



The Role Of Instagram Promotions And Taste On Customer Satisfaction Mediated By Purchasing Decisions At Tetufresh

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ABSTRACT

This study aims to analyze the effect of promotion through Instagram and taste on customer satisfaction mediated by purchasing decisions at Tetufresh in Palu City. The population of this study are customers who often use the Instagram Platform and have purchased Tetufresh products with a sample size of 120 respondents. The technique in collecting this data uses a Google Form-based questionnaire. The technique in this sampling uses purposive sampling. The technique in analyzing the data of this study uses Stuructural Equation Modeling (SEM) with SmartPLS software. The results of this study indicate that social media promotion has a positive effect on customer satisfaction, social media promotion has a positive effect on purchasing decisions, Taste has a positive effect on customer satisfaction, Taste has a positive effect on purchasing decisions, purchasing decisions have a positive effect on customer satisfaction, Instagram promotion mediated Purchasing decisions have a positive effect on customer satisfaction, Taste mediated Purchasing decisions have a positive effect on customer satisfaction.

INTRODUCTION

The era of modernization has spurred rapid growth in various business sectors, including in Indonesia. This is marked by many new businesses that have sprung up and utilize digital technology to expand the market. The development of information systems designed by humans serves as a place to manage, convey, and disseminate information accurately and efficiently in marketing. (Syamsuddin *et al.*, 2024).

Internet technology and its various applications have provided convenience to humans, especially in marketing products and services. (Muzakir *et al.*, 2021). Digital marketing makes work that previously took a lot of time, effort and money can now be done efficiently. A structured and targeted marketing strategy is very important, because businesses without a strategy often fail due to loss of direction and poor organization. (Pasaribu *et al.*, 2021).

Technological advances also bring changes in consumer behavior by using online facilities to meet their needs. (Zahara *et al.*, 2021).

Tetufresh is an MSME that specializes in traditional food from Central Sulawesi. By carrying out the uniqueness of local products, Tetufresh offers traditional food that is rich in flavor and prioritizes quality. In recent years, traditional food has been increasingly pushed aside by modern food trends that are more contemporary. Tetufresh was established with a more interesting concept and in accordance with market needs. One of the uniqueness offered at Tetufresh is the way of serving food that is always fresh, by being cooked directly in front of consumers.

According to Zahara & Rombe, (2017) Promotion is part of marketing efforts with the aim of increasing sales of products or services. As in the current era, social media is a very useful platform for companies and manufacturers to introduce products, build brand awareness, and ultimately drive increased sales and support overall company performance. (Umbara, 2021). In addition, digital marketing and the use of the internet have an important role and have a major impact on the marketing strategies implemented by companies. (Rombe & Fitrisam, 2024)

According to Mutiara *et al.*, (2020) Taste is one of the main factors in determining the level of consumer satisfaction with culinary products. MSMEs often face challenges in maintaining flavor quality while competing with other similar products. (Ashari *et al.*, 2023). By presenting a diversity of food types and services provided by MSMEs, it will expand consumer choices. (Wahyuningsih *et al.*, 2022). Consumers in this sector not only demand diversity, but also want transparent and detailed information on product quality, packaging, service, and comparison of similar products offered by other MSMEs before making a purchase decision. (Zahara *et al.*, 2023)

According to Asti & Ayuningtyas, (2020) Customer satisfaction is an assessment of the characteristics or advantages of a product or service, which is able to provide a certain level of satisfaction to consumers in meeting their needs. Customer satisfaction is an important factor that plays a role in determining the success of marketing efforts. It reflects the extent to which customers are happy with a product, service, or overall shopping experience. (Adam *et al.*, 2023). In this case, that fast product availability, efficient distribution system and good inventory management can also contribute to increasing customer satisfaction with the products consumed. (Rombe & Hadi, 2022).

According to Febrisa *et al.*, (2023) purchasing decision is a person's behavior in determining and making purchases of goods or services based on the brand. One of the factors that cause purchasing decisions is product quality, customers prefer product quality that has high standards and meets their expectations. (Chenlintia *et al.*, 2022). In the purchase decision process, consumers also set goals and consider options for making purchases that suit their needs. The experience gained during the process plays an important role in shaping brand loyalty. (Rini *et al.*, 2024).

There are a number of previous studies that discuss promotion through Instagram according to (Rombe *et al.*, 2023) explaining that Social Media promotion has a positive impact on purchasing decisions, indicating that Instagram media as a marketing tool can increase consumer interest and action to buy goods or services. According to (Ashari *et al.*, 2023) shows that taste has a positive impact on customer satisfaction, indicating that product flavor is a major component in determining the level of customer satisfaction.

LITERATURE REVIEW

Instagram Social Media Promotion

According to Udayana *et al.*, (2024) Social media promotion is a form of internet marketing that supports businesses to achieve their goals by participating in activities on social media platforms. Social media as a development of marketing strategies that utilize digital technology,

such as through the internet and mobile devices. (Erpurini & Juju, 2024). Platforms such as Instagram have become very popular as a platform for sharing images and video footage, these platforms provide editing features through their phone apps, such as adding captions, adding hastags and geotagging locations. (Fadjar *et al.*, 2022). Digital marketing can efficiently improve and expand consumer perception and purchase behavior (Bachri *et al.*, (2023). According to Sihotang *et al.*, (2022) Promotion indicators are context, communication, collaboration, connection.

Taste

According to Kusumaningrum & Supradewi, (2019) Taste is one of the factors customers judge on a food and beverage product, which involves stimuli that come from inside and outside and after that are tasted by the mouth. According to Melda *et al.*, (2020) Taste is a way of identifying food that needs to be distinguished from the flavor of the food itself.

Taste itself is the result of the activity of the sense of taste, which plays a role in recognizing and processing food. (Yusuf *et al.*, 2024). Good taste will be greatly influenced by the quality of production, where the good or bad production process will have a direct impact on the final result of a product made by the company. (Nurfatimah *et al.*, 2024). According to Masitoh & Sri W H, (2022) Taste indicators appearance, odor, texture taste, temperature.

Customer satisfaction

According to Kotler *et al.*, (2021) Consumer satisfaction is the result of a comparison between the expectations of a form and product performance felt by consumers. If the product does not meet expectations, then consumers do not feel fast. If the form and performance of the product match the expectations, consumers feel satisfied. However, if the product exceeds the expectation, the customer will feel satisfied or happy.

Satisfaction is the attitude, response, individual perception and experience of consumers towards a type of goods and services provided by a product, which is assessed by the positive experience of consumers which makes them repurchase the product. (Bachri *et al.*, 2023). This satisfaction is highly dependent on the perceived post-purchase performance of the product compared to pre-purchase expectations. (Wahyuningsih, 2005). In addition, customer satisfaction is the result of evaluations made by consumers of experiences after buying a product. (Wahyuningsih *et al.*, 2022). Indicators of customer satisfaction according to Tjiptono & Diana (2019), namely feelings of satisfaction, conformity to expectations, repurchase interest, willingness to recommend.

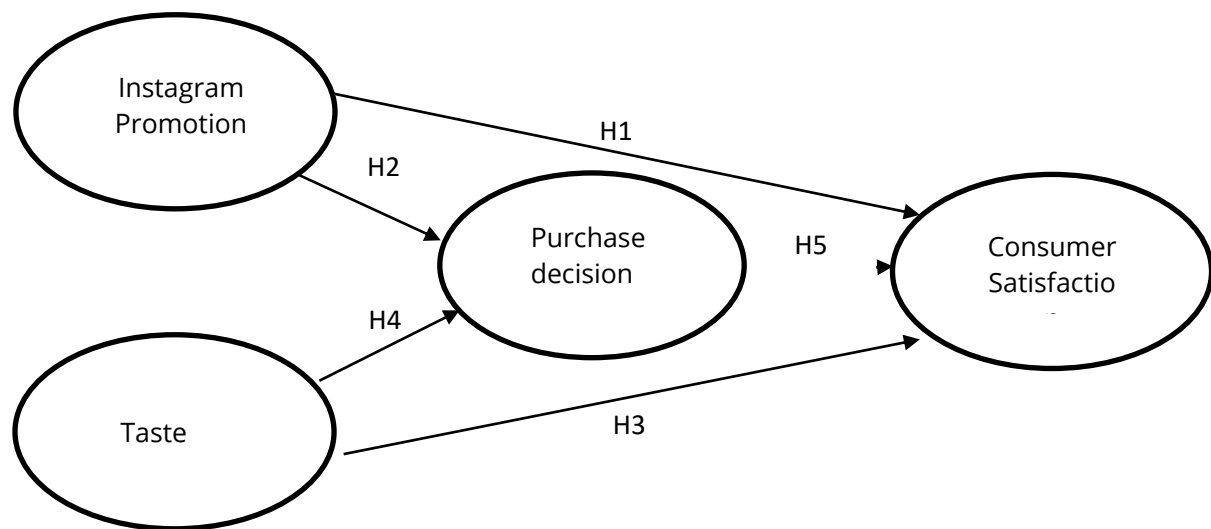
Purchase Decision

According to Putri & Rahanatha (2024) Purchasing decisions are the final decisions made by customers to buy a product or use a service by considering various factors. According to Bachri *et al.*, (2023) Purchasing decisions are individual or group choices to determine goods and services, by considering existing product choices and comparing these products with other competitors. The purchasing decision process is carefully considered, because the results illustrate how important it is to choose a product according to consumer needs. (Daswati *et al.*, 2021).

Consumers are more likely to decide to buy a product when it is available through conventional distribution channels such as retail stores, supermarkets, and online marketplaces (Adam *et al.*, 2023). In addition, competent salespeople are asked to create a positive sales atmosphere, so that they can encourage purchasing decisions and can produce good or optimal sales performance. (Ferdinand & Wahyuningsih, 2018). According to Berlien *et al.*, (2019) indicators of purchasing decisions made by consumers, namely needs, benefits, price, brand, and location.

Conceptual Framework

Figure 1 Framework of Thought



H1: Promotion through Instagram has a positive effect on customer satisfaction

H2: Promotion through Instagram has a positive effect on purchasing decisions

H3: Taste has a positive effect on customer satisfaction

H4: Taste has a positive effect on purchasing decisions

H5: Purchasing decisions have a positive effect on customer satisfaction

H6: Promotion via Instagram mediated Purchasing decisions have a positive effect on customer satisfaction

H7: Taste mediated purchasing decisions have a positive effect on customer satisfaction

METHODS

This study applies quantitative methods to identify the relationship between social media promotion, taste and customer satisfaction mediated by purchasing decisions for Tetufresh products. The population of this study are customers who often use the Instagram Platform and have purchased Tetufresh products. The method used in the sampling process in this study is purposive sampling, namely by using certain criteria. The purposive sampling technique is in sampling using certain criteria set by the research so that it includes non-probability sampling (Sugiyono, 2020).

While the sample size of this study uses the Roscoe formula which provides a minimum sample of 30 to 500 respondents. From this statement, the number of samples used was $30 \times 4 = 120$ respondents. This data collection technique uses a Google Form-based questionnaire. The questionnaire is a data collection tool that is carried out by providing a number of statements to respondents so that they provide answers according to their experiences. This study uses the Likert Scale as a measurement tool. The technique in analyzing the data in this study uses Structural Equation Modeling (SEM) with SmartPLS software.

RESULTS

Convergent Validity Test and AVE Value

Table 1. Results of Convergent Validity Test and AVE Value

Variables	Indicator	Loading Factor	AVE	Description
Promotion Through Instagram (X1)	X1.1	0.879	0.669	Valid
	X1.2	0.790		Valid
	X1.3	0.712		Valid
	X1.4	0.879		Valid
Taste (X2)	X2.1	0.750	0.613	Valid
	X2.2	0.801		Valid
	X2.3	0.800		Valid
	X2.4	0.710		Valid
	X2.5	0.845		Valid
Consumer Satisfaction (Y3)	Y.1	0.751	0.587	Valid
	Y.2	0.781		Valid
	Y.3	0.763		Valid
	Y.4	0.769		Valid
Purchase Decision (Z)	Z.1	0.722	0.598	Valid
	Z.2	0.820		Valid
	Z.3	0.801		Valid
	Z.4	0.755		Valid
	Z.5	0.712		Valid

Source: SmartPLS Processed Data, 2025

In table 1, it can be seen that the outer loading value explains that all indicators have met the standard of more than 0.7, thus indicating convergent validity has been achieved. The AVE value shows a value greater than 0.5, so these results indicate that all variables are valid.

Discriminate Validity Test

Discriminate Validity to prove that each concept in each construct or latent variable has a clear difference with other constructs or variables.

Table 2. Discriminant Validity Test Results (Cross Loading)

	X.1 Instagram promotion	X.2 Taste	Y.3 Consumer satisfaction	Z.4 Purchase Decision
X1.1	0.879	0.471	0.478	0.455
X1.2	0.790	0.466	0.712	0.551
X1.3	0.712	0.387	0.352	0.332
X1.4	0.879	0.470	0.495	0.422
X2.1	0.459	0.750	0.477	0.491
X2.2	0.421	0.801	0.599	0.637
X2.3	0.415	0.800	0.436	0.483
X2.4	0.340	0.710	0.365	0.384
X2.5	0.517	0.845	0.528	0.579
Y.1	0.459	0.500	0.751	0.483
Y.2	0.454	0.540	0.781	0.547
Y.3	0.445	0.430	0.763	0.472
Y.4	0.630	0.486	0.769	0.562

Z.1	0458	0.545	0.537	0.772
Z.2	0.487	0.614	0.527	0.820
Z.3	0.485	0.568	0.530	0.801
Z.4	0.377	0.479	0.602	0.755
Z.5	0.319	0.344	0.392	0.712

Source: SmartPLS Processed Data, 2025

The research results in table 2 show that Discriminat Validity is used to see whether a construct has an adequate discriminant level. Discriminat Validity which is declared eligible is indicated by the cross loading value on a variable that is higher than the value on other variables. Based on the data, all cross loading values meet the Discriminant Validity criteria set.

Reliability Test

Table 3. Reliability Test Results

Variabel	Cronbach Alpha	Composite Reliabilitiy
X.1 Promotion through Instagram	0.836	0.868
X.2 Taste	0.842	0.858
Y. Consumer Satisfaction	0.767	0.770
Z. Purchase Decision	0.832	0.840

Source: SmartPLS processed data, 2025

The results of the analysis in table 3 illustrate that the value of Cronbach Alpha and Composite Reliability for each variable Social media promotion (X1), Taste (X2), Purchase Decision (Z), and customer satisfaction (Y) are above 0.7, so that this research instrument can be said to be reliable.

R Square Test

Table 4. R-Square Test Results

	R-square	Adjusted R-square
Y. Customer Satisfaction	0.591	0.581
Z. Purchase Decision	0.502	0.493

Source: SmartPLS processed data, 2025

The analysis results in table 4 show that customer satisfaction can be explained by the variables of promotion through Instagram, taste, and purchasing decisions by 59.1%, while the rest (41.9%) is influenced by other variables not discussed in this study. Meanwhile, purchasing decisions are influenced by promotion through Instagram and taste by 50.2%, while the remaining 49.8% comes from outside variables not discussed in this study. This explains that apart from promotion and taste, purchasing decisions can be influenced by additional variables that need to be further researched.

Hypothesis Test

Table. 5 Direct Hypothesis Test Results

	Original sample (O)	T statistic (O/STDEV)	P values
X1.Promotion via Instagram -> Y. Consumer Satisfaction	0.353	4.574	0.000
Promotion through Instagram -> Z. Purchase Decision	0.267	3.507	0.000
X2.Taste ->Y. Consumer Satisfaction	0.200	1.974	0.048

X2.Taste ->Z. Purchase Decision	0.524	7.455	0.000
Z. Purchase Decision ->Y. Consumer Satisfaction	0.346	3.586	0.000

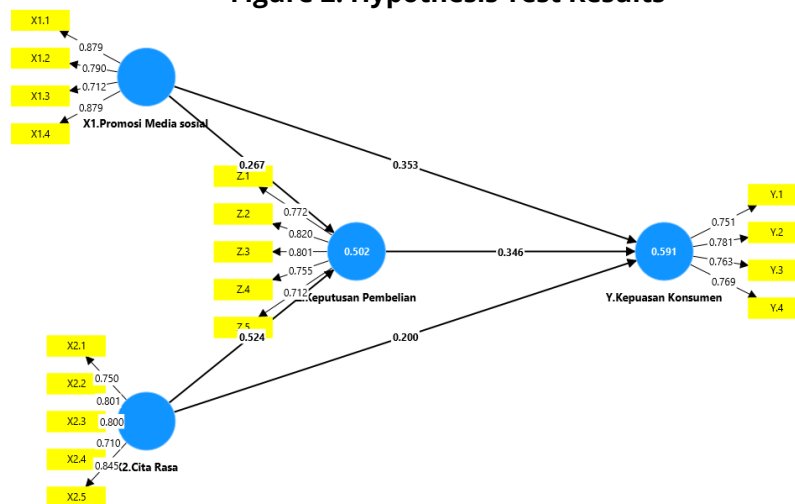
Source: SmartPLS Processed Data, 2025

Table. 6 Indirect Hypothesis Test Results

	Original sample (O)	T statistic (O/STDEV)	P values
Promotion through Instagram -> Z. Purchase Decision -> Y. Consumer Satisfaction	0.092	2.362	0.018
X2.Taste -> Z. Purchase Decision ->Y. Consumer Satisfaction	0.181	3.098	0.002

Source: SmartPLS Processed Data, 2025

Figure 2. Hypothesis Test Results



Based on the results of the analysis on SmartPLS which are displayed in tables 5 and 6, the research hypotheses tested starting from the first to the seventh hypothesis provide the following results, Promotion via Instagram has a significant and positive effect on customer satisfaction, which has a value of 0.000, so hypothesis 1 can be accepted. Thus, the more effective promotion through social media, the more customer satisfaction increases. Instagram promotion is able to have a positive impact on purchasing decisions with a value of 0.000, so hypothesis 2 is accepted. Thus explaining that promotions carried out in an attractive and informative way will invite consumers to make purchasing decisions. Taste shows a positive influence on customer satisfaction with a value of 0.048, so hypothesis 3 is accepted. Thus it is concluded that the better the taste of the product, the stronger the level of customer satisfaction. Taste has a positive influence on purchasing decisions with a value of 0.000, so hypothesis 4 is accepted. Thus, taste directly influences purchasing decisions. Purchasing decisions have a positive influence on customer satisfaction with a value of 0.000, so hypothesis 5 is accepted. Thus, purchasing decisions made by consumers contribute significantly to increasing their satisfaction.

In terms of indirect effects, promotion through Instagram which is mediated by purchasing decisions has a positive effect on customer satisfaction with a value of 0.018, so hypothesis 6 is accepted. Based on these findings, it explains that promotion through social media not only affects customer satisfaction either directly or indirectly through purchasing decisions. Taste mediated by purchasing decisions on customer satisfaction has a significant and positive effect

through a value of 0.002, so hypothesis 7 is accepted. Based on these findings, it explains that taste affects customer satisfaction through purchasing decisions.

DISCUSSION

Based on the results of hypothesis 1, it explains that promotion via Instagram is the first rarity for Tetufresh MSMEs to attract consumer attention to the goods on offer. Based on the research results, it explains that promotion has a positive influence on customer satisfaction. This proves that the more effective the promotion strategy will increase customer satisfaction. Good promotion can increase product expectation on customer satisfaction, so that when customers buy and use products, they will feel more satisfied if the product meets their expectations. This research is in line with and strengthened by research (Hoky and Martin 2024; Hardiyansah *et al.*, 2024) with the results of research on the positive effect of social media promotion on customer satisfaction.

Based on the results of hypothesis 2, it explains that promotion through Instagram also has an impact on purchasing decisions. When promotions are carried out in an attractive and informative way, consumers are more interested in buying products. This can be achieved in various ways such as discounts, persuasive advertisements or direct testimonials from consumers that can increase the attractiveness of Tetufresh products. Thus, promotion functions as a marketing communication tool and as the main factor driving purchasing decisions. This research is in line with and strengthened by research (Febrisa *et al.*, 2023; Rahayu & Resti, 2023) which says the positive influence of social media promotion on purchasing decisions.

Based on the results of hypothesis 3, it explains that good taste is a factor in determining customer satisfaction. Tetufresh products that have a taste that matches customer expectations will provide a satisfying experience. Consumers will feel satisfied and interested in returning to buy products that are consumed have good taste quality. Maintaining a consistent taste and in accordance with market choices is important in increasing customer satisfaction. This research is in line with and reinforced by research (Ashari *et al.*, 2023; Tarigan., 2022) with the results of research on the positive effect of taste on customer satisfaction.

Based on the results of hypothesis 4, taste has a positive influence on purchasing decisions. Consumers often choose products that are known to have good taste quality. When the product has a taste that consumers like, it will be younger for them to make another purchase. This explains that consistent taste can be a major factor in increasing sales. This research is in line with and reinforced by research (Zulfikar *et al.*, 2022; (Hapsah *et al.*, 2024) with the results of research on the positive effect of taste on customer satisfaction.

Based on the results of hypothesis 5, purchasing decisions have a positive effect on the level of consumer satisfaction after trying the product. If the consumer experience after buying the product meets expectations, then customer satisfaction will increase positively, which encourages them to make repurchases and suggest to others to buy Tetufresh. This research is in line with and strengthened by research (Kadi *et al.*, 2021; Maharani., 2024) which says the positive influence of purchasing decisions on customer satisfaction.

Based on the results of hypothesis 6, purchasing decisions mediate the effect of Instagram promotion on customer satisfaction positively. Promotion via Instagram is now a key strategy for Tetufresh in increasing consumer interaction and driving purchasing decisions. (Irawan *et al.*, 2024) shows that Instagram promotions have a positive effect on purchasing decisions, which indicates that promotions for advertisements, customer reviews, and marketing content on digital platforms can shape consumer purchase intentions. While (Purba & Paramita, 2021) explains that purchasing decisions have a positive effect on customer satisfaction. This shows that purchasing decisions made with sufficient information can increase consumer satisfaction with the services or goods they buy. Effective promotion can increase purchasing decisions, which in turn contributes to increased customer satisfaction.

Based on the results of Hypothesis 7, purchasing decisions mediate taste on customer satisfaction positively. Products with flavors that match customer expectations will be more attractive, so that they can increase purchasing decisions. According to (Narundana *et al.*, 2022) show that taste has a positive effect on purchasing decisions, which shows that consumers prefer to buy products that have a good taste and are in accordance with their choices. While (Tirtayasa *et al.*, 2021) explains that purchasing decisions have a positive effect on customer satisfaction, explaining that the consumption experience after purchase will determine the level of customer satisfaction. Taste not only has a direct effect on customer satisfaction, but also indirectly through purchasing decisions as a mediating variable.

CONCLUSION

In this study, it is explained that researchers analyzed the mediating role of purchasing decisions on the influence of social media promotions and taste to positively influence customer satisfaction. The results of this study discuss that social media promotion and taste not only directly strengthen customer satisfaction but also influence purchasing decisions which ultimately strengthen customer satisfaction. This study confirms that social media promotion and product taste have an important role in increasing customer satisfaction, where purchasing decisions become intermediaries that strengthen the relationship.

ADVICE

Based on the results of this study, Tetufresh only uses the Instagram platform in promotional media to expand market reach, Tetufresh is advised to optimize promotions not only through Instagram but also utilize Tiktok and Facebook to reach a wider audience. In addition, it is also necessary to improve the quality of product flavors and maintain the consistency of quality ingredients to increase customer satisfaction.

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