MULTIFINANCE
Jurnal Ekonomi, Manajemen Dan Perbankan
Altin Riset Publishing
http://altinriset.com/journal/index.php/multifinance
E-ISSN: 3024-8175
Vol.4, No. 2, November 2026

INSTAGRAM SOCIAL MEDIA MARKETING AND QRIS PAYMENT USE AS PREDICTORS OF PERCEIVED SALES IMPROVEMENT: EVIDENCE FROM PEMPEK SENTOSA JAKABARING, INDONESIA

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Abstract

Digital promotion and cashless payment infrastructure are increasingly relevant to the competitiveness of micro, small, and medium-sized enterprises (MSMEs). This study examines the associations of Instagram social media use and the Quick Response Code Indonesian Standard (QRIS) payment system with consumers' perceptions of sales improvement at Pempek Sentosa Jakabaring, a culinary MSME in the Palembang area of Indonesia. A quantitative, cross-sectional survey was conducted among 76 purposively selected customers. Data were collected using a structured questionnaire comprising 12 indicators of social media use, 10 indicators of QRIS use, and 10 indicators of perceived sales improvement. Multiple linear regression was applied. The reported model indicates positive associations between Instagram use and perceived sales improvement ($B = 0.357$, $\beta = 0.535$, $t = 7.022$, $p < .001$) and between QRIS use and perceived sales improvement ($B = 0.441$, $\beta = 0.436$, $t = 5.716$, $p < .001$). The overall regression model was statistically significant, $F(2, 73) = 216.377$, $p < .001$, with $R^2 = .856$. These results suggest that respondents who reported more favourable assessments of Instagram marketing and QRIS use also tended to report stronger perceived sales improvement. However, because the outcome was measured through customer questionnaires rather than audited sales records, the findings do not establish an increase in actual revenue or sales volume. The cross-sectional, single-business design also limits causal interpretation and generalisability. The study contributes context-specific evidence on the complementary roles of digital promotion and payment convenience in a local culinary MSME.

Keywords: Instagram marketing; QRIS; digital payments; perceived sales improvement; MSMEs; Indonesia

Introduction

Micro, small, and medium-sized enterprises (MSMEs) are important to employment, household income, and local economic development. Their competitiveness increasingly depends not only on product quality and price but also on their ability to communicate with customers, manage digital touchpoints, and offer convenient transaction methods. Digitalisation can enable small firms to extend market reach and improve customer interaction, although the benefits depend on firms' capabilities, resources, and the way digital tools are integrated into business processes (OECD, 2021; Verhoef et al., 2021; Wu et al., 2024).

Social media has changed how businesses create and distribute marketing content and maintain relationships with customers. Platforms such as Instagram allow firms to display products visually, communicate promotions, respond to customer enquiries, and encourage user interaction. Social media marketing is therefore more than the publication of promotional messages: it involves content strategy, interaction, community, and the management of customer engagement (Kaplan & Haenlein, 2010; Kannan & Li, 2017; Appel et al., 2020). For small firms, these functions may be particularly valuable because social platforms can provide comparatively accessible channels for communicating with narrowly defined audiences (Ainin et al., 2015; Kanth & Prasad, 2023).

At the same time, customer interest generated through digital promotion does not necessarily translate into completed purchases. Transaction convenience is another component of the customer experience. In Indonesia, Bank Indonesia introduced the Quick Response Code Indonesian Standard (QRIS) in August 2019 to establish an interoperable national QR-payment standard. QRIS allows consumers to use different payment applications to scan a standardised merchant code, supporting faster and more integrated QR-based transactions (Bank Indonesia, 2019a, 2019b). The system is positioned as part of the national payment infrastructure and as an entry point for MSMEs into the digital financial ecosystem (Bank Indonesia, n.d.).

For culinary businesses, Instagram and QRIS may perform complementary functions. Instagram can support product discovery, brand awareness, and customer interaction, whereas QRIS can reduce friction at the point of payment. Digital marketing research has increasingly examined how online content, engagement, and customer experience relate to consumer responses (Dwivedi et al., 2021; Kannan & Li, 2017; Lemon & Verhoef, 2016). Research on QR-code payments, meanwhile, has considered perceived usefulness, ease of use, security, trust, and behavioural intention as important elements of payment adoption (Alam et al., 2024; Davis, 1989; Yamin & Abdalatif, 2024).

The present study focuses on Pempek Sentosa Jakabaring, a culinary business selling pempek, a food product associated with Palembang. The source study reports that the business uses Instagram for promotion and QRIS as a digital payment option. The research question is whether customer assessments of Instagram use and QRIS use are statistically associated with customer perceptions of sales improvement. This formulation is deliberately narrower than a claim about objectively measured sales growth because the dependent variable in the available study is questionnaire-based and no transaction, revenue, or sales-volume time series is reported.

Although social media marketing and digital payment adoption have each been examined in the broader MSME literature, studies that consider both customer-facing digital promotion and QR-based payment in a specific local culinary business remain useful for understanding their potential complementary roles. The study therefore examines (1) the association between Instagram use and perceived sales improvement, (2) the association between QRIS use and perceived sales improvement, and (3) the joint explanatory contribution of the two predictors. Its contribution is contextual and exploratory rather than a claim of causal identification.

Theoretical Framework

Instagram social media marketing

Social media are internet-based applications that enable the creation and exchange of user-generated content and facilitate networked interaction (Kaplan & Haenlein, 2010). From a marketing perspective, social media can support brand communication, consumer participation, electronic word

of mouth, and customer relationship development (Ashley & Tuten, 2015; Kietzmann et al., 2011; Mangold & Faulds, 2009). These activities may influence customer awareness and consideration by making product information and brand-related content more accessible. Online consumer-opinion platforms also demonstrate how digital word of mouth can extend consumer communication beyond the firm's own channels (Hennig-Thurau et al., 2004).

For MSMEs, social media can provide an affordable communication channel, but performance depends on the quality and consistency of use. Ainin et al. (2015) examined social media benefits for SMEs, while Kanth and Prasad (2023) synthesised research on social media marketing in small and medium-sized enterprises. More recent reviews emphasise the need to understand social media marketing as a set of interconnected firm activities rather than a single platform-use variable (Appel et al., 2020; Bartoloni et al., 2024). Practical social media marketing frameworks also emphasise the strategic integration of content, audience, and platform choices (Tuten & Solomon, 2017). Social-commerce research further suggests that social interaction and user-generated content can contribute to consumer trust and purchase intention (Hajli, 2014, 2015).

In this study, Instagram use is treated as a customer-reported construct relating to the business's use of the platform for promotional information, product presentation, and interaction. The questionnaire contains 12 indicators, but the original item wording is not reproduced in the source manuscript. The precise operational meaning of this construct must therefore be checked against the administered questionnaire.

H1: Customer-reported Instagram social media use is positively associated with perceived sales improvement at Pempek Sentosa Jakabaring.

QRIS and digital payment convenience

Digital payment systems can influence the transaction stage of the customer journey by changing the speed, convenience, and perceived security of payment. The Technology Acceptance Model proposes that perceived usefulness and perceived ease of use are central determinants of technology acceptance (Davis, 1989). The Unified Theory of Acceptance and Use of Technology further identifies performance expectancy, effort expectancy, social influence, and facilitating conditions as determinants of technology use (Venkatesh et al., 2003). Extensions of this framework have incorporated consumer-oriented factors such as habit, hedonic motivation, and price value (Venkatesh et al., 2012).

QR-code payment studies have applied technology-acceptance frameworks to examine consumers' willingness to use QR-based mobile payments. Research has identified perceived benefits, usefulness, security, trust, and behavioural expectations as relevant factors (Alam et al., 2024; Oliveira et al., 2016; Yamin & Abdalatif, 2024). In Indonesia, QRIS provides a common standard across participating payment service providers and is intended to support interoperability and payment efficiency (Bank Indonesia, 2019a, 2019b).

The current study does not directly measure every TAM or UTAUT construct. QRIS use is represented by 10 questionnaire indicators, whose exact wording should be disclosed in the final version. Therefore, the construct is interpreted as respondents' reported experience or assessment of QRIS use, not as a complete test of technology acceptance theory.

H2: Customer-reported QRIS use is positively associated with perceived sales improvement at Pempek Sentosa Jakabaring.

Digital touchpoints and perceived sales improvement

The customer journey extends across pre-purchase, purchase, and post-purchase stages, and consumers may interact with a business through multiple online and offline touchpoints (Lemon & Verhoef, 2016). Social media can stimulate product discovery and interest, while convenient payment options may facilitate transaction completion. From a service perspective, technology-enabled touchpoints can influence the customer experience when they reduce effort or improve access to services (Meuter et al., 2000; Verhoef et al., 2009).

The relationship between digital marketing and business outcomes is not automatic. Social media activity may increase exposure and engagement, but conversion depends on content relevance, product value, customer trust, and the firm's capacity to fulfil demand (Dwivedi et al., 2021; Kannan & Li, 2017). Similarly, digital payment adoption may improve transaction convenience without necessarily increasing the number of customers or the value of each purchase. The combined model is therefore tested as an association between two customer-reported digital practices and a customer-reported outcome.

H3: Instagram social media use and QRIS use jointly explain a statistically significant proportion of variance in perceived sales improvement.

Research Method

Research design and setting

The study employed a quantitative, cross-sectional survey with an associative design. The research object was Pempek Sentosa Jakabaring, located on Jalan Gubernur H. A. Bastari, Sungai Kedukan, Rambutan District, Banyuasin, South Sumatra, Indonesia, as reported in the source manuscript. The target population was customers who had purchased from the business.

Sample and data collection

The source manuscript reports 76 respondents selected through purposive sampling. It also states that the sample size was determined using the Slovin formula. These two statements require clarification: the Slovin formula is commonly presented in the context of probability-based sampling assumptions, whereas purposive sampling is a non-probability procedure. The authors should explain the actual recruitment process, the population size used in the calculation, the margin of error assumed, the eligibility criteria, and the fieldwork dates. Until those details are confirmed, the study is described simply as a purposive customer survey with 76 respondents.

Primary data were collected using a structured questionnaire with five-point Likert response options. The instrument comprised 12 indicators for Instagram social media use, 10 indicators for QRIS use, and 10 indicators for perceived sales improvement. Secondary documentation was reportedly collected to describe the business and its customers. The original manuscript does not provide the full questionnaire, item sources, pretesting procedure, response rate, or missing-data treatment. These details should be added to support reproducibility.

Measures

The independent variables were Instagram social media use (X1) and QRIS use (X2). The dependent variable was labelled "sales increase" in the source manuscript. Because the reported measure was collected through customer questionnaires and the manuscript does not present audited sales data, this revision labels the outcome "perceived sales improvement" (Y). This terminology

avoids equating customer perceptions with objective sales performance. The authors should confirm that the 10 dependent-variable items measure customer perceptions rather than actual sales records.

Data analysis

The source analysis was conducted using SPSS version 26. It included Pearson product-moment validity testing, Cronbach's alpha reliability testing, normality assessment using the one-sample Kolmogorov–Smirnov test, multicollinearity diagnostics using tolerance and variance inflation factors (VIF), heteroscedasticity assessment using the Glejser test, multiple linear regression, coefficient of determination, t tests, and an F test. The original manuscript does not provide the item-level validity coefficients or Cronbach's alpha values. These should be included if available.

The regression model is specified as $Y = \beta0 + \beta1X1 + \beta2X2 + \varepsilon$. Results are reported using unstandardised coefficients (B), standardised coefficients (β), test statistics, p values, and R^2. Statistical significance values displayed by SPSS as .000 are reported as $p < .001$, because a p value is not literally zero. The analysis is associational; cross-sectional questionnaire data do not establish that either predictor caused a change in sales.

Results

Respondent characteristics

The source manuscript reports 76 respondents, comprising 27 men and 49 women. The percentages in the original table (26% and 74%) are arithmetically inconsistent with the counts. Recalculated percentages are 35.5% for men and 64.5% for women.

Gender	n	Corrected percentage
Men	27	35.5
Women	49	64.5
Total	76	100.0

The corrected distribution indicates that women represented approximately two-thirds of the respondents. This describes the composition of the survey sample only and should not be interpreted as the gender distribution of the business's entire customer base unless supported by customer records.

Diagnostic tests

The one-sample Kolmogorov–Smirnov test for the unstandardised regression residuals produced a test statistic of .076 and an asymptotic significance value of .200. This result does not provide evidence against residual normality at the .05 level. It should not be described as demonstrating that all study variables are normally distributed; the test was reported for the unstandardised residuals.

Diagnostic	Predictor	Reported result	Interpretation
Multicollinearity	Instagram use	Tolerance = .340; VIF = 2.940	No indication of severe multicollinearity under the stated VIF < 10 rule

Multicollinearity	QRIS use	Tolerance = .340; VIF = 2.940	No indication of severe multicollinearity under the stated VIF < 10 rule
Glejser test	Instagram use	p = .901	No statistically significant evidence of heteroscedasticity in this test
Glejser test	QRIS use	p = .594	No statistically significant evidence of heteroscedasticity in this test

The tolerance and VIF values reported for both predictors were .340 and 2.940, respectively. The Glejser test significance values were .901 for Instagram use and .594 for QRIS use. These results are consistent with the source manuscript's conclusion that the reported diagnostics did not identify severe multicollinearity or heteroscedasticity. The authors should provide the full SPSS output and confirm that the reported values correspond to the final regression model.

Multiple regression results

Predictor	**B**	**SE**	**Standardised β**	**t**	**p**
Constant	5.287	1.838	—	2.877	.005
Instagram social media use	0.357	0.051	0.535	7.022	< .001
QRIS use	0.441	0.077	0.436	5.716	< .001

The estimated regression equation is Y = 5.287 + 0.357X1 + 0.441X2. Holding QRIS use constant, a one-unit increase in the Instagram-use score was associated with a 0.357-unit increase in the perceived-sales-improvement score. Holding Instagram use constant, a one-unit increase in the QRIS-use score was associated with a 0.441-unit increase in the perceived-sales-improvement score. These are regression associations on the questionnaire scales; they should not be interpreted as one-unit increases in actual revenue or sales volume.

The standardised coefficient for Instagram use (β = .535) was larger than that for QRIS use (β = .436), suggesting that Instagram use had the stronger relative association with the outcome within this sample and model. This comparison does not establish that Instagram is universally more effective than QRIS, nor does it identify the causal contribution of either practice.

Model explanatory power and joint test

Model statistic	**Reported value**
R	.925
R^2	.856

Adjusted R^2	.852
Standard error of estimate	1.426

The model summary reported R = .925, R^2 = .856, and adjusted R^2 = .852. Thus, the two predictors jointly accounted for 85.6% of the observed variance in the perceived-sales-improvement score in this sample. The remaining 14.4% represents unexplained variance in the fitted model; it should not be attributed exclusively to specific omitted factors without further analysis.

Source	**Sum of squares**	**df**	**Mean square**	**F**	**p**
Regression	880.070	2	440.035	216.377	< .001
Residual	148.456	73	2.034		
Total	1,028.526	75			

The overall regression model was statistically significant, $F(2, 73) = 216.377$, $p < .001$. This supports H3 in the limited statistical sense that the two predictors jointly explain a non-zero proportion of variance in the measured outcome. It does not establish a causal synergy or interaction between Instagram and QRIS; no interaction term was included in the regression model.

Discussion

Instagram use and perceived sales improvement

The analysis found a positive association between customer-reported Instagram use and perceived sales improvement (B = .357, β = .535, t = 7.022, p < .001). This result is consistent with research suggesting that social media can support firm–customer communication, brand visibility, content sharing, and customer engagement (Ainin et al., 2015; Ashley & Tuten, 2015; Kaplan & Haenlein, 2010). Social media marketing may be particularly useful for a food business because product images, menu information, promotional messages, and customer interaction can help consumers evaluate offerings before visiting or ordering.

The finding is also consistent with the broader literature on digital marketing, which views digital channels as part of an integrated process linking customer information, engagement, and purchase-related behaviour (Dwivedi et al., 2021; Kannan & Li, 2017; Lamberton & Stephen, 2016). Nevertheless, the present data do not identify which Instagram activities—such as posting frequency, content quality, paid advertising, direct messaging, or customer-generated content—are most influential. The questionnaire items should be reported in full before the result is attributed to a specific marketing mechanism.

QRIS use and perceived sales improvement

QRIS use was also positively associated with perceived sales improvement (B = .441, β = .436, t = 5.716, p < .001). This finding is compatible with the view that payment convenience is one component of the customer experience. QRIS offers a standardised QR-payment channel that can be used with participating payment applications, and Bank Indonesia identifies transaction speed, ease, and interoperability as key aims of the system (Bank Indonesia, 2019a, 2019b).

The result is conceptually consistent with technology-acceptance research, which emphasises perceived usefulness and ease of use in explaining technology acceptance (Davis, 1989; Venkatesh et al., 2003, 2012). Recent research on QR-code mobile payments also examines the roles of utility, effort expectancy, trust, and security in shaping adoption intentions (Alam et al., 2024; Yamin &

Abdalatif, 2024). However, this study did not directly test those theoretical constructs unless they were explicitly represented in the questionnaire. The authors should therefore avoid claiming that the present results validate TAM or UTAUT.

QRIS may reduce payment friction, but the current survey does not establish whether adoption increased transaction frequency, average transaction value, or total revenue. Such outcomes require merchant transaction records or longitudinal sales data. The present finding should be interpreted as a positive relationship between respondents' QRIS assessments and their perceptions of sales improvement.

Joint explanatory contribution of Instagram and QRIS

The joint regression model was statistically significant and yielded $R^2 = .856$. The two variables therefore explained a substantial proportion of variance in the questionnaire-based outcome within this sample. A plausible interpretation is that digital promotion and payment convenience address different stages of the customer journey: social media may facilitate awareness and consideration, whereas QRIS may facilitate payment once a purchase decision has been made. This interpretation is consistent with customer-journey and service-touchpoint perspectives (Lemon & Verhoef, 2016; Verhoef et al., 2009).

The study did not test whether Instagram and QRIS reinforce each other statistically. A simultaneous F test only evaluates whether the predictor set explains significant variance in the outcome; it does not test an interaction effect. Future research could include an interaction term or compare customers with different levels of exposure to digital promotion and QRIS use. In addition, objective sales data would be needed to establish whether these digital practices correspond to changes in actual business performance.

Implications

For the business, the results support maintaining a coherent Instagram presence and ensuring that QRIS is reliably available at the point of sale. Instagram content should provide accurate product information, clear prices, ordering instructions, and current promotional details. Customer questions and feedback should be answered consistently. QRIS implementation should be accompanied by visible payment instructions, staff familiarity with transaction confirmation, and a fallback procedure for network or application disruptions.

For MSME support organisations, the results suggest that digital capability development should address both market communication and transaction operations. Training should not be limited to account creation or QR-code registration; it should also cover content planning, customer response, basic analytics, transaction reconciliation, fraud awareness, and the use of sales records to evaluate business outcomes. These recommendations are consistent with the wider digitalisation agenda for SMEs (OECD, 2021; Verhoef et al., 2021).

Theoretical Contribution

The study brings together two customer-facing dimensions of MSME digitalisation: social media marketing and QR-based payment use. Its conceptual value lies in considering how communication and transaction infrastructure may be associated with customers' perceptions of business performance in a local culinary setting. The results are consistent with digital marketing and technology-acceptance perspectives, but they do not constitute a direct test of an integrated theoretical model because the constructs were not fully specified through TAM, UTAUT, or customer-

engagement theory. The contribution should therefore be presented as contextual empirical evidence rather than a new theory.

Conclusion

This study examined the associations of Instagram social media use and QRIS payment use with customers' perceptions of sales improvement at Pempek Sentosa *Jakabaring*. The reported regression results show positive and statistically significant associations for Instagram use ($\beta = .535$, $p < .001$) and QRIS use ($\beta = .436$, $p < .001$). The two predictors were jointly significant, $F(2, 73) = 216.377$, $p < .001$, and accounted for 85.6% of the variance in the measured outcome.

The findings indicate that customers who gave more favourable assessments of the business's Instagram use and QRIS payment use also tended to report stronger perceived sales improvement. They do not demonstrate an increase in actual sales or establish causal effects. Further research using verified transaction and revenue records, larger and more diverse samples, and longitudinal designs is required to determine whether digital promotion and QRIS adoption produce measurable improvements in MSME sales performance.

Limitations and Future Research

Several limitations should be considered. First, the sample comprised 76 purposively selected customers from one business. The findings cannot be generalised to all *pempek* businesses, MSMEs in Palembang, or Indonesian MSMEs. Second, all focal variables were measured through customer questionnaires at one point in time. The dependent variable therefore captures perceived sales improvement rather than verified sales growth. Third, the cross-sectional design does not establish temporal order or causality. Fourth, the source manuscript does not provide the full questionnaire, item-level validity results, Cronbach's alpha values, survey dates, response rate, or detailed sampling procedure.

Fifth, the source manuscript reports use of the Slovin formula alongside purposive sampling. The authors must explain this methodological choice and should not describe a purposive sample as statistically representative. Sixth, the model's high R^2 should be interpreted cautiously because it comes from a single-source survey in a single business context. Future studies should include multiple MSMEs, probability-based or clearly justified sampling, validated measures, and objective indicators such as daily transaction counts, sales volume, revenue, average order value, and repeat-purchase records. Longitudinal or quasi-experimental designs could provide stronger evidence of whether changes in Instagram activity or QRIS implementation precede changes in business performance.

CRediT Author Contribution Statement

Author contributions to this research. **Dini Rahmawati:** Conceptualization; Methodology; Investigation; Data curation; Formal analysis; Writing – original draft. **Erdiansyah:** Conceptualization; Methodology; Validation; Supervision; Writing – review & editing. Mohamad **Nur Arriyanto:** Conceptualization; Validation; Resources; Writing – review & editing.

Declarations

Ethics approval: The source manuscript does not include an ethics approval number or an official determination from an institution.

Informed consent: Not applicable to the analysis of publicly accessible online reviews, subject to the relevant institutional and journal ethics requirements.

Data availability: The review corpus was collected from TripAdvisor. The authors should state whether the extracted review data can be shared, subject to platform terms of use and applicable data-protection requirements.

Conflict of interest: The authors declare that there are no conflicts of interest in this study.

Funding: The authors did not receive funding from any source.

Acknowledgements: The author expresses gratitude to colleagues and various parties who have supported this research.

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