

ABSTRACT

Lemonilo is an instant noodle brand, a beginner in the instant noodle business that has a tough competitor in the Indonesian market because Lemonilo was first introduced to the public in 2016. The market price is IDR 7,900, the price is 2-3 times higher than other brands. Lemonilo also owns Instagram, namely @lemonilo, its different Instagram social media content uses animation, the background of the content is predominantly green, and the content tends to have a Korean vibe, which is a platform used to promote its products to be known and influence consumer purchasing decisions. This is what makes the writer interested in knowing what factors actually make consumers (students) interested in buying the Lemonilo, and whether the price and Instagram content are factors that play a major role in consumer purchasing decisions for Lemonilo.

The research method used in this research is a quantitative approach in the form of associative research. Sampling was carried out using a non-probability sampling technique with purposive sampling method on 101 respondents through online questionnaires using google form. While the data analysis techniques used are descriptive analysis and multiple linear regression analysis with SPSS 26 program tools.

The results of this study indicate that simultaneously the price and social media content of Instagram have a positive and significant effect on the purchase decision of Lemonilo instant noodles. Partially, each price variable and Instagram social media content have a positive and significant effect on purchasing decisions. Instagram social media content is the most dominant variable influencing the decision to buy Lemonilo instant noodles for Bandung students. The value of Adjusted R Square is 0.690, which means that the variability of the dependent variable that can be explained by the independent variables, namely prices and Instagram social media content, is 69% while the remaining 31% can be explained by variables not examined in this study.

Keywords : Price, Instagram Social Media Content, Purchase Decision