

The Influence of Price and Instagram Social Media on Service Use Decisions on CV Reel Seven Organizer Palembang

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ABSTRACT

The development of the tourism industry, especially the MICE (*Meeting, Incentive, Convention, and Exhibition*) sector, has encouraged the growth of the *Event Organizer* (EO) business in various cities, including Palembang. CV *Reel Seven Organizer* Palembang is one of the EO service providers in Palembang which has experienced a significant decrease in the number of *events* held over the past three years. This study aims to analyze the influence of price and Instagram social media on the decision to use services on CV *Reel Seven Organizer* Palembang. The method used is quantitative with a survey approach, where data is collected through a questionnaire of 63 respondents who are clients of service users in 2024. The analysis technique used was multiple linear regression with classical assumption test, validity, reliability test, and hypothesis test (t-test and F-test). The results of the study show that the price variables and Instagram social media partially or simultaneously have a positive and significant effect on the decision to use the service. The price variable has a more dominant influence with a regression coefficient of 0.776 compared to social media with a coefficient of 0.344. The results of the determination coefficient (R^2) test showed that price and social media were able to influence the client's decision to use the services of CV *Reel Seven Organizer* Palembang by 85.8%, while the remaining 14.2% was explained by other factors that were not studied in this study. These findings confirm that a competitive pricing strategy and optimal use of Instagram social media can increase consumer interest and decision in using *event organizer* services. This research is expected to be a strategic input for CV *Reel Seven Organizer* to increase competitiveness through price adjustments and *effective management of Instagram* social media.

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1. INTRODUCTION

The rise of the tourism industry, especially in the organization of events known as MICE (*Meeting, Incentive, Convention, Exhibition*) more and more people feel interested in getting involved in this sector. They can act as team members, employees, or even open an *Event Organizer* (EO) business.

MICE (*Meeting, Incentive, Convention, Exhibition*) is a form of creative industry from tourism. The MICE industry is one of the sectors of the tourism industry that has grown rapidly, the development of the MICE industry, currently has been able to provide a new color that is very diverse and attract attention to identical activities in providing services

The following is a table of the list of MICE events in Indonesia:

Table 1. Data on the realization of the distribution of MICE events in Indonesia

Total MICE Events by Market Segment	Year				
	2020	2021	2022	2023	2024
	event	event	event	event	event
Government	98	153	309	488	531
Corporation	112	179	386	667	762
Asosiasi	53	81	185	308	372
Universitas	28	37	86	163	195
Total MICE Events/Year	291	450	966	1,626	1,860

Source: Google Search (2025)

Based on the table above, it can be seen that the growth data of MICE events in Indonesia from 2020-2024, the number of MICE events every year has increased, be it events organized by the government, corporations, associations, or universities.

This potential market condition has attracted various business actors to participate in the *event organizer* industry in Palembang. Based on data from the Palembang City Tourism and Culture Office (2024), there are more than 15 officially registered *event organizer* companies, with 12 of them being active players who consistently serve various client segments.

Below is a table of names of *event organizers* in the city of Palembang.

Table 2. List of event organizers in Palembang

No	Data on Event Organizer Names in Palembang City	Address
1	Maxima Event Organizer	Address: Jl. R. Sukanto No. 1610, Palembang 30151
2	Alea Production	Address: Jl. Kapten A. Rivai No. 43, Palembang 30129
3	Raja Event Organizer	Address: Jl. Veteran No. 287, Palembang 30126
4	Sriwijaya Event Production	Address: Palembang Square Complex Blok R-15, Jl. Pom IX, Palembang 30137
5	Cendana Event Organizer	Address: Jl. Kolonel Atmo No. 145, Palembang 30151
6	Palembang Event Planner	Address: Jl. Demang Lebar Daun No. 89, Palembang 30139
7	Musi Production	Address: Jl. MP. Copyright © 2019 Mangkunegara. All Rights Reserved.
8	Ampera Event Solution	Address: Ilir Trade Center Complex, Block A4 No. 21, Palembang 30124

9	Dempo Event Management	Address: Jl. Jenderal Sudirman No. 153, Palembang 30126
10	Sriwijaya Creative Event	Address: Jl. Lingkaran 1 No. 35, Palembang 30137
11	Bukit Siguntang <i>Production</i>	Address: Jl. Basuki Rahmat No. 78, Palembang 30127
12	<i>Reel Seven Organizer</i> Palembang	Address: Jl. Perikanan 3 No.290, Talang Aman, Kemuning District, Palembang City

Source: Google Search (2025)

From the table above, it can be seen that the competition *for event organizers* in the city of Palembang is very tight with the existence of 12 companies spread across various strategic locations. Each *event organizer* has different competitive advantages and *positioning*. *Maxima Event Organizer*, *Alea Production*, and *Raja Event Organizer* are some of the big names that have been in the industry for a long time and have a good reputation in the city of Palembang.

This competitive environment requires every *event organizer* to have a clear differentiation in terms of service, price, quality, and marketing strategy. Competition does not only occur in terms of service quality and competitive prices, but also in terms of the ability to utilize digital technology and social media to reach a wider target market.

In the face of this increasingly fierce competition, CV *Reel Seven Organizer* Palembang as one of the players in the *event organizer* industry in the city of Palembang must be able to optimize all aspects of its business, especially in terms of competitive pricing strategies and the use of social media as a means of promotion and communication with clients.

With the rapid development of the MICE industry, running this business requires several important things so that *event organizers* can compete with others, such as skilled human resources (Human Resources) and most importantly price matching, so that clients do not feel disadvantaged after using the services of *the event organizer*.

CV *Reel Seven Organizer* Palembang is a leading *event organizer* company that has been operating since 2015, CV *Reel Seven Organizer* Palembang presents creative event management solutions for various types of *events* in the city of Palembang.

CV *Reel Seven* also has several services as an *event organizer*, namely:

1. *Event Management Promotional Campaign & Road Show*
2. *Exhibition Trade Show*
3. *Creative Design*
5. *Brand Activation, Product Launching*
6. *Production, Support and Creative design*

The following is a table of CV *Reel Seven Organization* Palembang events from 2023-2025:

Table 3. *event CV Reel Seven Organizer Palembang*

NO	Year	Number of Events Received	Number of Events Held
1	2023	201	123
2	2024	229	119
3	2025	77	49

Source: CV *Reel Seven Organizer* Palembang. (2025)

In the last three years, the number of *events* received and organized by CV *Reel Seven* has changed. It is noted that in 2023 there were 201 *events* accepted and 123 implemented, and in 2024 the number of *events* received was 229 and 119 were implemented. And finally, in 2025 only 77 *events* were accepted and 49 were implemented, showing a significant decrease.

This phenomenon indicates that there are problems in the client's purchase decision process for CV *Reel Seven Organizer* services. According to Kotler and Armstrong's (2020) theory of consumer

behavior, service purchase decisions are influenced by various factors, including perceptions of price, service quality, and the effectiveness of marketing communications. In today's digital age, social media, especially Instagram, has become the main platform for marketing communication and building engagement with potential clients.

The price in the context of CV Reel Seven Organizer Palembang production services, is the total financial investment that must be spent by the client to get *production* services which includes production management service costs, audio visual equipment rental costs, stage design and construction costs, and technical coordination of *event implementation*. According to Zeithaml et al. (2020), in the service industry, price perception is not only related to nominal value, but also to *perceived value* and the suitability between price and the expected quality of service. The price structure of CV Reel Seven Organizer *production services* generally ranges from IDR 10,000,000 to IDR 40,000,000 depending on the scale of the *event*, technical complexity, duration of the event, and the specifications of the equipment needed. In the context of a *highly competitive event organizer* industry, the right pricing strategy is key to winning the competition without sacrificing profitability.

Instagram social media, in the marketing of CV Reel Seven Organizer Palembang to *production* clients, serves as the main digital platform to display a portfolio of event productions, *behind-the-scenes* documentation of the *production* process, and interactive communication with potential *production* clients. According to the Hootsuite Digital Report (2024), 89% of creative businesses in Indonesia use

Instagram as the main platform for displaying portfolios and communicating with clients. Instagram CV Reel Seven Organizer (@reelsevenorganizer) displays specific content relevant to *production* clients such as stage and sound system *set-up* documentation, *time-lapse* lighting installation process, corporate client testimonials, and *real-time coverage* of *event implementation*. The platform allows *production* clients to evaluate the *company's track record*, technical execution quality, and credibility through visual evidence displayed in *feeds*, *story highlights*, *Instagram*. The *direct message* and *comment feature* is also a direct communication channel for questions and technical consultations between CV Reel Seven Organizer and potential clients in the *production segment*.

The following is an image from CV Reel Seven Organizer Palembang's Instagram social media:



Figure 1. Copyright © 2019 Copyright © 2019 Copyright © 2019 Copyright ©
Source: Instagram Reel Seven Orrganizer Palembang

Production clients, in *CV Reel Seven Organizer Palembang*, are defined as government and non-government organizations that use *production* services which include event production management, provision of audio visual equipment, stage design and decoration, and technical coordination *of event implementation*. The production client segment generally consists of corporate companies that organize *product launches, brand activations, and corporate events*; government agencies that hold official ceremonies and *public campaigns*, and non-profit organizations that organize *awareness campaigns*. The main characteristics of *production* clients are the need for precise technical execution, high quality standards, and complex coordination.

The decision to use the service, in the context of this study, refers to the cognitive and evaluative process carried out by the client in choosing and deciding to use the services *of a particular event organizer*. According to Schiffman (2019), the decision to use services is the result of an alternative evaluation process that involves considering *multiple criteria* such as service quality, service provider reputation, price, and marketing communication. In the *event organizer* industry, this decision is *high involvement* because it involves significant financial investment, reputational risk, and high expectations of results.

Based on the phenomenon of declining *conversion rates* experienced by *CV Reel Seven Organizer* table 3 in 2024, this research is important to be conducted to analyze the extent of the influence of price and Instagram social media on service usage decisions, especially in production segment clients. The results of the research are expected to provide insights and strategies for *CV Reel Seven Organizer* to optimize pricing strategies and digital *marketing* in order to increase the competitiveness of *CV Reel Seven Organizer Palembang*. So the researcher took the title "The Influence of Price and Instagram Social Media on Service Use Decisions on *CV Reel Seven Organizer Palembang*."

2. METHODS

This study uses a quantitative method with a quantitative descriptive analysis approach. This research was conducted in the city of Palembang on the *CV Reel Seven Organizer Palembang* service. This research was conducted from January – June 2025. In this study, the target population is clients who have used the services of *CV Reel Seven Organizer Palembang* on *Production, Support and Creative design* in 2024 which totals 63 respondents. The sampling technique used is the saturated sampling technique. The sample in this study is a client from *CV Reel Seven Organizer Palembang* on clients *production* in 2024, which totals 63 respondents. The data type consists of primary data and Ang Data was obtained through a questionnaire containing respondents' responses about the influence of prices and social media on the decision to use services on *CVs Reel Seven Organizer Palembang*. The secondary data used in this study was obtained from literature studies, literature books, research reports, company documents and internet searches related to the research. There are several data collection techniques carried out in this study such as questionnaires and literature studies. In this study, the data processing techniques used are quantitative descriptive techniques, then the data is analyzed using validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, hypothesis tests, and determination coefficients with the help of SPSS software.

3. FINDINGS AND DISCUSSION

1) Data Quality Test

a. Validity Test

Table 4. Validity Test Results

Variabel	Indicator	r count	R table	Criterion
Price (X1)	Item 1	0,564	0,361	Valid
	Item 2	0,459	0,361	Valid
	Item 3	0,564	0,361	Valid
	Item 4	0,471	0,361	Valid
	Item 5	0,715	0,361	Valid

	Item 6	0,681	0,361	Valid
	Item 7	0,446	0,361	Valid
	Item 8	0,665	0,361	Valid
	Item 9	0,384	0,361	Valid
	Item 10	0,665	0,361	Valid
	Item 11	0,537	0,361	Valid
	Item 12	0,517	0,361	Valid
Social Media (X2)	Item 1	0,475	0,361	Valid
	Item 2	0,547	0,361	Valid
	Item 3	0,374	0,361	Valid
	Item 4	0,599	0,361	Valid
	Item 5	0,601	0,361	Valid
	Item 6	0,506	0,361	Valid
	Item 7	0,555	0,361	Valid
	Item 8	0,625	0,361	Valid
	Item 9	0,536	0,361	Valid
	Item 10	0,561	0,361	Valid
	Item 11	0,543	0,361	Valid
	Item 12	0,593	0,361	Valid
	Item 13	0,547	0,361	Valid
	Item 14	0,638	0,361	Valid
	Item 15	0,530	0,361	Valid
	Item 16	0,561	0,361	Valid
	Item 17	0,506	0,361	Valid
	Item 18	0,580	0,361	Valid
Service Use Decision (Y)	Item 1	0,522	0,361	Valid
	Item 2	0,429	0,361	Valid
	Item 3	0,429	0,361	Valid
	Item 4	0,649	0,361	Valid
	Item 5	0,581	0,361	Valid
	Item 6	0,530	0,361	Valid
	Item 7	0,563	0,361	Valid
	Item 8	0,470	0,361	Valid
	Item 9	0,375	0,361	Valid
	Item 10	0,621	0,361	Valid
	Item 11	0,507	0,361	Valid
	Item 12	0,375	0,361	Valid
	Item 13	0,559	0,361	Valid
	Item 14	0,492	0,361	Valid
	Item 15	0,636	0,361	Valid

Source: Data processed (2025)

Based on table 4 shows that all variable statements are valid because the value of r is calculated > r table, the results show that all indicators used in this study have met the validity requirements. Thus, the process can proceed to the reliability test stage.

b. Reliability Test

Table 5. Reliability Test Results

Variabel	Statement Items	Croanbach's Alpha	Information
Price (X1)	Statements 1 to 12	0,797	Reliabel
Social Media (X2)	Statements 13 to 30	0,873	Reliabel
Usage Decision (Y)	Statements 31 to 45	0.818	Reliabel

Source: Data processed (2025)

Based on table 5, it shows that the value of the price variable (X1) is 0.797, the social media variable (X2) is 0.873, and the decision to use the service (Y) is 0.818. These results show that each *Croanbach's*

Alpha value on each variable instrument is greater than 0.60 (*Croanbach's Alpha* > 60) so that it can be concluded that all statement items in the questionnaire in this study are reliable.

2) Classical Assumption Test

a. Normality Test

Table 5. Kolmogorov-Smirnov Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		63
Normal Parameters ^{a,b}	Mean	.0000000
	Hours of deviation	3.63304900
Most Extreme Differences	Absolute	.087
	Positive	.066
	Negative	-.087
Test Statistic		.087
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

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

Source: Data processed (2025)

Based on table 5, it can be concluded that *the value of Asymp. Sig. (2-tailed)* of $0.200 > 0.05$, this indicates that the test results have a normal distribution.

• Normality Test Histogram

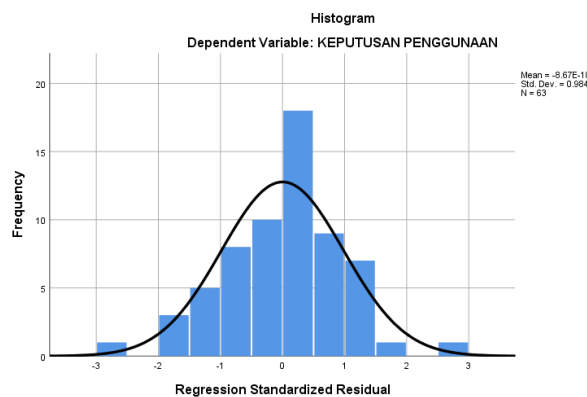


Figure 1. Normality Test Histogram Chart

Source: Data processed (2025)

Based on figure 1 it can be concluded that the normal distributed data seen from the histogram image is evenly distributed from left to right.

- **P-Plot Chart Normality Test**

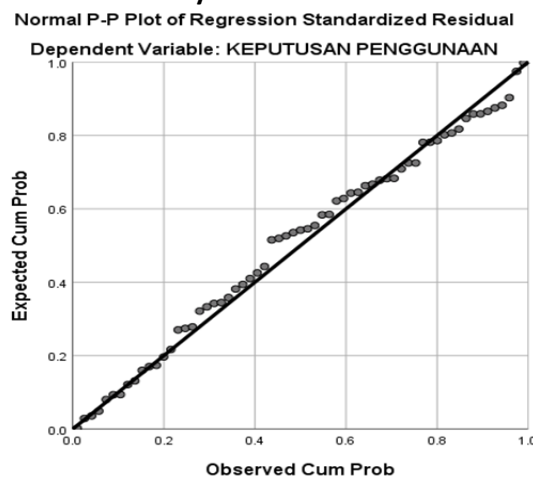


Figure 2. Normality of P-Plot Charts

Source: Data processed (2025)

From figure 2 shows the points that become the pattern of the graph are seen spreading around the diagonal line and following the diagonal line of the graph. It can be concluded that the data is normally distributed.

b. *Multicollinearity Test*

Table 6. Multicollinearity Test Results

Model	Unstandardized Coefficients		Coefficients ^a	t	Itself.	Collinearity Statistics	
	B	Std. Error	Standardized Coefficients Beta			Tolerance	BRIGHT
1 (Constant)	1.405	2.806		.501	.618		
PRICE	.776	.067	.700	11.580	.000	.575	1.739
SOCIAL MEDIA	.344	.066	.313	5.174	.000	.575	1.739

a. Dependent Variable: USAGE DECISION

Source : Data processed (2025)

Based on table 6 in the column "Collinearity Statistics", it can be seen that the *tolerance value* for the price variable (X1) and the social media variable (X2) is 0.575 where the number is greater than 0.10. Meanwhile, the value of the *Variance Inflation Factor (VIF)* for the price variable (X1), and the social media variable (X2) is 1.793 where the number is smaller than 10. It can be concluded that there is no multicollinearity in the regression model.

c. *Heteroscedasticity Test*

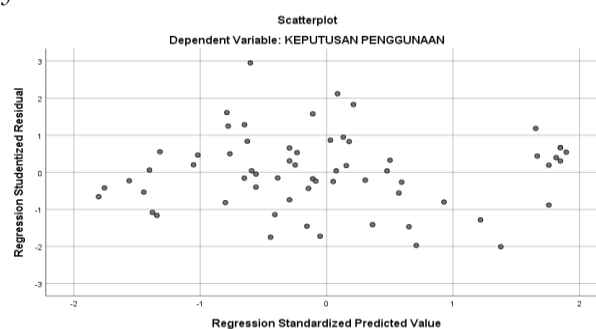


Figure 3. Heteroscedasity Test

Source: Data processed (2025).

Based on the image above, it can be seen that the dots in the graph are scattered and do not form a specific pattern or a clear pattern, so it can be concluded that there is no heteroscedasticity problem in this study.

3) Multiple Linear Regression Analysis Test

Table 7. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Coefficients ^a		Sig.	Collinearity Statistics	
	B	Std. Error	Standardized Coefficients Beta	t		Tolerance	VIF
1 (Constant)	1.405	2.806		.501	.618		
HARGA	.776	.067	.700	11.580	.000	.575	1.739
MEDIA SOSIAL	.344	.066	.313	5.174	.000	.575	1.739

a. Dependent Variable: KEPUTUSAN PENGGUNAAN

Source: Data processed (2025)

Based on table 7, the multiple linear regression equation is as follows:

$$Y = 1.405 + 0.776 X_1 + 0.344 X_2 + e$$

From the regression equation, it can be described as follows:

1. The constant value (α) is 1.405 with a positive value. A positive sign on the constant coefficient indicates that if the independent variable increases, then the dependent variable also tends to increase, and vice versa. Meanwhile, a negative sign indicates that an increase in the dependent variable is not always followed by an increase in the independent variable. This means that the price value is estimated at 1.405 when the value of the price variable and social media is at zero.
2. The value of the regression coefficient for the price variable of 0.776 indicates that each price increase once or 1% will increase the price by 0.776. This means that the price has a positive direction in its influence on usage decisions
3. The value of the regression coefficient for the social media variable of 0.344 indicates that each social media increase once or 1% will increase usage decisions by 0.344. This means that social media has a positive direction in its influence on usage decisions.

Based on the results of the multiple linear analysis, it can be concluded that the most dominant variable influencing the decision to use services on CV *Reel Seven Organizer* Palembang is the price variable with a regression coefficient value of 0.776.

4) Hypothesis Test

a. Partial Significance Test (t-test)

Table 8. Partial Significance Test Results (t-Test) Price Variables (X₁)

Model	Unstandardized Coefficients		Coefficients ^a		Sig.	Collinearity Statistics	
	B	Std. Error	Standardized Coefficients Beta	t		Tolerance	VIF
1 (Constant)	1.405	2.806		.501	.618		
HARGA	.776	.067	.700	11.580	.000	.575	1.739
MEDIA SOSIAL	.344	.066	.313	5.174	.000	.575	1.739

a. Dependent Variable: KEPUTUSAN PENGGUNAAN

Source: Data processed (2025)

Based on the results of the calculations carried out in table 8, it can be concluded that the price variable (X₁) obtained a $t_{\text{calculation}}$ of 11,580 with a significance of < 0.001. Therefore, $t_{\text{calculation}} 11,580 > t_{\text{table}} 2,000$ with a significance value of < 0.001. This shows that the price variable has a positive and

significant effect on the decision to use services (Y) in CV *Reel Seven Organizer* Palembang. Thus it can be concluded that the first hypothesis (H_{01}) is rejected and (H_{a1}) is accepted. The following is a table of the results of the t-test of the social media variable (X_2):

Table 9. Results of the Partial Significance Test (t-Test) of Social Media Variables (X_2)

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Std. Error	Beta			Tolerance VIF
1 (Constant)	1.405	2.806		.501	.618	
HARGA	.776	.067	.700	11.580	.000	.575 1.739
MEDIA	.344	.066	.313	5.174	.000	.575 1.739
SOSIAL						

a. Dependent Variable: KEPUTUSAN PENGGUNAAN

Source: Data processed (2025)

Based on the results of the calculations carried out in table 9, it can be concluded that the social media variable (X_2) obtained a $t_{\text{calculation}}$ of 5,174 > table 2,000 with a significance value of < 0.001. Therefore, t_{counts} 5.174 > t_{table} 2.000 with a significance value of <0.001. This shows that social media variables have a positive and significant effect on the decision to use (Y) on the CV *Reel Seven Organizer* Palembang. Thus it can be concluded that the first hypothesis (H_{02}) is rejected and (H_{a2}) is accepted.

b. *Simultaneous Significance Test (F test)*

Table 10. Results of Simultaneous Significance Test (F Test)

NEW ERA						
Type		Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	5151.373	2	2575.687	188.847	.000b
	Residual	818.341	60	13.639		
	Total	5969.714	62			

a. Dependent Variable: USAGE DECISION

b. Predictors: (Constant), SOCIAL MEDIA, PRICE

Source: Data processed (2025)

Based on Table 10, the value of $f_{\text{is calculated}}$ as 188,847 with a significant value of < 0.001. It can be concluded that with a significant value < 0.001 is less than 0.05 and the value $F_{\text{is calculated}}$ 188.847 > F_{table} 3.15. Therefore, H_{03} is rejected and H_{a3} is accepted, it can be concluded that there is an influence of the variables Price (X_1) and Social Media (X_2) simultaneously on the decision to use the service (Y), where the price variable and social media are increased simultaneously, then the decision to use in CV *Reel Seven Organizer* also increases.

c. Determination Coefficient Test (R Square)

Table 11. Determination Coefficient Test Results (R2)

Model	R	R Square	Model Summary ^b	
			Adjusted R Square	Std. Error of the Estimate
1	.929a	.863	.858	3.69310

a. Predictors: (Constant), SOCIAL MEDIA, PRICE

b. Dependent Variable: CONSUMPTION DECISION

Source: Data processed (2025)

Based on Table 11, it can be concluded that the magnitude of the *Adjusted R square* value shows that the relationship between the variables Price, Social Media and Consumption Decision has a relationship of 0.858 which means that 85.8% of the Usage Decision factors can be explained by independent variables, namely Price and Social Media while the remaining 14.2% are explained by other variables that are not mentioned in this study.

Discussion**The Influence of Price on Service Use Decisions**

Based on the results of multiple linear regression tests and t-tests, it was found that price variables had a positive and significant effect on service usage decisions. This is shown by the value of the price variable coefficient of 0.776 and the calculated t value of 11.580 > $t_{table} 2.000$. In addition, a significance value of <.001 which is smaller than 0.05, suggests that the relationship is statistically significant. Thus it can be concluded that H_{a1} is accepted and H_{01} is rejected, which means that the price partially has a significant effect on the decision of use.

This means that the more competitive the price offered and proportional to the benefits that will be obtained, the greater the number of clients to make decisions to use services at CV *Reel Seven Organizer* Palembang. This shows that the pricing strategy carried out by CV *Reel Seven Organizer* Palembang is right and able to attract the attention of clients. The client will feel that the price paid is in accordance with the benefits obtained.

The Influence of Social Media on Usage Decisions

Based on the analysis of the results of the multiple linear regression test and the t-test, it was found that there was a positive and significant influence between social media variables and usage decisions. The results are shown by the value of the social media variable coefficient of 0.344 and the calculated t value of 5.174 > $t_{table} 2.000$. In addition, the significance value of <.001 is smaller than 0.05, which means that the relationship is statistically significant. Thus, it can be concluded that H_{a2} is accepted and H_{02} is rejected, which means that social media partially has a significant effect on usage decisions.

This means that the more interesting, creative and on target in carrying out promotions and information through social media carried out by CV *Reel Seven Organizer* Palembang, both in terms of unique ideas, interesting content and good information delivery, the greater the decision to use it. This shows that the social media strategy carried out is appropriate and is able to attract the attention of clients to make decisions to use CV *Reel Seven Organizer* Palembang.

The Influence of Price and Social Media on Usage Decisions

Based on the results of the simultaneous hypothesis test (F Test), it is known that price variables and social media simultaneously have a significant effect on usage decisions. This can be seen from the significance value of <.001 which is smaller than 0.05 and the F value_{calculated} 188.847 > $F_{table} 3.15$. Thus it can be concluded that H_{a3} is accepted and H_{03} is rejected, which means that price and social media simultaneously have a significant effect on usage decisions.

Meanwhile, the results of the determination coefficient test (*adjusted R2*) showed that the relationship between the variables of price, social media and use decisions had a relationship of 0.858 which means that 85.8% of the factors of the use decision could be explained by independent variables,

namely price and social media. While the remaining 14.2% is explained by other variables that are not mentioned in this study.

The results of this study show that price and social media have a very important influence on the decision to use services in CV *Reel Seven Organizer* Palembang. Clients tend to choose *event organizers* who are able to offer competitive prices, attractive, creative social media and provide reliable information to consumers

4. CONCLUSION

Based on the results of the data analysis test and the discussion that has been carried out in this study, several conclusions can be drawn as follows:

1. Consumer Views on Production Service Prices

The results of the study show that consumers' views on the price of the production service of CV *Reel Seven Organizer* Palembang tend to be good. Most respondents consider the price of the service to be in accordance with their financial capabilities and commensurate with the quality received, especially in terms of price conformity with the benefits obtained. However, there are still a small number of respondents who disagree, indicating that although the perception of value for money is good enough, the accuracy of pricing and uniformity of service quality still need to be strengthened to meet the expectations of all consumer groups.

2. Instagram Social Media Usage

Instagram social media shows diverse performance in supporting the company's business activities. The best performance is seen in the ease of accessing customer testimonials and reviews as well as adequate responsiveness. However, the main weakness lies in the quality of photos and videos of works that are still considered unsatisfactory by respondents, indicating that visual display is still a big challenge. Overall, while Instagram is already quite effective as a means of communication and information, there is still a lot of room for improvement in terms of content creativity, regularity of updates, and especially the quality of visual presentation of the company's work.

3. Level of Decision to Use Services

Consumers' decision to use CV *Reel Seven Organizer* services shows a good tendency but has not reached an optimal level. The highest level of usage decision is found in the technical field of event production with sufficient continuous fidelity. Work displayed on Instagram is still a major weakness in influencing consumer decisions, while a high neutral response rate suggests that many consumers are still hesitant. This shows that even though the company has a strong position in certain areas, the strategy of turning interest into a decision and differentiation from competitors still needs to be strengthened to optimize service acceptance rates.

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