

The Effect of Instagram Digital Promotion and Customer Experience on Purchasing Decisions on the Alfagift Application in Baleendah Bandung Regency

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Abstract: Digital transformation and social media have significantly affected consumer purchasing patterns, especially in e-grocery applications like Alfagift. This study aims to examine the influence of Instagram digital promotion and customer experience on purchasing decisions among Alfagift users in Baleendah, Bandung Regency. The research used a quantitative approach with a causal associative method. A total of 100 respondents aged 17–35 years who had used Alfagift in the past three months were selected through non-probability sampling. Data were collected using a structured questionnaire and analyzed using classical assumption tests, multiple linear regression, and hypothesis testing. Results show that both Instagram digital promotion and customer experience have positive and significant effects on purchasing decisions, explaining 54.6% of their variation. The findings indicate that improved digital promotion quality and user experience can significantly increase consumers' willingness to purchase through Alfagift. The conclusion emphasizes the importance of optimizing digital marketing content and app usability to enhance consumer loyalty.

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Introduction

Digital transformation has drastically changed the business landscape in Indonesia in the past five years, especially after the COVID-19 pandemic, with the digital economy reaching US\$77 billion in 2023 and projected to reach US\$130 billion in 2025 (Kominfo, 2023). E-commerce growth reached Rp487.01 trillion in 2024, with an increase of 30.5%, almost three times the global average, and Indonesia is the largest market in ASEAN with 65

million users (Bank Indonesia, 2025; GoodStats, 2024; Databoks Katadata, 2024). In West Java, internet penetration of 87.3% supports the "Jabar Digital Service" program, while Bandung Regency with 4.1 million residents grew 5.67% economically. Baleendah sub-district is a strategic location due to its high digital adaptation, where Alfamart's e-grocery Alfagift app with >10 million downloads utilizes Instagram for interactive visual promotions such as discounts and Reels, although fluctuations in physical store visitors (322-385 per month in 2025) indicate a shift to digital (PT Sumber Alfaria Trijaya Tbk, 2025).

The main phenomenon is Baleendah consumers' reliance on Alfagift's Instagram promotions (visual content, targeted ads) and customer experience (UI ease, transaction speed), which influence purchasing decisions amidst e-grocery competition. A pre-survey showed that 50-65% of respondents disagreed that promotions were easy to understand, visually appealing, or information clear; customer experience was rated poor (40-50% disagreed on the ease of menus and service); and purchase decisions were low (45-65% doubted quality and repeat purchases). This reflects fluctuations such as the decline in Alfamart Patrol visitors (from 322 in January to 202 in March 2025) due to the shift to digital, although Alfagift downloads were high, but complaints such as slow systems and inconsistent promotions hampered conversion.(Andika et al., 2025);(Hanaysha, 2022).

The urgency of this research is urgent because the 69% e-commerce growth (2020-2024) has the potential to stagnate if digital promotions and customer experiences are not optimal, threatening the loyalty of 99 million potential users by 2029 (Databoks Katadata, 2024). In Baleendah, the inconsistency of Alfagift services (only one delivery store) and negative pre-surveys risk weakening Alfamart's competitiveness against rivals such as Shopee or GoMart, especially with supporting regulations such as PP No. 80/2019 and Law No. 7/2014 that require transaction security (Kominfo, 2023). Without intervention, fluctuations in physical visitors and low repeat purchase decisions (25% of respondents are hesitant) can depress digital retail revenue, requiring immediate strategic recommendations for the "Jabar Digital Service" ecosystem.

There is an empirical and contextual gap between the literature stating that Instagram promotions positively influence purchases.(Pranoto et al., 2025);(Meilani et al., 2025);(Putri et al., 2023)and customer experience builds loyalty(Rachmawati, 2021), with the pre-survey reality in Baleendah, where 50-65% of respondents were dissatisfied, contradicting the empirical gap. The population gap emerged because previous studies were general in Indonesia, not specific to Baleendah consumers with diverse profiles (housing and industry). The methodological gap is evident from the lack of simultaneous quantitative analysis of Instagram promotions and app experiences on purchasing decisions at local e-grocery stores, while the contextual gap highlights the inconsistency between national regulations and field implementation, such as limitations on delivery.

The novelty of this research lies in the integration of a framework to fill the contextual gap in Baleendah, a developing region with high digital penetration, with a simultaneous model of Instagram promotion (interactive visuals, Ads) and customer experience (Alfagift UI, after-sales service) on purchasing decisions, which has not been explored in Alfamart e-grocery. Different from general studies (Kotler & Keller, 2020;(Hasan et al., 2024)This approach uses 2025 pre-survey data and quantitative regression for practical recommendations, such as Reels optimization and UI fixes, contributing theoretical novelty to



the digital adaptation of hybrid retail in West Java.

The problem formulation is as follows: first, how descriptively do Instagram digital promotions and customer experience influence purchasing decisions on the Alfagift application in Baleendah, Bandung Regency? Second, how much influence does Instagram digital promotions partially have on purchasing decisions on the application? Third, how much influence does customer experience partially have on purchasing decisions? Fourth, how much influence does Instagram digital promotions and customer experience simultaneously have on purchasing decisions on the Alfagift application in the region?

Research Methods

This study uses a quantitative approach, where data or information is presented in numerical form and analyzed statistically. The research design used is associative with a causal approach, which aims to see the extent of the influence between the independent and dependent variables, as well as to determine the magnitude and direction of the relationship between these variables. Primary data is data obtained directly from the primary source by the researcher or the research object, through data collection techniques such as questionnaires, interviews, or observation. Secondary data in this study were obtained from literature studies, scientific journals, reference books, and other supporting data related to digital promotions, customer experience and purchasing decisions. The population in this study, are people who have purchased or used the Alfagift Application. The sampling method applied in this process is nonprobability sampling. The respondent criteria in this study are:

1. Domiciled in Baleendah Village, Bandung Regency
2. Aged 17-35 years
3. Have purchased and used the Alfagift Application at least once in the last three months.

The sample size was 100 respondents. Data was collected through a questionnaire containing statements related to the quality of digital promotions, customer experience, and purchasing decisions. The data collection technique in this study used the questionnaire method. Data analysis using classical assumption tests, multiple linear regression analysis and hypothesis testing.



Results and Discussion

Classical Assumption Test

1. Normality Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	5.93094254
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.040
Test Statistic		.066
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.389
	99% Confidence Interval	
	Lower Bound	.377
	Upper Bound	.402

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 299883525.

Figure 1. Normality Test

The results of the Kolmogorov-Smirnov test in the image above, obtained an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05 so it can be concluded that the data tested is normally distributed because it meets the normality test criteria.

2. Multicollinearity Test

Model	Coefficients ^a						
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics
	B	Std. Error	Beta				Tolerance
1	(Constant)	.372	2.253		.165	.869	
	PROMOSI DIGITAL INSTANGRAM	.360	.075	.355	4.772	<.001	.881
	PENGALAMAN PELANGGAN	.463	.064	.537	7.217	<.001	.881
							1.134

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 2. Multicollinearity Test

The analysis results show that both independent variables have a tolerance value of 0.881 and a VIF value of 1.134. Since the tolerance value is > 0.10 and the VIF is > 10 , it can be concluded that there is no multicollinearity in this regression model.

3. Autocorrelation Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.739 ^a	.546	.536	5.99438	2.209

a. Predictors: (Constant), PENGALAMAN PELANGGAN , PROMOSI DIGITAL INSTANGRAM

b. Dependent Variable: KEPUTUSAN PEMBELIAN



Figure 3. Autocorrelation Test

The model summary results show that the R value is 0.739 and R Square is 0.546, which means that 54.6% of the variation in the dependent variable can be explained by the independent variables in the regression model. The Durbin-Watson value of 2.209 is in the range of 1.5-2.5, which indicates that there is no autocorrelation in the regression model. The regression used has met the requirements in terms of the strength of the relationship, the contribution of independent variables, and is free from autocorrelation.

4. Heteroscedasticity Test

The results of the heteroscedasticity test using a scatterplot are presented as follows:

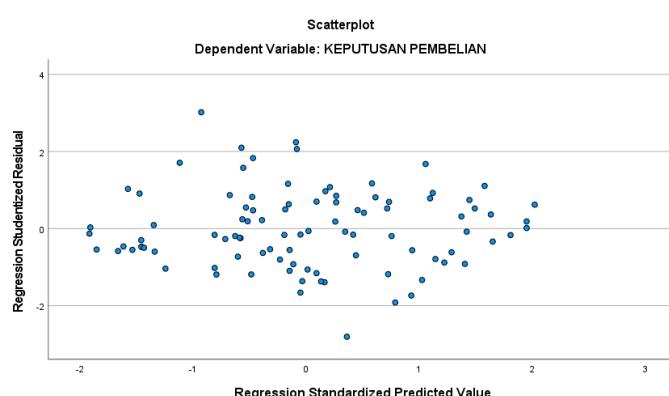


Figure 4. Heteroscedasticity Test

Results: The residual points in the scatterplot are randomly distributed around the zero horizontal line and do not form any particular pattern, such as narrowing, widening, or forming a curve. The random distribution of the residuals indicates that the residual variance is constant, so there is no indication of heteroscedasticity. The regression model used in this study does not experience symptoms of heteroscedasticity and has met the assumption of homoscedasticity as required in classical linear regression analysis.

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to determine the effect of X1 (Instagram Digital Promotion) and X2 (Customer Experience) on Y (Purchase Decision). The SPSS output in the Coefficients table is the result for the following discussion below:

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.372	2.253	.165	.869	
	PROMOSI DIGITAL INSTANGRAM	.360	.075	.355	4.772	<.001
	PENGALAMAN PELANGGAN	.463	.064	.537	7.217	<.001

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 5. Results of Multiple Linear Regression Analysis



The results of multiple linear regression analysis can be concluded that:

1. Variable X1 (Instagram Digital Promotion) has a positive and significant effect on Y (Purchase Decision), which is indicated by a coefficient value of 0.360 and a significance value of <0.001.
2. Variable X2 (Customer Experience) also has a positive and significant effect on Y (Purchase Decision), with a coefficient value of 0.463 and a significance value of 0.01.

Instagram digital promotion and customer experience also have a positive and significant influence on purchasing decisions, with the effect being positive. Improved Instagram digital promotion and customer experience will improve consumer purchasing decisions.

Structural Equations

This study uses multiple linear regression analysis to determine the extent of influence between one variable and another. The independent variables are Instagram digital promotion (X1) and customer experience (X2), and the dependent variable is purchasing decisions (Y).

$$Y = a + b1X1 + b2X2$$

By entering the values obtained:

$$Y = 0.372 + 0.360 X1 + 0.463 X2$$

Information :

Y = Purchase Decision

X1 = Instagram Digital Promotion

X2 = Customer Experience

a = Constant (intercept) of 0.327

b1 = Regression coefficient X1 is 0.360

b2 = Regression Coefficient X2 is 0.463

This equation can be interpreted as:

1. The constant value (0.327) indicates the value of Purchase Decision (Y) when Instagram Digital Promotion (X1) and Customer Experience (X2) have a value of zero.
2. The coefficient of 0.360 on X1 means that every 1 unit increase in Instagram digital Promotion will increase Purchase Decision by 0.360, assuming Customer Experience remains constant.
3. The coefficient of 0.463 on X2 means that every 1 unit increase in Customer Experience will increase Purchase Decision by 0.463, assuming Instagram Digital Promotion remains constant.

Coefficient of Determination (R2)

The coefficient of determination is used to see how well the model is able to explain the dependent variable.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.739 ^a	.546	.536	5.99438	2.209

a. Predictors: (Constant), PENGALAMAN PELANGGAN , PROMOSI DIGITAL INSTANGRAM

b. Dependent Variable: KEPUTUSAN PEMBELIAN



Figure 6. Coefficient of Determination (R2)

The R Square value of 0.546 indicates that 54.6% of the Purchase Decision variable can be explained by the Instagram Digital Promotion and Customer Experience variables, while the remaining 45.4% is influenced by other variables outside the research model. The Adjusted R Square value, which is close to the R Square value, indicates that the regression model used is quite good and stable.

Hypothesis Testing

1. Simultaneous Test (F Test)

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	4018.106	2	2009.053	55.912
	Residual	3341.728	93	35.933	
	Total	7359.833	95		

a. Dependent Variable: KEPUTUSAN PEMBELIAN

b. Predictors: (Constant), PENGALAMAN PELANGGAN , PROMOSI DIGITAL INSTANGRAM

Figure 7. Simultaneous Test (F Test)

The significance value (Sig.) is <0.05 , so the regression model is declared significant. Therefore, it can be concluded that simultaneously, the variables of Instagram Digital Promotion (X1) and Customer Experience (X2) have a significant effect on Purchase Decisions (Y). The multiple linear regression model is suitable for further analysis.

2. Partial Test (t-Test)

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	.372	2.253		.165	.869
	PROMOSI DIGITAL INSTANGRAM	.360	.075	.355	4.772	<.001
	PENGALAMAN PELANGGAN	.463	.064	.537	7.217	<.001

a. Dependent Variable: KEPUTUSAN PEMBELIAN

Figure 8. Partial Test (t-Test)

The t-test is used to determine the partial effect of each independent variable on the dependent variable. The results from this table are:

- Variable X1 has a significance value <0.001 and a t value of 4.772, which is greater than the t table, so it can be concluded that X1 has a partial significant effect on Y.
- Variable X2 has a significance value of 0.01, also smaller than 0.05, with a t value of 7.217, so X2 also has a partial significant effect on Y.

The Influence of Instagram Digital Promotion on Purchasing Decisions



H0 = Instagram Digital Promotion has no influence on purchasing decisions.

H1 = Instagram Digital Promotion influences purchasing decisions.

The results of data processing using SPSS obtained a t-value of 4.772 with a significance value of 0.001. And the calculated beta value was 0.355. Because the significance value is less than 0.05, then H0 is rejected and H1 is accepted. Instagram digital promotion has a positive and significant effect on purchasing decisions. This shows that the better the digital promotion through Instagram, the more purchasing decisions will increase.

The Influence of Customer Experience on Purchasing Decisions

H0 = Customer experience has no influence on purchasing decisions

H1 = Customer experience influences purchasing decisions

The results of data processing using SPSS can be obtained a t-value of 7.217 with a significance value of 0.001 and a difference value of 0.537. Because the significance value is smaller than 0.05, H0 is rejected and H1 is accepted. Customer experience has a positive and significant effect on Purchasing Decisions. This shows that the better the customer experience, the higher the purchasing decision will be.

Discussion

This discussion is to determine the influence of Instagram digital promotion and customer experience on purchasing decisions on the Alfagift application, which can be explained below:

The Influence of Instagram Digital Promotion on Purchasing Decisions on the Alfagift Application

The results of statistical tests indicate that the influence of Instagram digital promotion on purchasing decisions on the Alfagift application shows a positive influence with a value of 0.360. This value indicates the Instagram digital promotion variable consisting of indicators of promotional content characteristics, social media, digital advertising, as well as digital promotions and special offers. Every one unit increase in Instagram digital promotion will increase purchasing decisions by 0.360 assuming other variables remain constant. The results of the statistical test can be concluded that Instagram digital promotion has a positive influence on purchasing decisions among Alfagift application users in Baleendah, Bandung Regency.

The results of this study are supported by the theory put forward by (Kotler & Keller, 2022) In the book Marketing Management, modern promotions must align with the conditions of the digital world, such as the role of social media, the use of data analytics, marketing automation, and two-way interactions becoming increasingly important factors. This research is also supported by previous research conducted by (Sanjaya et al., 2022) that digital promotion via Instagram is able to increase customer purchasing decisions positively and significantly.

The Influence of Customer Experience on Purchasing Decisions on the Alfagift application

The results of statistical tests indicate that the influence of customer experience on purchasing decisions in the Afagift application shows a positive influence with a value of 0.463. This value indicates the price variable consisting of cognitive, emotional, physical, sensory, and social customer experience indicators. If the customer experience variable increases by 1 unit, then the purchasing decision will increase by 0.463 assuming other



variables are considered constant. The results of the statistical test can be concluded that customer experience has a positive influence on purchasing decisions among Alfagift application users in Baleendah, Bandung Regency. The results of this study are supported by the theory put forward by (Kotler, Keller, & Chernev 2022) In the book "Marketing Management", it is explained that customer experience occurs through various points of contact, both direct contact such as when purchasing, using a product, or receiving a service, as well as indirect contact such as through recommendations, mass communication, or brand observation. This research is also supported by previous research conducted by (Guo & Tocquer, 2023) said that customer experience has a strong and significant influence on purchasing decisions.

The Influence of Instagram Digital Promotion and Customer Experience on Purchasing Decisions on the Alfagift application

The results of statistical tests show that the influence of Instagram digital promotion and customer experience on purchasing decisions on the Alfagift application shows a positive influence with a value of 0.360. The significance value of $0.001 < 0.05$ and a positive simultaneous coefficient of 0.360 indicate that Instagram digital promotion and customer experience have a positive and significant influence on purchasing decisions on the Alfagift application by 36%, while 64% is influenced by other factors outside the study such as brand image, consumer trust, discounts, service quality, and application usage. The results of the statistical test can be concluded that Instagram digital promotion and customer experience have a positive and significant influence on purchasing decisions on the Alfagift application in Baleendah, Bandung Regency.

These results are in line with the theory put forward by (Kotler & Keller, 2022) that a purchasing decision is a consumer's decision to make a purchase through the stages of the purchasing decision process. Companies must strive to understand the entire consumer purchasing decision-making process, starting with all experiences in learning, selecting, using, and disposing of the product. This research is also in line with previous research, namely research on consumer behavior. (Maddinsyah, 2023) explaining superior product quality increases consumer confidence in their purchasing decisions, as it can signal the usefulness, longevity, and satisfaction obtained from the product.

Conclusion and Recommendation

Based on the results of research on the influence of Instagram digital promotion and customer experience on purchasing decisions on the Alfagift application in Baleendah, Bandung Regency, it can be concluded that both variables have a positive and significant influence on consumer purchasing decisions. Partially, Instagram digital promotion is proven to have a significant influence on purchasing decisions, which shows that the more effective and attractive the promotion delivered through Instagram, the greater the tendency of consumers to make purchases through the Alfagift application. In addition, customer experience also has a positive and significant influence on purchasing decisions, where consumer perceptions of ease, comfort, and benefits felt during the purchasing process are



able to encourage the formation of purchasing decisions. Simultaneously, Instagram digital promotion and customer experience together have a significant influence on purchasing decisions, so it can be concluded that the combination of the right digital promotion strategy and the creation of a good customer experience are important factors in increasing consumer purchasing decisions on the Alfagift application in Baleendah, Bandung Regency.

Based on the research results, the researcher provides recommendations for the company and future researchers. For Alfamart, it is recommended to increase the effectiveness of digital promotions through Instagram, develop and optimize the features of the Alfagift application, improve the security and stability of the transaction system, and adjust pricing strategies and promotional programs to increase customer satisfaction and loyalty. Meanwhile, future researchers are expected to examine this study in more depth and expand the research variables, such as service quality, customer satisfaction, or discount promotions, to gain a more comprehensive understanding of the factors that influence purchasing decisions.

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