

Purchase Intention on Instagram: The Roles of Digital Pricing Strategy, Social Media Engagement, and Perceived Value

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Article history:

Received May 19, 2026

Revised May 29, 2026

Accepted May 30, 2026

Abstract

The widespread growth of social media has fundamentally reshaped how consumers make purchasing decisions and opened new avenues for businesses to shape buying behavior through digitally-driven marketing approaches. This study investigates how Digital Pricing Strategy, Social Media Engagement, and Perceived Value affect Purchase Intention among Health Administration students who use Instagram as a marketing platform. An explanatory quantitative approach was adopted using survey-based data collection. Structured questionnaires were distributed to 137 students selected through purposive sampling. The data were subsequently analyzed using PLS-SEM with the aid of SmartPLS 4 software. Findings reveal that Digital Pricing Strategy positively and significantly predicts Purchase Intention ($\beta = 0.287$, $p < 0.001$). Social Media Engagement emerged as the strongest predictor among the variables examined ($\beta = 0.409$, $p < 0.001$). Perceived Value, however, failed to reach statistical significance ($\beta = 0.194$, $p = 0.058$), suggesting that students' intention to buy on Instagram tends to be shaped more by social interaction dynamics, engagement features, and exposure to promotions than by rational assessments of product worth. The structural model accounted for 27.4% of the variance in Purchase Intention ($R^2 = 0.274$), indicating that the variables under study contribute meaningfully, though a considerable portion of unexplained variance points to the influence of factors beyond the scope of this model. These results underline the strategic value of fostering interactive engagement and implementing well-designed digital pricing approaches to drive purchase intention on social media. This study enriches the existing body of knowledge on digital marketing and consumer behavior while offering actionable guidance for businesses aiming to strengthen their Instagram marketing performance through deeper consumer engagement and more competitive pricing mechanisms.

Keywords:

Purchase Intention; Social Media Engagement; Digital Pricing Strategy; Perceived Value; Instagram Marketing.

1. INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed marketing practices and consumer behavior. Social media platforms have evolved beyond their traditional communication functions and become influential channels for information search, product evaluation, and purchase decision-making processes (Sharma, 2024). In the contemporary digital economy, businesses increasingly rely on social media marketing strategies to reach consumers, foster engagement, and strengthen brand-consumer relationships. The growing adoption of e-commerce and digital marketing has intensified competition among businesses, requiring organizations to develop effective strategies that can attract consumers and stimulate purchase intention (Firdaus & Swarnawati, 2025). Consequently, understanding the determinants of consumer purchase intention within digital environments has become an important topic in management and marketing research.

Among various social media platforms, Instagram has emerged as one of the most influential digital marketing channels due to its visual-oriented features and interactive communication capabilities. Instagram enables businesses to deliver promotional content, engage directly with audiences, and build stronger emotional connections with consumers. The platform's extensive user base and high engagement rates make it an effective medium for influencing consumer attitudes and behavioral intentions (Herle, 2025). For university students, who represent one of the most active social media user groups, Instagram serves not only as a source of entertainment and information but also as a platform for discovering and evaluating products and services. As a result, factors influencing students' purchase intention on Instagram warrant further investigation.

Previous studies have identified several determinants of purchase intention in digital environments. One important factor is digital pricing strategy, which refers to the use of digital technologies and online platforms to design flexible, competitive, and consumer-oriented pricing mechanisms (Netseva-Porcheva, 2023). In digital markets, pricing is no longer merely a transactional element but also a strategic tool that shapes consumer perceptions and influences purchasing behavior. Empirical evidence indicates that competitive pricing strategies positively affect consumers' purchase intentions and online buying decisions (Aras et al., 2021; Ulfitriana et al., 2025; Yawan et al., 2024). Furthermore, consumers, particularly students with relatively limited purchasing power, tend to be highly sensitive to pricing information and promotional offers presented through social media platforms.

Another factor receiving considerable scholarly attention is social media engagement. Social media engagement reflects the extent to which users actively interact with content through activities such as liking, commenting, sharing, and participating in online discussions (de Oliveira Santini et al., 2020). Engagement represents not only behavioral interaction but also cognitive and emotional involvement with digital content and brands. According to Charviandi et al. (2023), higher engagement levels facilitate stronger consumer-brand relationships and enhance consumers' trust and attachment toward promoted products. Previous studies have demonstrated that social media engagement positively influences purchase intention by increasing consumer involvement and strengthening emotional connections with brands (Prabowo & Komaladewi, 2024; Shafa et al., 2023). Given Instagram's interactive nature, understanding the influence of engagement on purchase intention is particularly relevant within digital marketing contexts.

In addition to pricing and engagement, perceived value plays a crucial role in shaping consumer decision-making. Perceived value refers to consumers' overall assessment of the benefits received relative to the costs incurred when acquiring a product or service (Blut et al., 2024). This evaluation encompasses functional, emotional, social, and economic dimensions that influence consumers' judgments and purchasing intentions. According to Erwin et al. (2024), consumers are more likely to develop favorable purchase intentions when they perceive that the benefits of a product outweigh the associated sacrifices, including financial costs, time, and effort. Prior studies consistently report positive relationships between perceived value and purchase intention in digital consumption settings (Watanabe et al., 2020; Wijayanti et al., 2022; Qian, 2025).

Despite the growing body of literature, several research gaps remain. Existing studies predominantly examine digital pricing strategy, social media engagement, and perceived value separately or in different consumption contexts, such as e-commerce platforms, tourism services, hospitality industries, and skincare products (Aras et al., 2021; Prabowo & Komaladewi, 2024; Wijayanti et al., 2022). Limited research has integrated these three variables within a single framework to explain purchase intention in Instagram-based marketing environments. Furthermore, previous findings regarding the influence of perceived value on purchase intention remain inconsistent across different digital consumption contexts, suggesting the need for further empirical verification. Moreover, prior studies generally focus on broad consumer groups, while little attention has been given to university students, particularly Health Administration students, who represent a distinctive consumer segment characterized by intensive social media usage, high exposure to digital marketing content, and relatively rational purchasing considerations. This context is important because university students are among the most active Instagram users and constitute a growing consumer segment targeted by digital marketers. Consequently, understanding the combined effects of digital pricing strategy, social media engagement, and perceived value on purchase intention within this population is both theoretically relevant and practically important for developing more effective social media marketing strategies.

Based on the identified gap, this study addresses the following research problem: To what extent do digital pricing strategy, social media engagement, and perceived value influence purchase intention among Health Administration students on Instagram? Accordingly, the objectives of this study are to analyze the effect of digital pricing strategy on purchase intention, examine the influence of social media engagement on purchase intention, and investigate the effect of perceived value on purchase intention among Health Administration students using Instagram as a marketing platform.

This study contributes to the literature in several ways. First, it integrates digital pricing strategy, social media engagement, and perceived value into a unified conceptual model, thereby extending current understanding of consumer behavior in digital marketing environments. Second, it provides empirical evidence from the context of Instagram marketing among university students, a demographic group that

remains underexplored in existing studies. Third, the findings offer practical implications for businesses and digital marketers seeking to design more effective pricing and engagement strategies that enhance consumers' perceived value and purchase intention.

The remainder of this paper is organized as follows. The next section presents the research methodology, including research design, sampling procedures, measurement instruments, and data analysis techniques. The subsequent section reports the empirical findings and discusses their theoretical and managerial implications. Finally, the conclusion summarizes the main findings, outlines limitations, and provides recommendations for future research.

2. RESEARCH METHOD

This study adopted a quantitative approach with an explanatory design to explore the relationships among Digital Pricing Strategy, Social Media Engagement, Perceived Value, and Purchase Intention among Health Administration students on Instagram. A quantitative framework was chosen given its capacity to uncover causal relationships among variables through statistical procedures and structured hypothesis testing grounded in empirical data (Sugiyono, 2016; Hair et al., 2022). This approach is well-suited for examining associations among latent constructs and validating theoretical models within marketing and consumer behavior research. The explanatory design was deemed fitting because the core aim of this study was to determine how and to what degree Digital Pricing Strategy, Social Media Engagement, and Perceived Value shape Purchase Intention within an Instagram marketing context.

The study was carried out at the Health Administration Study Program, Faculty of Technology, Health, and Science, Universitas Muhammadiyah Muara Bungo (UMMUBA), Indonesia. The target population comprised all Health Administration students who were actively enrolled throughout the study period, amounting to 208 students in total. Sample size was calculated using Slovin's formula at a 5% margin of error, which yielded a minimum requirement of 137 respondents. Participants were recruited through purposive sampling, with selection based on the following inclusion criteria: (1) being an active Health Administration student at UMMUBA, (2) actively using Instagram, (3) having encountered product or service promotions on the platform, and (4) willingness to take part voluntarily. Students who were inactive on Instagram or did not submit complete responses were not included in the final sample.

Primary data were gathered by distributing a structured online questionnaire to qualified respondents. The instrument was organized into two parts. The opening section collected respondents' demographic details, covering gender, age, semester level, frequency of Instagram use, and prior exposure to Instagram-based promotions. The second section measured each study variable using a five-point Likert scale anchored at 1 ("strongly disagree") and 5 ("strongly agree"). Digital Pricing Strategy was operationalized through indicators reflecting price affordability, price-quality suitability, price competitiveness, pricing flexibility, and price transparency, adapted from Sulisty Budi Utomo et al. (2022). Social Media Engagement was captured using indicators of user interaction, active participation, two-way communication, emotional connection, and engagement attachment, adapted from Charviandi et al. (2023). Perceived Value was assessed through indicators of functional value, emotional value, social value, economic value, and perceived sacrifice, drawing on Erwin et al. (2024). Purchase Intention was measured across four dimensions put forward by Kotler and Keller (2021): purchase intention, consideration intention, information search intention, and trial intention.

Before proceeding to the main analysis, the measurement instrument underwent validity and reliability assessment within the PLS-SEM framework. Indicator validity was examined through outer loading values, while construct reliability was evaluated using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). In line with established PLS-SEM guidelines, loading values above 0.70 were regarded as acceptable, and CR values exceeding 0.70 alongside AVE values above 0.50 were taken as evidence of satisfactory reliability and convergent validity (Hair et al., 2022; Sarstedt et al., 2023).

Data collection took place during the 2026 academic year. The questionnaire was disseminated electronically via student communication groups and social media channels. Prior to completing the survey, all respondents were briefed on the purpose of the study, given assurances regarding confidentiality, and informed of their right to participate voluntarily. Only fully completed responses were retained in the final dataset, and all submissions were reviewed for completeness and internal consistency before being prepared for statistical processing.

Data analysis was conducted using SmartPLS 4 software. PLS-SEM was selected as the analytical method because it accommodates predictive models with multiple latent constructs and imposes no strict requirements concerning multivariate normality (Sarstedt et al., 2023). The analysis proceeded in two stages. In the first stage, the measurement model was assessed through convergent validity, discriminant validity, and construct reliability tests. In the second stage, the structural model was evaluated by inspecting the coefficient of determination (R^2), predictive relevance (Q^2), path coefficients, t-statistics, and p-values derived from bootstrapping. A hypothesis was considered supported when the t-statistic surpassed 1.96 and the corresponding p-value fell below 0.05 at a 95% confidence level.

A number of ethical principles were upheld throughout the research process. Participation was fully voluntary, and all respondents gave their informed consent prior to completing the questionnaire. No personally identifiable data were collected, and all responses were handled with strict anonymity and confidentiality. The data gathered were used solely for academic purposes and presented only in aggregated form to safeguard respondents' privacy.

This study is subject to several methodological limitations worth acknowledging. To begin with, the sample was drawn exclusively from Health Administration students at a single institution, which constrains the external validity and broader generalizability of the results. The academic background, personal characteristics, and social media habits of students at Universitas Muhammadiyah Muara Bungo may not be representative of students elsewhere or of wider consumer populations, and findings should therefore be interpreted with appropriate caution. Furthermore, reliance on self-reported questionnaire data introduces the possibility of response bias, since participants' answers are inherently shaped by their own subjective perceptions and personal experiences. Lastly, the cross-sectional nature of the research design means that data reflect a single snapshot in time, limiting the study's ability to account for shifts in consumer attitudes or purchasing behavior over extended periods. To address these concerns, the study made use of validated measurement instruments, ensured full respondent anonymity, and applied rigorous analytical methods through PLS-SEM.

3. RESULTS AND DISCUSSION

3.1. Results

3.1.1. Respondent Characteristics

The respondents were predominantly female students (90.51%), while male respondents accounted for 9.49%. Most respondents were aged between 20 and 22 years (74.45%), indicating that the sample primarily represented students in their productive academic years. Regarding academic level, the majority were sixth-semester students (43.80%), followed by second-semester students (21.90%), fourth-semester students (19.71%), and eighth-semester students (14.60%). These findings indicate that the respondents possessed sufficient exposure to social media platforms, particularly Instagram, making them relevant participants for examining purchase intention in digital marketing environments (Table 1).

Table 1. Demographic Characteristics of Respondents (n = 137)

Characteristics	Frequency	Percentage (%)
Gender – Male	13	9.49
Gender – Female	124	90.51
Age 17–19 years	29	21.17
Age 20–22 years	102	74.45
Age 23–25 years	5	3.65
>25 years	1	0.73
Semester 2	30	21.90
Semester 4	27	19.71
Semester 6	60	43.80
Semester 8	20	14.60

3.1.2. Measurement Model Assessment

As a preliminary step before assessing the structural relationships, the measurement model underwent rigorous testing to confirm its validity and reliability, covering convergent validity, discriminant validity, and construct reliability through SmartPLS 4.

Table 2. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Purchase Intention	0.780	0.848	0.532
Perceived Value	0.781	0.849	0.539
Social Media Engagement	0.925	0.944	0.770
Digital Pricing Strategy	0.799	0.862	0.560

The results indicate satisfactory reliability and validity for all constructs. Cronbach's Alpha and Composite Reliability values exceeded the recommended threshold of 0.70, while Average Variance Extracted (AVE) values were above 0.50, confirming convergent validity. Social Media Engagement demonstrated the strongest reliability performance with a Composite Reliability value of 0.944 and an AVE of 0.770.

Discriminant validity was additionally verified through the Heterotrait–Monotrait Ratio (HTMT), whereby all obtained HTMT values fell beneath the 0.90 cutoff point, demonstrating that each construct in the model captured sufficiently distinct theoretical concepts without meaningful overlap.

3.1.3. Structural Model Assessment

To assess the structural model, this study relied on the coefficient of determination (R^2) to gauge explanatory power, predictive relevance (Q^2) to evaluate model accuracy, and bootstrapping-based hypothesis testing to determine the significance of the proposed relationships.

3.1.3.1. Coefficient of Determination and Predictive Relevance

The R^2 value of 0.274 reveals that Digital Pricing Strategy, Social Media Engagement, and Perceived Value collectively account for 27.4% of the variation observed in Purchase Intention. While this level of explanatory power is considered moderate, it remains within an acceptable range for behavioral research that investigates how consumers arrive at purchasing decisions. In addition, a Q^2 value of 0.193, which surpasses the zero threshold, confirms that the model holds adequate predictive relevance and is capable of forecasting Purchase Intention among Health Administration students on Instagram.

Notwithstanding the model's acceptable predictive performance, the R^2 of 0.274 simultaneously reveals that a considerable share of the variance in Purchase Intention, approximately 72.6%, is not accounted for by the variables examined in this study. This points to the likelihood that additional determinants, beyond Digital Pricing Strategy, Social Media Engagement, and Perceived Value, are at play in shaping consumers' buying intentions on Instagram. Variables such as brand trust, electronic word-of-mouth (e-WOM), influencer credibility, brand image, product quality, perceived risk, and social influence may each carry meaningful weight in consumers' purchasing decisions and warrant inclusion in future research efforts aimed at strengthening the model's overall explanatory capacity.

Table 3. Structural Model Evaluation

Construct	R^2	Adjusted R^2	Q^2
Purchase Intention	0.274	0.257	0.193

3.1.3.2. Hypothesis Testing

The analysis shows that Digital Pricing Strategy exerts a positive and statistically significant influence on Purchase Intention ($\beta = 0.287$, $p < 0.001$), providing support for H1. Similarly, Social Media Engagement was found to positively and significantly affect Purchase Intention ($\beta = 0.409$, $p < 0.001$), thereby supporting H2. Perceived Value, on the other hand, did not reach statistical significance in predicting Purchase Intention ($\beta = 0.194$, $p = 0.058$), resulting in the rejection of H3. Notably, Social Media Engagement stood out as the most powerful predictor of Purchase Intention among all variables examined, as reflected by its highest path coefficient value (Table 4).

Table 4. Hypothesis Testing Results

Relationship	β	t-value	p-value	Decision
Digital Pricing Strategy \rightarrow Purchase Intention	0.287	3.826	0.000	Supported
Social Media Engagement \rightarrow Purchase Intention	0.409	6.262	0.000	Supported
Perceived Value \rightarrow Purchase Intention	0.194	1.897	0.058	Not Supported

These findings point to the fact that the social interaction dynamics embedded within Instagram tend to carry greater weight in driving Purchase Intention than consumers' rational assessments of product worth. This pattern is likely attributable to the inherent characteristics of social media environments, where activities such as liking, commenting, sharing, and engaging with content generate emotional resonance and social affirmation that can readily translate into purchasing impulses. Perceived Value, by contrast, typically demands a more thoughtful and deliberate evaluation of the trade-off between product benefits and associated costs. It can therefore be inferred that within highly interactive digital spaces like Instagram; social engagement mechanisms serve as a more direct and immediate catalyst for purchase intention compared to value-based cognitive judgments.

3.2. Discussion

3.2.1. The Effect of Digital Pricing Strategy on Purchase Intention

The findings demonstrate that Digital Pricing Strategy significantly affects Purchase Intention among Health Administration students on Instagram. This result suggests that competitive, transparent, and flexible pricing strategies enhance consumers' willingness to purchase products promoted through social media. The finding supports the argument that pricing serves not only as a transactional mechanism but also as a strategic signal influencing consumer evaluations and behavioral intentions (Kotler & Keller, 2021). It is also consistent with previous studies conducted by Aras et al. (2021), Ulfitriana et al. (2025), and Yawan et al. (2024), which reported that digital pricing strategies positively influence consumers' purchase intentions in

online environments. For university students with relatively limited purchasing power, affordability and pricing transparency appear to play crucial roles in shaping purchasing decisions.

3.2.2. The Effect of Social Media Engagement on Purchase Intention

Social Media Engagement proved to be the dominant driver of Purchase Intention, outweighing the influence of the other variables in the model. The significant positive relationship indicates that students who actively interact with Instagram content through likes, comments, shares, and other engagement activities are more likely to develop purchase intentions. This finding supports engagement theory, which emphasizes that consumer interaction strengthens emotional attachment, trust, and brand relationships (de Oliveira Santini et al., 2020). Supporting evidence from Prabowo and Komaladewi (2024) and Shafa et al. (2023) reinforces this outcome, as both studies pointed to a meaningful connection between higher engagement activity on Instagram and increased consumer readiness to purchase promoted items. In practical terms, businesses should prioritize interactive content strategies that encourage participation and communication rather than relying solely on promotional messages.

3.2.3. The Effect of Perceived Value on Purchase Intention

Contrary to expectations, Perceived Value did not significantly influence Purchase Intention. Although the relationship was positive, the effect failed to reach statistical significance. This outcome stands in contrast to prior research by Blut et al. (2024), Wijayanti et al. (2022), and Watanabe et al. (2020), which consistently reported a positive and significant association between perceived value and purchase intention. One possible explanation is that students' purchase intentions on Instagram are driven more strongly by external marketing stimuli such as promotional pricing and social interaction than by comprehensive evaluations of product value. Moreover, Instagram users may make preliminary purchase decisions based on attractive content and engagement experiences before conducting deeper assessments of product benefits and value. Consequently, perceived value may play a secondary role in influencing purchase intentions within this context.

The insignificant effect of perceived value may indicate that students' purchasing decisions on Instagram are primarily driven by interactive social experiences and promotional stimuli rather than comprehensive evaluations of product value. As digital consumers, students are frequently exposed to visually appealing content, influencer recommendations, and promotional offers, which may encourage purchase intentions before conducting detailed assessments of product benefits and costs. These findings suggest that in the context of Instagram marketing, social interaction and engagement-related factors tend to carry greater weight in shaping consumers' purchase intentions than cognitive evaluations of value.

Another possible explanation relates to the characteristics of the respondents. As university students, respondents may be more responsive to promotional content, peer influence, and social interaction than to comprehensive evaluations of product value. In social media environments, purchasing intentions may emerge from exposure to attractive content and engagement experiences even before consumers conduct a detailed assessment of product quality, utility, or economic benefits. This finding highlights the possibility that the influence of Perceived Value may be indirect or contingent upon other factors, such as trust, brand image, or social influence, which were not included in the current model.

3.2.4. Simultaneous Effects of Digital Pricing Strategy, Social Media Engagement, and Perceived Value

Taken together, the three independent variables accounted for 27.4% of the variance in Purchase Intention. While this proportion is considered moderate, it nonetheless indicates that digital marketing-related factors make a meaningful contribution to shaping students' purchasing behavior on Instagram. The results further suggest that marketing strategies centered on consumer engagement and competitive pricing mechanisms exert a greater influence on purchase intentions than consumers' perceived value assessments. That said, the remaining 72.6% of unexplained variance underscores the reality that Purchase Intention is shaped by a far broader constellation of psychological, social, and marketing-related factors that fall outside the boundaries of the current study. Existing literature has consistently pointed to the relevance of variables such as brand trust, electronic word-of-mouth (e-WOM), influencer credibility, brand image, product quality, perceived risk, and social influence in driving consumer purchasing decisions within digital environments. These elements have the potential to reinforce consumers' confidence, alleviate purchasing uncertainty, and amplify the persuasive impact of social media marketing efforts. It is therefore recommended that future research incorporate these variables into broader and more comprehensive models, with the aim of improving explanatory power and deepening the understanding of what drives consumer purchase intention on Instagram.

4. CONCLUSION

The primary objective of this study was to investigate how Digital Pricing Strategy, Social Media Engagement, and Perceived Value influence Purchase Intention among Health Administration students who

use Instagram as a marketing platform. In particular, the study sought to determine whether these three factors meaningfully affect students' inclination to purchase products advertised on Instagram and to identify which factor carries the greatest predictive weight.

The results demonstrate that both Digital Pricing Strategy and Social Media Engagement positively and significantly predict Purchase Intention. Social Media Engagement stood out as the most powerful predictor among the variables tested, underscoring the central role that interactive communication, active user participation, and engagement with promotional content play in motivating consumers to make purchases. Perceived Value, by contrast, did not yield a statistically significant effect on Purchase Intention, implying that students' buying intentions on Instagram are driven more by social interaction dynamics and promotional exposure than by their cognitive assessments of product worth. The structural model accounted for 27.4% of the variance in Purchase Intention, reflecting a meaningful collective contribution of the three variables to consumer purchasing behavior, while acknowledging that other influential factors lie beyond the scope of this investigation.

These outcomes enrich the expanding body of literature on digital marketing and consumer behavior by offering empirical support for the strategic importance of engagement and pricing in social media contexts. The findings build on prior research that has emphasized the role of consumer engagement in shaping behavioral intentions, and extend this understanding by demonstrating that Social Media Engagement can outweigh Perceived Value as a driver of purchase intention specifically within Instagram-based marketing. From a practical standpoint, the results point to the importance of businesses investing in the creation of engaging and interactive content, fostering two-way communication with their audiences, and sustaining active consumer participation. Alongside this, adopting transparent and competitively structured pricing approaches can further reinforce consumers' purchase intentions and boost overall marketing effectiveness on social media.

Drawing on these findings, a number of recommendations are offered. For marketing practitioners and businesses, priority should be given to building consumer engagement through interactive content formats, user-generated content initiatives, competitive campaigns, and ongoing dialogue with followers. Organizations should also uphold pricing clarity and deploy promotional mechanisms, such as time-limited discounts and special offers, to sustain consumer interest. For researchers pursuing future work in this area, it is advisable to broaden the scope of inquiry by incorporating variables such as brand trust, electronic word-of-mouth (e-WOM), influencer credibility, perceived risk, and product quality. Extending the study to cover more diverse demographic groups and a wider range of social media platforms would also yield a richer and more comprehensive picture of consumer purchasing behavior in digital settings.

Several limitations of this study deserve acknowledgment. To begin with, the sample was confined to Health Administration students at a single institution, Universitas Muhammadiyah Muara Bungo, which limits the external validity and generalizability of the findings. The academic characteristics, backgrounds, and social media behaviors of students at this university may not reflect those of students at other institutions or of wider consumer populations, and caution is therefore warranted when applying these findings beyond the immediate study context. Additionally, the cross-sectional design and reliance on self-reported data mean that results capture perceptions at one moment in time and may not fully reflect shifts in consumer attitudes and intentions over longer periods. The model's modest explanatory power ($R^2 = 0.274$) also signals that a substantial portion of the variance in Purchase Intention remains unaccounted for, suggesting that variables such as brand trust, e-WOM, influencer credibility, brand image, perceived risk, social influence, and product quality hold additional explanatory potential and merit consideration in subsequent research. Future studies are encouraged to overcome these constraints by drawing on samples from multiple universities and varied demographic backgrounds, integrating a broader set of explanatory variables, and adopting longitudinal designs that can better illuminate how consumer purchase intention evolves within dynamic digital environments.

In conclusion, this study affirms the pivotal role of Social Media Engagement and Digital Pricing Strategy in shaping consumers' purchase intentions within Instagram-based marketing contexts. The findings highlight the growing significance of interactive digital marketing in steering consumer decision-making and offer valuable guidance for academics and practitioners alike who seek to optimize marketing performance in the digital age. Beyond its applied contributions, this study advances the theoretical understanding of digital consumer behavior by illustrating that social interaction mechanisms can be a more potent determinant of purchase intention than perceived value assessments in social media environments. These insights lay a solid foundation for future research endeavors aimed at constructing more comprehensive models of consumer behavior in an era of increasingly interactive digital commerce.

ACKNOWLEDGEMENTS

The author wishes to express sincere gratitude to the Department of Digital Business, Faculty of Technology and Science, Universitas Muhammadiyah Muara Bungo, Indonesia, for the institutional support extended throughout this research. Heartfelt appreciation is also directed to the academic supervisors whose

constructive feedback and thoughtful guidance proved invaluable at every stage of the research process. The author further extends recognition to all participants who willingly gave their time and shared information that played an essential role in bringing this study to completion. This research received no financial support from any external funding body.

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