

Social Media Effectiveness in Increasing Richeese Factory Product Sales in Bengkulu

Azuwandri¹, Gustini²

Sekolah Tinggi Ilmu Administrasi Bengkulu, Bengkulu, Indonesia^{1,2}

Corresponding email: azuwandri24@gmail.com

ARTICLE INFO

Article History

Submission : 04-07-2026

Received : 14-07-2026

Revised : 24-07-2026

Accepted : 30-07-2026

Keywords

Digital Marketing;

Instagram;

Product Sales;

Social Media;

TikTok

DOI:

10.59066/ijoms.v5i2.2767

ABSTRACT

This study examines how social media is managed by Richeese Factory and evaluates its role in increasing product sales among consumers in Bengkulu. A quantitative explanatory design was used. Data were collected through a five-point Likert-scale questionnaire administered to 100 Richeese Factory consumers selected through accidental sampling. The instrument was assessed through validity and reliability tests, while the data were analysed using normality, heteroscedasticity, multicollinearity, and multiple linear regression tests with SPSS 20. All questionnaire items were valid, and the three constructs were reliable, with Cronbach's alpha values ranging from 0.638 to 0.757. The residuals were normally distributed, and no heteroscedasticity or multicollinearity was identified. Regression results show that practical social media use had a positive and significant effect on increased product sales ($B = 0.320$; $\beta = 0.507$; $p < 0.001$), whereas perceived media effectiveness had a positive but statistically non-significant effect after the social media variable was controlled ($B = 0.141$; $p = 0.206$). Instagram and TikTok promotions, price discounts, bundled offers, and online ordering facilities were the principal practices supporting consumer awareness and purchase decisions. The findings underline the importance of consistent, interactive, and measurable social media management in strengthening fast-food sales performance.

This is an open access article under the CC BY-SA license.
Copyright© 2026 by Azuwandri and Gustini. Published by CV. Era Digital Nusantara



Introduction

The expansion of digital technology has changed the way companies communicate with consumers, present products, build relationships, and evaluate marketing performance. Social media is no longer used only as a channel for interpersonal communication; it has developed into an integrated marketing space in which information, visual content, consumer responses, promotional offers, and purchasing links can be delivered in real time. This development is particularly relevant to the food and beverage industry, where consumer preferences can change rapidly and purchasing decisions are often stimulated by attractive visual content, limited-time promotions, reviews, and recommendations shared online.

Unlike conventional advertising, social media allows communication to occur in multiple directions. Companies can publish messages, consumers can respond publicly, and

other users can redistribute the content within their own networks. This interactive character strengthens brand visibility and makes the audience an active part of the communication process. Social media also provides archived and measurable information, including views, comments, shares, followers, reach, and engagement. These features enable firms to assess whether their marketing activities reach the intended audience and produce the expected behavioural response. The effectiveness of digital promotion therefore depends not merely on the existence of an account, but also on the clarity of its objectives, the relevance of its content, the selection of appropriate platforms, the responsiveness of account managers, and the continuity of evaluation.

Instagram and TikTok are among the platforms most closely associated with visual and short-form promotional content. Instagram supports photographs, short videos, stories, direct messages, and promotional advertisements, whereas TikTok relies heavily on brief, creative, and algorithmically distributed videos. Both platforms can create awareness and stimulate buying interest when content is adapted to the preferences of the target audience. Previous studies have found that Instagram advertising can support sales and brand formation (Rahmadanti et al., 2021), while TikTok promotion is associated with consumer buying behaviour because of its entertaining and rapidly disseminated content (Endarwati & Ekawarti, 2021). Social media promotion has also been reported to contribute to online sales performance in various business contexts (Zulfikar & Supriyoso, 2019; Silalahi et al., 2023).

Richeese Factory is an Indonesian fast-food restaurant chain whose core products combine fried chicken with cheese and spicy barbeque sauces. The Bengkulu outlet operates in an environment characterised by intense competition among restaurants, delivery services, and digitally promoted food products. To maintain consumer attention, the company uses Instagram and TikTok to introduce menus, provide information on discounts, offer bundled packages, and encourage online purchases. Consumers can also place orders through the official website and third-party platforms such as Grab, ShopeeFood, and Gojek. In this setting, social media is connected not only to advertising but also to customer service, product information, complaint handling, and the accessibility of purchasing channels.

Media effectiveness refers to the degree to which a communication activity achieves its intended objectives. In marketing, effectiveness can be reflected in the accuracy of audience targeting, the clarity and attractiveness of messages, the achievement of promotional goals, and the response generated among consumers. Effective media should therefore help the company attract attention, strengthen product knowledge, encourage interaction, and support purchase decisions. Nevertheless, the perception that a medium is effective may not automatically produce higher sales if content is inconsistent, if responses to consumers are slow, or if promotional messages are not connected to convenient purchasing facilities. For this reason, perceived media effectiveness and the practical use of social media need to be examined as related but distinct factors.

Earlier research has generally confirmed the contribution of social media to promotion, information satisfaction, consumer interest, and sales. Muhammad (2024)

reported that Instagram was highly effective as an online promotional medium for fashion products. Mahmudah et al. (2023) showed that Instagram could satisfy the public need for transport information. Riyantoro and Harmoni (2013) found that social-network advertising was an effective strategy for a food product, while Ekasari (2014) emphasised that social-media promotion supports purchasing decisions. Although these studies demonstrate the relevance of digital promotion, their objects, industries, and analytical approaches differ. Evidence concerning the simultaneous role of perceived media effectiveness and concrete social media use in the fast-food market of Bengkulu remains limited.

This study addresses that gap by analysing consumers of Richeese Factory in Bengkulu. The study has two objectives: first, to describe the form of social media management implemented by Richeese Factory; and second, to determine the influence of media effectiveness and social media use on increased product sales. Two hypotheses were examined: media effectiveness positively affects increased product sales, and social media use positively affects increased product sales. The findings are expected to provide practical guidance for the improvement of digital marketing content, audience targeting, customer interaction, and performance evaluation.

Method

This study used a quantitative explanatory design to examine the relationship between media effectiveness, social media use, and increased product sales. The research was conducted at Richeese Factory, Bencoolen Mall, Ratu Samban District, Bengkulu City, on 3 July 2024. The population consisted of consumers who purchased products from the Bengkulu outlet. Because the exact size of the consumer population was not available at the time of the survey, respondents were selected through accidental sampling, namely by approaching consumers who were encountered at the research location and were willing to complete the questionnaire. A total of 100 respondents participated in the study.

The dependent variable was increased product sales (Y), operationalised through consumers' perceptions of purchasing interest, purchasing frequency, and the contribution of promotion to product sales. The independent variables were media effectiveness (X1) and social media use (X2). Media effectiveness covered the clarity of the promotional objective, understanding of the sales strategy, accuracy of consumer targeting, and achievement of the sales target. Social media use covered consumers' exposure to and assessment of promotional information on Instagram and TikTok, the attractiveness and accessibility of content, interaction, and the availability of purchasing information. The questionnaire contained 20 statements: five items for media effectiveness, ten items for social media use, and five items for increased product sales.

Data were collected through a structured questionnaire and direct observation. Each statement was measured on a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Respondents were informed that participation was voluntary and that their responses would be used only for research purposes. Observation was used to identify the

forms of digital promotion, purchasing channels, and customer relationship practices implemented by Richeese Factory.

Data analysis was performed using SPSS version 20. Item validity was assessed by comparing the item-total correlation with the critical correlation value of 0.1966. Reliability was evaluated using Cronbach's alpha, with a minimum acceptable value of 0.60. Before regression analysis, the residual normality, heteroscedasticity, and multicollinearity assumptions were examined. Normality was tested using the one-sample Kolmogorov-Smirnov procedure. Heteroscedasticity was evaluated through the significance of the independent variables in the absolute-residual model, while multicollinearity was assessed using tolerance and variance inflation factor (VIF) values. Multiple linear regression was expressed as $Y = a + b_1X_1 + b_2X_2 + e$. A significance level of 5% was used to evaluate the hypotheses.

Results and Discussion

Social Media Management Practices

The observation indicates that Richeese Factory manages social media as part of a broader customer relationship and sales system. The promotional objective is to maintain consumer awareness, communicate new menus and price offers, and direct audiences towards accessible purchasing channels. The primary target market includes students, young consumers, employees, and families. This target is consistent with the outlet's menu structure, which includes individual meals, sharing packages, children's meals, snacks, and beverages.

Instagram and TikTok are used as the principal promotional channels. The Instagram account presents product photographs, menu information, price promotions, and special packages. TikTok is used to distribute short and engaging videos intended to generate attention and consumer enthusiasm. Promotional content is reinforced through discounts, bundled menus, and special prices for new or selected products. The marketing system is connected to online ordering through the official website and food-delivery platforms. In addition, customer relationships are maintained through complaint services, vouchers in response to service problems, and responsive information delivery. These practices show that the management process covers objective setting, audience selection, content design, channel selection, purchasing access, and evaluation.

The practical integration of promotional content and ordering facilities is important because consumer interest can decline when the route from exposure to purchase is complicated. By linking visual promotions with delivery services, the company reduces the effort required to make a purchase. Social media therefore functions as an information channel, a persuasion tool, a customer-service interface, and an entry point into the transaction process.

Respondent Characteristics

Table 1. Characteristics of the Respondents

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	37	37
Gender	Female	63	63
Occupation	Student	41	41
Occupation	Private employee	46	46
Occupation	Other	13	13

Source: Primary data processed, 2024.

Women represented 63% of the respondents, while men accounted for 37%. In terms of occupation, private employees formed the largest group (46%), followed by students (41%) and respondents in other occupational categories (13%). The occupational composition supports the observation that the outlet primarily reaches economically active consumers and students, two segments that frequently use mobile applications and social media when searching for food information, promotions, and delivery options.

Instrument Quality

Table 2. Summary of Validity and Reliability Tests

Variable	Items	Correlation Range	Cronbach's Alpha	Decision
Media effectiveness (X1)	5	0.541–0.686	0.638	Valid and reliable
Social media use (X2)	10	0.476–0.631	0.757	Valid and reliable
Increased product sales (Y)	5	0.618–0.790	0.725	Valid and reliable

Source: Primary data processed, 2024.

All item-total correlation values exceeded the critical value of 0.1966. The questionnaire items were therefore able to represent the constructs for which they were designed. Cronbach's alpha values ranged from 0.638 to 0.757, exceeding the minimum criterion of 0.60. The social media construct produced the highest reliability coefficient, which suggests that the ten items measuring platform exposure, promotional content, and interaction generated relatively consistent responses.

Regression Assumptions

Table 3. Results of the Classical Assumption Tests

Test	Indicator	Result	Interpretation
Normality	Monte Carlo Sig. (2-tailed)	0.732	Residuals normally distributed
Heteroscedasticity	Sig. X1 / X2	0.896 / 0.242	No heteroscedasticity
Multicollinearity	Tolerance X1 / X2	0.691 / 0.691	No multicollinearity
Multicollinearity	VIF X1 / X2	1.448 / 1.448	No multicollinearity

Source: Primary data processed, 2024.

The normality significance value of 0.732 was higher than 0.05, indicating that the residuals followed a normal distribution. The heteroscedasticity test produced significance

values of 0.896 for media effectiveness and 0.242 for social media use; both exceeded 0.05. The tolerance values were above 0.10 and the VIF values were below 10. These results confirm that the regression model did not show serious heteroscedasticity or multicollinearity problems and was suitable for interpreting the partial effects of the independent variables.

Multiple Linear Regression

Table 4. Regression Coefficients for Increased Product Sales

Predictor	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	4.396	2.285	—	1.924	0.057	—	—
Media effectiveness (X1)	0.141	0.111	0.126	1.273	0.206	0.691	1.448
Social media use (X2)	0.320	0.062	0.507	5.123	<0.001	0.691	1.448

Source: Primary data processed with SPSS 20, 2024.

The estimated regression equation is $Y = 4.396 + 0.141X_1 + 0.320X_2$. Both coefficients are positive, meaning that improvements in either predictor are associated with an increase in the perceived sales outcome when the other variable is held constant. However, the two predictors differ in statistical strength. Media effectiveness produced $B = 0.141$, $\beta = 0.126$, $t = 1.273$, and $p = 0.206$. Its positive direction is consistent with the proposed relationship, but the probability value is above 0.05; consequently, the first hypothesis is not supported as an independent partial effect. Social media use produced $B = 0.320$, $\beta = 0.507$, $t = 5.123$, and $p < 0.001$. The second hypothesis is therefore supported, and social media use is the stronger predictor of increased product sales.

Effect of Media Effectiveness on Product Sales

The positive but non-significant coefficient of media effectiveness requires careful interpretation. Respondents generally gave favourable answers concerning the clarity of the sales strategy, the suitability of the target market, and the achievement of promotional goals. Nevertheless, after social media use was included in the same regression equation, the independent contribution of perceived effectiveness was not sufficiently strong to reach statistical significance. This result indicates that favourable evaluations of promotional effectiveness do not automatically translate into higher purchasing outcomes unless they are embodied in concrete platform activities.

One explanation is the conceptual overlap between media effectiveness and social media use. Consumers may regard a promotion as effective precisely because it is frequently encountered on Instagram or TikTok, presents attractive content, and provides direct purchasing information. When those operational platform practices are entered as a separate predictor, the remaining contribution of the general effectiveness perception becomes smaller. The finding does not mean that effectiveness is irrelevant. Instead, it suggests that effectiveness should be understood as an outcome of well-executed social media management rather than as a stand-alone promotional claim.

For management, the implication is that the company should translate promotional objectives into measurable actions. Examples include establishing a regular content

calendar, defining platform-specific reach and engagement targets, monitoring the conversion of promotional posts into orders, and evaluating the performance of discounts or bundled menus. A promotion may attract attention but remain commercially weak when the message is unclear, when the offer is difficult to redeem, or when the response to consumer questions is slow. Continuous evaluation is therefore essential to convert perceived effectiveness into sales performance.

Effect of Social Media Use on Product Sales

Social media use had a positive and statistically significant influence on increased product sales. The standardised coefficient of 0.507 shows that it had a considerably stronger relationship with the sales outcome than media effectiveness. The result supports earlier evidence that social-media promotion can increase consumer attention, strengthen brand recognition, and facilitate purchasing decisions (Zulfikar & Supriyoso, 2019; Rahmadanti et al., 2021; Silalahi et al., 2023). In the context of Richeese Factory, the influence is reinforced by the visual characteristics of the product. Fried chicken, cheese sauce, spicy menu levels, desserts, and bundled packages can be displayed effectively through photographs and short videos.

Instagram contributes through product images, stories, menu announcements, and promotional prices. These formats can create awareness and allow consumers to compare menu options before visiting or ordering. TikTok contributes through short, entertaining videos that can be distributed beyond existing followers by the platform algorithm. The high level of consumer enthusiasm generated by TikTok content can encourage product trials, particularly when posts introduce new menus, limited promotions, or distinctive spicy-food experiences. This pattern is consistent with Endarwati and Ekawarti (2021), who highlighted the promotional relevance of TikTok in relation to buying behaviour.

The effect of social media is also supported by purchasing convenience. Consumers exposed to promotional content can continue the transaction through the official website or delivery platforms. This integration shortens the process from awareness to purchase. Discounts, special prices, and bundled offers provide an additional incentive, while online ordering eliminates the need to visit the outlet before making a decision. Consequently, the contribution of social media is not limited to communication; it is part of the sales infrastructure.

The respondent profile provides additional context. Students and private employees represented 87% of the sample. These groups are likely to use smartphones during study, work, travel, and leisure activities and can respond quickly to time-limited food promotions. Social media content that is concise, visually attractive, and easy to act upon is therefore suitable for the dominant consumer segments. At the same time, the company's broader family market can be reached through package offers, children's menus, and content that emphasises shared dining experiences.

The findings also show the importance of interaction. Social media enables consumers to ask about menu availability, promotional conditions, prices, and ordering

procedures. Responsive communication can reduce uncertainty and strengthen trust. User-generated content, comments, and shared experiences may further expand reach because promotional messages are no longer distributed only by the company. This participatory quality differentiates social media from conventional one-way advertising and helps explain its strong relationship with the sales variable.

Managerial Implications

Richeese Factory should maintain a differentiated strategy for Instagram and TikTok. Instagram can be prioritised for structured menu information, product photography, stories, location details, and easily saved promotional announcements. TikTok can be prioritised for short creative videos, product demonstrations, consumer reactions, trends, and behind-the-scenes content. Reposting consumer-generated content may strengthen authenticity, provided that permission and brand standards are observed.

Performance evaluation should move beyond follower counts. The outlet should monitor reach, video completion, engagement rate, click-through activity, voucher redemption, delivery-platform orders, and sales associated with specific campaigns. These indicators make it possible to identify which content formats and promotional offers create actual purchasing responses. Audience segmentation can also be improved by adapting messages for students, employees, and families rather than using identical content for all consumers.

Customer-service quality must be integrated into digital promotion. Employees responsible for social media should receive communication training so that questions and complaints are answered accurately, politely, and promptly. The company should also increase menu variety and periodically introduce new products without weakening the consistency of its core brand. A combination of attractive content, responsive service, convenient ordering, and reliable product quality is more likely to convert digital attention into repeat purchases and customer loyalty.

Conclusion

Richeese Factory in Bengkulu manages social media through Instagram and TikTok, supported by online ordering, discounts, bundled packages, complaint services, and customer relationship practices. This management approach enables social media to function as a promotional channel, an information source, an interaction medium, and a route to purchase.

The statistical analysis shows that social media use has a positive and significant effect on increased product sales. Media effectiveness has a positive coefficient but does not produce a significant partial effect after social media use is controlled. The result indicates that sales improvement is more strongly associated with the concrete execution of social media activities than with a general perception that promotional media are effective.

Consistent content, platform suitability, consumer interaction, and easy access to purchasing channels are therefore central to sales performance.

Richeese Factory is advised to increase its content activity, distinguish the roles of Instagram and TikTok, strengthen employee communication skills, expand measurable promotional campaigns, and evaluate digital performance using engagement and conversion indicators. Future studies should use probability sampling, include consumers from several outlets, compare digital campaign data with actual sales time series, and examine additional variables such as electronic word of mouth, brand awareness, purchase decisions, customer satisfaction, and loyalty.

Declarations

Author contribution. Both authors contributed to the conception of the study, instrument development, data interpretation, manuscript preparation, and final approval of the article.

Funding statement. This research received no external funding.

Conflict of interest. The authors declare no conflict of interest.

Additional information. No additional information is available for this paper.

References

- Ekasari, N. (2014). Pengaruh promosi berbasis sosial media terhadap keputusan pembelian produk jasa pembiayaan kendaraan pada PT BFI Finance Jambi.
- Endarwati, E. T., & Ekawarti, Y. (2021). Efektifitas penggunaan sosial media TikTok sebagai media promosi ditinjau dari perspektif buying behaviors. *MANDAR: Management Development and Applied Research Journal*, 4(1), 112–120.
- Mahmudah, R. U., Arief, M., & Romadhan, M. I. (2023). Terpaan media sosial Instagram @KAI121 sebagai sarana kepuasan perolehan informasi di Stasiun Surabaya Gubeng Baru. *Prosiding Seminar Nasional Mahasiswa Komunikasi*, 1(2), 964–974.
- Muhammad, F. A. (2024). Efektivitas penggunaan media sosial Instagram sebagai media promosi online dalam meningkatkan penjualan produk fashion: Studi pada Toko @thedonshouse di Enggal Bandar Lampung [Undergraduate thesis, UIN Raden Intan Lampung].
- Nasrullah, R. (2015). Media sosial: Perspektif komunikasi, budaya, dan sosioteknologi. Simbiosis Rekatama Media.
- Nur, A. A. (2012). Pengaruh promosi penjualan pakaian wanita di Group Blackberry Messenger terhadap minat beli mahasiswi Ilmu Komunikasi Universitas Hasanuddin [Undergraduate thesis, Universitas Hasanuddin].
- Pirmansyah, P. (2022). Efektivitas pemanfaatan jejaring sosial Facebook sebagai media bisnis online dalam meningkatkan volume penjualan: Studi kasus pada toko furniture di Kabupaten Pesisir Barat [Doctoral dissertation, UIN Raden Intan Lampung].
- Rachmawaty, A. (2021). Optimasi media sosial dalam meningkatkan penjualan di masa pembatasan sosial berskala besar, 8(1).
- Rachmawaty, A., & Siagawati, M. (2019). Pemanfaatan media sosial sebagai sarana membuka peluang bisnis bagi warga di Desa Sindangan. *TEMATIK*, 6(2), 82–94.

- Rahmadanti, A. R., Aditasari, K., & Wibawa, B. M. (2021). Efektivitas strategi iklan dengan menggunakan Instagram Ads untuk meningkatkan penjualan dan branding produk: Studi kasus Privet.id. *Jurnal Sains dan Seni ITS*, 10(1), F112–F117.
- Riyantoro, B., & Harmoni, A. (2013). Efektivitas iklan melalui jejaring sosial sebagai salah satu strategi pemasaran keripik pedas Maicih. *Prosiding PESAT*, 5.
- Silalahi, P. R., Haikal, S. A., & Insana, I. (2023). Efektivitas penggunaan Facebook advertising sebagai media peningkatan penjualan pada minuman Haus Durian. *PESHUM: Jurnal Pendidikan, Sosial dan Humaniora*, 2(3), 375–384.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Susilowati. (2018). Pemanfaatan aplikasi TikTok sebagai personal branding di Instagram: Studi deskriptif kualitatif pada akun @bowo_allpennliebe. *Jurnal Komunikasi*, 9(2).
- Wardani, D. C. (2023). Efektivitas penggunaan media sosial dalam pemasaran digital produk umrah pada PT Fauzi Mulia Bersama Cengkareng [Undergraduate thesis, UIN Syarif Hidayatullah Jakarta].
- Zulfikar, F., & Supriyoso, P. (2019). Efektivitas penjualan online melalui media sosial pada perusahaan CV Billionaire Sinergi Korpora (Billionaire Store). *Prosiding FRIMA*, 2, 909–913.