Rumah Makan Mamamuji in Sidenreng Rappang Regency. The coefficient of determination ($R^2 = 0.320$) indicates that Instagram promotion explains 32.0% of the variance in purchasing decisions, while the remaining 68.0% is attributable to other factors not examined in this study, such as price, product quality, service quality, business location, brand image, and consumer satisfaction.

The t-test results further confirm this relationship, with a calculated t-value (6.586) substantially exceeding the critical t-value (1.986) at a significance level of 0.000 (< 0.05). Consequently, the alternative hypothesis (H_a) was accepted while the null hypothesis (H_0) was rejected, confirming that Instagram social media promotion exerts a significant influence on consumer purchasing decisions.

Based on the regression equation, $Y = 21.177 + 0.745X$, each one-unit increase in Instagram promotion is associated with an estimated 0.745-unit increase in purchasing decisions. This finding indicates that the more effective the promotion conducted through Instagram, the higher the tendency of consumers to make a purchasing decision. A contribution of 32.0% suggests that Instagram promotion has a considerable influence on purchasing decisions, though purchasing decisions are also shaped by numerous factors outside the scope of this research. Accordingly, for purchasing decisions to increase optimally, Instagram promotional strategy needs to be supported by improvements in product quality, service quality, and other marketing factors.

Based on respondent perceptions, the Rumah Makan Mamamuji Instagram account has been utilized as an effective promotional medium through the presentation of menu photographs, videos, reels, and easily understood product information. This content provides consumers with a preview of the product prior to purchase, thereby strengthening their confidence in making purchasing decisions.

This finding is consistent with Agianto and Ramadhika (2024), who found that content marketing through Instagram influences consumer purchasing



decisions. This similarity suggests that Instagram utilization as a promotional medium, supported by appealing, informative, and relevant content presentation, can drive consumers toward purchasing decisions. Effective Instagram promotion thus depends not merely on the existence of a social media account but also on the business's ability to present content that attracts attention, conveys clear information, and builds consumer trust in the products offered.

These findings further support AIDA theory, which posits that effective promotion is able to attract attention, arouse interest, cultivate desire, and encourage consumers to take action. In this study, promotion conducted through the Rumah Makan Mamamuji Instagram account reflected all four stages: at the attention stage, appealing menu photographs and videos captured consumer attention toward the products offered; at the interest stage, information regarding menu items, prices, and various promotions conveyed through posts and stories successfully increased consumer interest; at the desire stage, appetizing product photographs accompanied by complete information cultivated consumers' desire to try Rumah Makan Mamamuji's products; and at the action stage, Instagram promotion encouraged consumers to seek further information, contact the business, or visit the business location after viewing promotional content. This sequence of stages demonstrates that Instagram functions not merely as an information-dissemination medium but also as a channel capable of shaping consumer responses through to the point of purchase decision.

This finding aligns with the research of Cahyadi and Sirait (2025), who found that the application of the AIDA model in Instagram promotion influences consumer purchasing decisions, and is further supported by Anggraeni et al. (2024), who stated that Instagram social media promotion becomes more effective when each stage of the AIDA model is applied—from capturing attention to increasing interest, cultivating desire, and ultimately encouraging consumer action. Based on these findings, it can be understood that the application of the AIDA concept in Instagram promotion at Rumah Makan Mamamuji supports the consumer purchasing decision process; the better the implementation of each AIDA stage in promotional activities, the greater the likelihood of consumers deciding to purchase.

These findings are also consistent with Asiah and Manap (2024), who found that Instagram social media promotion had a positive and significant effect on purchasing decisions, occurring because appealing and informative content increases interest while building consumer confidence to purchase. This similarity indicates that Instagram can be leveraged as an effective promotional medium across various business types, including culinary businesses, through



visually appealing and interactive product information delivery. Additionally, Ramadhan and Aristianingrum (2024) explained that Instagram usage has a positive relationship with purchase interest and purchasing decisions, attributable to the ease Instagram provides consumers in obtaining product information and interacting with businesses—a condition reflected in the Rumah Makan Mamamuji Instagram account, which presents menu information, promotions, and appealing visual content that helps consumers form a clearer picture of the product and thereby supports their purchasing decisions.

Overall, the results indicate that Instagram social media promotion constitutes one of the digital marketing strategies influencing consumer purchasing decisions at Rumah Makan Mamamuji in Sidenreng Rappang Regency. The coefficient of determination of 32.0% explains the contribution of Instagram promotion to purchasing decisions, though 68.0% remains attributable to factors outside this study. Rumah Makan Mamamuji is therefore expected not only to continue optimizing Instagram promotion but also to enhance product quality, service quality, competitive pricing, and consumer satisfaction. The practical implication of these findings is that Rumah Makan Mamamuji needs to maintain and optimize its Instagram promotional strategy by presenting appealing, informative, and interactive content, leveraging features such as Reels, Stories, promotional information, and customer testimonials to continuously strengthen each AIDA stage and support the consumer purchase decision process.

CONCLUSION

This study examined how the use of Instagram social media as a promotional tool influences consumer purchasing decisions at Rumah Makan Mamamuji in Sidenreng Rappang Regency. Overall, Instagram utilization as a promotional medium has a positive and significant effect on consumer purchasing decisions. Through the presentation of menu photographs and videos, promotional information, and consumer interaction, Instagram is able to capture attention, cultivate interest and desire, and motivate consumers to make purchases.

Regarding the first research question, the results of the t-test demonstrate that Instagram social media promotion has a positive and significant effect on consumer purchasing decisions at Rumah Makan Mamamuji, evidenced by a calculated t-value (6.586) exceeding the critical t-value (1.986) with a significance value of 0.000 (< 0.05); accordingly, the alternative hypothesis (H_a) was accepted



and the null hypothesis (H_0) was rejected. This finding indicates that the more effective the promotion conducted through Instagram, the greater the increase in consumer purchasing decisions, as attractive, informative, and easy-to-understand Instagram promotion helps consumers obtain information about menu items, prices, promotions, and products offered, which in turn increases attention, interest, and desire, ultimately driving purchasing decisions.

Regarding the second research question, the coefficient of determination (R^2) results indicate that Instagram social media promotion contributes 32.0% to consumer purchasing decisions at Rumah Makan Mamamuji, while the remaining 68.0% is influenced by factors beyond the scope of this study, such as price, product quality, taste, service quality, location, consumer satisfaction, and recommendations from others. This indicates that although Instagram promotion is an important contributing factor, purchasing decisions are also shaped by a range of other considerations that Rumah Makan Mamamuji should continue to address.

Based on these findings, several recommendations are offered. For Rumah Makan Mamamuji, the business is encouraged to consistently upload high-quality, appealing menu photographs and videos accompanied by complete information (menu name, price, ongoing promotions, location, and ordering information); to optimize Instagram's interactive features such as reels, stories, comments, and direct messages, with prompt and friendly responses to consumer inquiries; to maintain a consistent and varied content publishing schedule, including behind-the-scenes preparation videos, promotional information, customer testimonials, and trend-following content; and to continue improving supporting factors such as food quality, taste, price, service, cleanliness, and comfort, given that 68.0% of purchasing decisions are shaped by factors beyond Instagram promotion. For future researchers, it is recommended to incorporate additional variables such as price, product quality, service quality, taste, location, brand image, consumer trust, and consumer satisfaction; to expand the research object and sample size to other restaurants, cafés, or culinary businesses to obtain more varied and comprehensive data; and to compare the effectiveness of Instagram promotion with other social media platforms such as TikTok, Facebook, or WhatsApp, or to employ qualitative or mixed-methods approaches through in-depth interviews to gain richer understanding of consumer purchasing considerations.

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