

THE INFLUENCE OF MARKETING COMMUNICATION MIX ON CONSUMER PURCHASE DECISIONS: A STUDY OF BROWNIES HOMEMADE BY @ICONKULINER

Ade Anggelina Fauziah D¹, Fakhrrur Rozi²

^{1,2}Universitas Islam Negeri Sumatera Utara, Indonesia

Email: adeangelinafauziah0603223079@uinsu.ac.id, fakhrrurrozi@uinsu.ac.id

Corresponding Author: adeangelinafauziah0603223079@uinsu.ac.id

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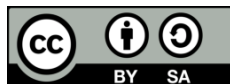
*marketing communication mix;
purchasing decision;
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Instagram;
culinary MSMEs;*

Abstract

This study aims to analyze the implementation of the marketing communication mix in the Brownies Homemade by @IconKuliner business and its role in shaping consumer purchasing decisions. The study employed a descriptive qualitative approach, with data collected through in-depth interviews, observation, and documentation of digital activities on the @IconKuliner Instagram account. Fieldwork was conducted from June 10 to July 18, 2026, involving the business owner and consumers who had completed transactions as the primary data sources. Data were analyzed through data reduction, data display, conclusion drawing, and verification, while data credibility was strengthened through source triangulation and methodological triangulation. The findings indicate that @IconKuliner implements its marketing communication mix through digital advertising on Instagram Stories and Feed, sales promotions in the form of discounts, free toppings, and free shipping, public relations through reposted customer reviews and social activities, direct marketing through WhatsApp and Instagram Direct Messages, and personal selling through friendly service and direct delivery. The integration of these elements plays a role in shaping consumer purchasing decisions through five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. The findings further show that visual product transparency, promotional incentives, service responsiveness, social proof, and personalized interactions are important factors in building consumer trust, satisfaction, and repurchase intention. This study contributes to the literature on social media-based marketing communication among culinary MSMEs, particularly by explaining the relationship between digital communication strategies, interpersonal interaction, and consumer purchasing decisions for homemade products.

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1. INTRODUCTION

The development of the culinary industry in Indonesia has undergone significant changes alongside the increasing use of digital media in product marketing activities. Culinary MSMEs no longer rely solely on word-of-mouth promotion or direct selling but increasingly utilize social media as a space for communication, promotion, and interaction with consumers. In this context, homemade culinary products have considerable potential because they offer a personal, authentic, and consumer-oriented impression. However, these opportunities are accompanied by increasingly intense competition, particularly due to the large number of similar products marketed through digital platforms. This condition requires business owners to develop well-planned marketing communication strategies capable of creating brand awareness, shaping positive perceptions, and encouraging consumer purchasing decisions (Firmansyah, 2020; Wardani, 2023).

Brownies Homemade by @IconKuliner is a home-based culinary business that uses Instagram as its primary marketing communication channel. The business offers homemade brownies with various

toppings, attractive visual presentation, and a personalized service approach. Nevertheless, the main challenge faced by @IconKuliner is how to build brand awareness consistently amid competition in the digital culinary market. The manuscript indicates that fluctuations in @IconKuliner's sales remain highly dependent on posting frequency, while the conversion rate from followers to active buyers is still relatively low. This suggests that the mere presence of social media is insufficient to stimulate purchasing decisions unless it is supported by marketing messages that are targeted, consistent, and aligned with consumer needs (Adhrianti et al., 2022).

In practice, @IconKuliner utilizes Instagram, particularly the Stories and Feed features, to showcase product quality, topping variations, production processes, and product storage standards. Documentation of digital promotional activities shows that the product visualization in Figure 1.1 highlights various toppings and hygienic brownie packaging, while Figure 1.2 illustrates the storage of brownies in a refrigerator to maintain product freshness. Such visual documentation is important to retain because it provides empirical evidence that @IconKuliner's marketing communication is not limited to promotional text but also employs visual content to build consumer trust in product quality, hygiene, and professionalism. In digital marketing communication, product visuals play an important role because consumers tend to form initial impressions based on visual appearance, consistency of content uploads, and evidence of business activity on social media (Sudaryo et al., 2020; ...).

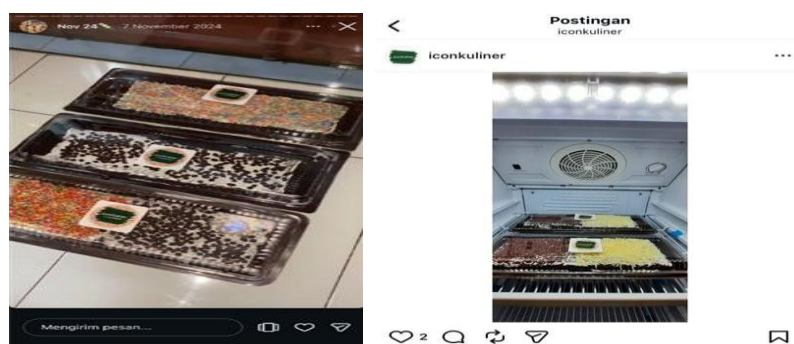


Figure 1. Display of homemade brownies Figure and Refrigeration process

The marketing communication mix provides an important conceptual framework for examining the strategies employed by @IconKuliner to influence consumer purchasing decisions. The marketing communication mix consists of various integrated promotional instruments, including advertising, sales promotion, public relations, direct marketing, and personal selling (Kotler & Keller, 2016). These five elements can be utilized by MSMEs to communicate product information, build brand image, create interactions with consumers, and provide incentives that encourage purchases. In the context of @IconKuliner, digital advertising is carried out through Instagram posts, sales promotion through discounts, free toppings, and free shipping, public relations through reposted customer testimonials, direct marketing through WhatsApp and Instagram Direct Messages, and personal selling through friendly interactions and direct delivery to consumers.

Consumer purchasing decisions constitute a process that does not occur instantaneously but develops through several stages involving cognitive, affective, and behavioral considerations. Consumers initially recognize a need, search for information, evaluate alternatives, make a purchase decision, and subsequently assess their post-purchase experience (Kotler et al., 2021; Wardhana, 2024). In the context of purchasing homemade brownies, consumers do not consider price alone but also evaluate ingredient quality, product appearance, taste, hygiene, seller responsiveness, ease of ordering, and service experience. Therefore, the effectiveness of marketing communication is determined not merely by how frequently promotional messages are delivered, but also by the alignment between the message, communication medium, product value, and consumers' perceptions of the product (Tjiptono, n.d.; Arfah, 2022).

Although previous studies have examined the marketing communication mix in the context of culinary businesses and digital media, studies specifically focusing on consumer experiences in purchasing decisions for Instagram-based homemade brownie products remain limited. Existing research has generally emphasized the broader elements of the marketing mix, whereas the present study seeks to examine how marketing communication elements are practically implemented by @IconKuliner in shaping consumer purchasing decisions. Based on this gap, this study aims to analyze

the implementation of the marketing communication mix at Brownies Homemade by @IconKuliner and its role in shaping consumer purchasing decisions. The study is expected to contribute to the development of research on marketing communication among culinary MSMEs, particularly by highlighting the importance of integrating visual communication, digital promotion, personal interaction, and consumer trust in the social media-based marketing of homemade products.

2. RESEARCH METHOD

This study employed a qualitative approach with a descriptive method to analyze the implementation of the marketing communication mix at Brownies Homemade by @IconKuliner and its role in shaping consumer purchasing decisions. The qualitative approach was selected because the study sought to obtain an in-depth understanding of marketing communication practices based on the experiences, perceptions, and interactions between the business owner and consumers within a natural setting. The descriptive method was used to systematically describe how elements of the marketing communication mix, including digital advertising, sales promotion, public relations, direct marketing, and personal selling, were implemented through Instagram and interpersonal communication with consumers (Lutfin, 2020). The field research was conducted for approximately one and a half months, from June 10 to July 18, 2026, focusing on digital marketing activities conducted through the @IconKuliner Instagram account and consumers' experiences throughout the purchasing decision process.

The data sources consisted of primary and secondary data. Primary data were obtained through in-depth interviews with the owner of Brownies Homemade by @IconKuliner and consumers who had completed purchase transactions. The business owner was selected because of their direct knowledge of the marketing communication strategies implemented, while consumers were selected because they had firsthand experience of receiving promotional messages, searching for product information, evaluating alternatives, making purchasing decisions, and providing post-purchase responses. Informants were selected purposively based on their involvement in and relevance to the research focus. Secondary data were obtained from relevant scholarly literature and documentation of digital activities on the @IconKuliner Instagram account, including Feed posts, Instagram Stories, product photographs, promotional materials, testimonial displays, and audience interactions through social media. Data were collected through in-depth interviews, direct observation, and document analysis to ensure that the information obtained was comprehensive and mutually reinforcing (Ramadanti & Ayuh, 2025).

Data were analyzed using the interactive model of Miles and Huberman, comprising data reduction, data display, and conclusion drawing and verification. During the data reduction stage, the researchers selected and categorized the data according to the study's main focuses, namely the implementation of marketing communication mix elements and the stages of consumer purchasing decisions. During the data display stage, findings from interviews, observations, and documentation were organized into thematic narratives to systematically illustrate the relationship between marketing communication strategies and purchasing decisions. Conclusions were then drawn by interpreting the empirical findings through the concepts of the marketing communication mix and the stages of consumer purchasing decisions. To ensure data trustworthiness, the study employed source triangulation and methodological triangulation. Source triangulation was conducted by comparing information obtained from the business owner and consumers, while methodological triangulation involved cross-checking data from interviews, observations, and digital documentation. These strategies were employed to strengthen the credibility of the findings and ensure that the study's interpretations were grounded in consistent evidence (Sugiyono, 2013).

3. RESULT AND ANALYSIS

Implementation of Marketing Communication Mix Elements by @IconKuliner

Advertising

The findings indicate that digital advertising constitutes a primary element of the marketing communication mix employed by Brownies Homemade by @IconKuliner. Advertising activities are conducted through Instagram, particularly Instagram Stories and Feed posts, by displaying the brownie-making process, topping variations, product availability, and visual presentations of ready-to-order brownies. The owner of @IconKuliner explained:

"I usually promote the product by posting videos of the brownie-making process, starting from mixing the batter to adding the toppings. Then, when I receive an order, I often make an extra portion so I can post on Instagram Stories that the variant is available. Besides social media, I also promote the product directly when attending events. I simply offer it to the women there by saying, 'Ma'am, if you want to order brownies later, you can order from me. The price is affordable, but the taste is premium!'"

This statement demonstrates that @IconKuliner's advertising is not limited to visual promotion on social media but is also combined with direct verbal communication with prospective consumers.

Analytically, the use of Instagram Stories and Feed posts demonstrates that @IconKuliner takes advantage of the visual, rapid, and interactive characteristics of digital media. Production-process content, ranging from mixing the batter to adding toppings, functions as a form of transparency and helps build consumer trust in product quality. Within the context of marketing communication, advertising is intended not only to introduce products but also to build brand image and establish particular impressions in consumers' minds. This is consistent with Latifah and Basuki (2021), who define advertising as a form of nonpersonal communication used to convey product information to target audiences. In the case of @IconKuliner, advertising messages are packaged through appealing food visuals, simple promotional language, and a product value proposition emphasizing affordable prices with premium taste.



Figure 2. Behind-the-scenes of brownie making

Documentation in Figure 1.3 showing the behind-the-scenes brownie-making process reinforces the finding that @IconKuliner's advertising strategy emphasizes visual evidence as a means of building product reliability. By presenting the production process, consumers are able to observe that the product is freshly prepared, hygienically processed, and supported by more than merely verbal promotional claims. In digital marketing, visualizing the production process has strategic value because consumers of homemade products often consider hygiene, ingredients, and product authenticity before making a purchase. Sudaryo et al. (2020) explain that digital advertising enables more segmented and personalized message delivery because information can be tailored to audience needs. Accordingly, @IconKuliner's visual content functions as a means of reducing consumer uncertainty regarding homemade products marketed through social media.

This discussion indicates that @IconKuliner's advertising operates at two levels: informational and persuasive. At the informational level, Instagram posts provide information regarding product variants, availability, production processes, and ordering procedures. At the persuasive level, brownie visuals, the "premium" product narrative, and documentation of the production process create emotional appeal and stimulate purchase intention. This strategy is consistent with the concept of the marketing communication mix, which positions advertising as an instrument for building brand awareness, strengthening positive perceptions, and influencing purchasing decisions (Firmansyah, 2020). Thus, @IconKuliner's digital advertising functions not only as a promotional medium but also as a space for building consumer trust in the quality of homemade products.

Sales Promotion

The findings indicate that @IconKuliner implements sales promotion through consumer incentives such as discounts, free toppings, and free shipping on selected occasions. These strategies are designed to provide added value and encourage consumers to make purchases. Such promotional activities are also reinforced through direct communication emphasizing the product's value proposition. The business owner stated, "Ma'am, if you want to order brownies later, you can order from me. The price is affordable, but the taste is premium!" This statement illustrates that @IconKuliner's sales promotion is not limited to price reductions or bonuses, but is also communicated as a promise of value, namely an affordable product that still offers a premium taste.

Sales promotion performs a tactical function by encouraging consumers to complete transactions more quickly. In the context of culinary MSMEs, incentives such as free toppings and free shipping are particularly relevant because consumers often consider additional costs before making a purchase decision. Kotler and Keller (2016) explain that sales promotion consists of short-term incentives designed to stimulate faster purchasing of products or services. At @IconKuliner, sales promotion functions as a stimulus that reduces transactional barriers, particularly for consumers who are already interested in the product but remain concerned about price, delivery costs, or the perceived benefits offered.

Free toppings can be understood as a strategy for increasing perceived value. Consumers may feel that they receive additional benefits without incurring extra costs. Meanwhile, free shipping helps reduce purchasing friction because delivery charges often constitute a reason for postponing purchases in social media-based transactions. This strategy is especially relevant for homemade brownie products because purchasing decisions are influenced not only by taste but also by the total cost borne by consumers. In this context, @IconKuliner's sales promotion does not merely pursue short-term sales but also creates a positive consumption experience that may strengthen consumers' relationships with the brand.

However, sales promotions need to be managed carefully to avoid reducing perceptions of product value. If consumers are exposed to incentives too frequently, they may become accustomed to purchasing only when promotional offers are available. Therefore, @IconKuliner's sales promotion should be integrated with other communication elements, including high-quality product visuals, customer testimonials, and personalized service. Sugandini et al. (n.d.) emphasize that sales promotions should be strategically planned so that they do not weaken brand image or customer loyalty. Accordingly, @IconKuliner's sales promotion can be understood as an effective supporting instrument in consumer purchasing decisions when it is directed toward reinforcing product value rather than merely reducing price.

Public Relations and Interactive Marketing

The findings indicate that @IconKuliner conducts public relations and interactive marketing through the management of customer testimonials, reposted consumer reviews, user-generated content, and participation in social activities. This strategy creates two-way communication between the business owner and consumers because customer experiences do not end with the transaction but are subsequently displayed as social proof on social media. One consumer stated, "We often buy brownies from @IconKuliner because the price is affordable, while the ingredients are premium, healthy, and preservative-free." This statement shows that consumer experience becomes an important source of legitimacy for the product image, particularly in building prospective consumers' trust in ingredient quality and product benefits.

From a marketing communication perspective, public relations plays an important role in building brand reputation, credibility, and a positive image. At @IconKuliner, reposted reviews and customer testimonials function as a form of digital public relations because they demonstrate that the brand does not merely communicate claims about itself, but also presents consumer voices as evidence of actual experience. Nirmalasari (2021) explains that effective public relations should emphasize dialogue and public engagement. By displaying customer reviews, @IconKuliner creates a participatory communication space that strengthens the emotional relationship between the business and its consumers.

User-generated content functions as social proof that can reduce uncertainty among prospective buyers. In the homemade food business, potential consumers often require evidence that the product is genuinely tasty, hygienic, and consistent with promotional claims. When customers share positive experiences and the business owner subsequently reposts those testimonials, a process of socially reinforced credibility takes place. Kotler and Keller (2016) emphasize that a positive brand image can

influence purchasing decisions and strengthen consumer loyalty. At @IconKuliner, this image is constructed through customer experiences, narratives concerning ingredient quality, and emotional engagement displayed through social media.

In addition to testimonials, @IconKuliner's involvement in social activities reflects an effort to build a broader reputation through community relations. Social activities shared through social media can create the perception that @IconKuliner is not merely a commercial enterprise but also part of a community with a sense of social responsibility. Interpretatively, this strategy extends the function of marketing communication from simply selling products to building value-based relationships with the public. In the context of MSMEs, this approach is important because consumer loyalty is shaped not only by product quality but also by closeness, trust, and positive perceptions of the business owner's character. Thus, @IconKuliner's public relations and interactive marketing play an important role in strengthening consumer trust and brand differentiation.

Direct Marketing and Personal Selling

The findings indicate that @IconKuliner conducts direct marketing through WhatsApp and Instagram Direct Messages as its primary channels of communication with consumers. Through these channels, consumers can inquire about flavor variants, prices, product availability, delivery estimates, and place orders directly. This strategy is reinforced by personalized service provided by the administrator and business owner. One consumer stated, "We have become regular customers of @IconKuliner not only because of the price. @IconKuliner also serves its customers very responsively, warmly, and patiently. Sometimes we do not even contact them through social media; instead, we meet the owner directly because it feels more satisfying to ask about the various flavor options in person." This statement demonstrates that responsiveness and interpersonal closeness are important factors in shaping consumer purchasing decisions.

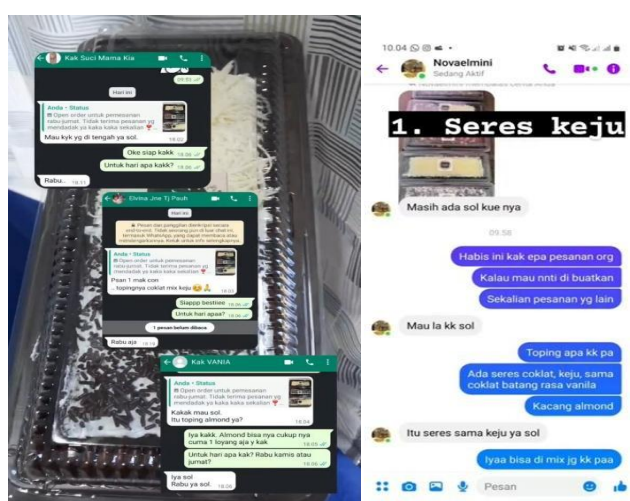


Figure 3. Customer interaction via Instagram and WhatsApp features.

Direct marketing functions to accelerate the communication process between businesses and consumers. In the context of @IconKuliner, WhatsApp and Instagram Direct Messages serve as channels that enable consumers to obtain information quickly and personally. Direct marketing offers an advantage because it allows producers to deliver relevant messages, obtain feedback, and tailor responses to consumers' needs. This is consistent with the concept of direct marketing, which emphasizes direct communication with targeted consumers without relying on mass-media intermediaries. Through this form of communication, @IconKuliner can address consumer concerns, provide order details, and facilitate transactions more efficiently.

Personal selling is reflected in the administrator's friendly interactions, the use of communicative language, and direct product delivery to consumers. Direct delivery functions not only as a distribution service but also as part of the marketing communication experience. The moment of product handover provides an opportunity for the business owner to greet consumers, obtain feedback, and establish closer relationships. Prasetyo (2023) explains that successful personal selling depends on communication skills, product knowledge, and the ability to understand consumer needs. At

@IconKuliner, personal selling strengthens trust because consumers feel that they are served directly, warmly, and patiently.

The combination of direct marketing and personal selling demonstrates that purchasing decisions are influenced not only by promotional messages but also by the quality of interaction throughout the transaction process. Rapid responses, friendliness, clarity of information, and communication flexibility help consumers feel more confident before making a purchase. Within the purchasing decision process, such direct interactions play an important role during the information search, evaluation of alternatives, and purchase decision stages (Kotler et al., 2021; Wardhana, 2024). Thus, @IconKuliner's direct marketing and personal selling practices demonstrate that successful marketing communication among MSMEs depends not only on digital media but also on interpersonal engagement capable of building trust, satisfaction, and repurchase intention.

The Role of the Marketing Communication Mix in Shaping Consumer Purchasing Decisions

Consumers' decisions to purchase homemade brownies from @IconKuliner result from a systematic cognitive, affective, and conative process rather than from spontaneous action alone. This process is significantly influenced by the effectiveness of the company's marketing communication mix. Based on the five-stage consumer purchasing decision model proposed by Kotler, Keller, and Chernev (2021), the contribution of each marketing communication element employed by @IconKuliner in guiding consumers from the initial stage to post-purchase behavior can be explained as follows.

Need Recognition

The findings indicate that consumers' need recognition for Brownies Homemade by @IconKuliner is frequently triggered by exposure to visual content on Instagram. Consumers begin to recognize a desire to purchase brownies after viewing product posts, topping presentations, production processes, and information regarding available variants through Instagram Stories and Feed posts. The owner of @IconKuliner explained, "I usually promote the product by posting videos of the brownie-making process, starting from mixing the batter to adding the toppings. Then, when I receive an order, I often make an extra portion so I can post on Instagram Stories that the variant is available." This statement indicates that promotional content does not merely display the finished product but also presents the production process, which can generate visual appeal and stimulate consumption needs among prospective buyers.

The discussion of these findings indicates that digital advertising functions as an external stimulus that encourages consumers to recognize a need. Initially, consumers may simply have a general desire to consume sweet foods or look for a snack. However, when they encounter visually appealing brownie content, this general desire may develop into a more specific need to purchase homemade brownies from @IconKuliner. In the consumer purchasing decision model, need recognition occurs when consumers perceive a discrepancy between their actual condition and a desired condition, whether triggered by internal motives or external stimuli (Kotler et al., 2021; Wardhana, 2024).

@IconKuliner's visual content operates by reinforcing both consumers' cognitive and affective responses. Cognitively, consumers obtain information that the product is available, offers various toppings, and can be ordered through social media. Affectively, appealing brownie visuals may stimulate appetite, curiosity, and the desire to try the product. This is consistent with the concept of marketing communication, which positions promotional messages as instruments for informing, persuading, and reminding consumers about a product (Firmansyah, 2020). In the culinary context, visual appeal is particularly important because consumers often form their initial perceptions based on the appearance of food before considering price and service-related factors.

Accordingly, need recognition among @IconKuliner consumers does not occur entirely spontaneously but is shaped through consistent visual communication strategies. Instagram functions as the initial space in which product stimuli intersect with consumer needs. Content showing the production process, topping presentations, and available product variants enables prospective buyers not only to become aware of the product but also to imagine the experience of consuming it. At this stage, digital advertising emerges as the most dominant element of the marketing communication mix because of its capacity to transform audience attention into awareness of a specific consumption need.

Information Search

The findings indicate that after recognizing a need, consumers enter the information search stage through Instagram, WhatsApp, and Direct Message. Consumers seek information regarding flavor

variants, prices, product availability, ordering procedures, and estimated delivery times. In practice, @IconKuliner provides such information through posts, Instagram Highlights, and direct communication with consumers. The business owner explained that when a particular variant is available, it is uploaded to Instagram Stories so that prospective buyers are aware of the products currently available for order. The statement, “when I receive an order, I often make an extra portion so I can post on Instagram Stories that the variant is available,” demonstrates that Instagram Stories are used as a real-time information channel regarding product availability.

The discussion indicates that consumers’ information search is facilitated by a combination of digital advertising and direct marketing. Instagram functions as a digital storefront that displays the products, while WhatsApp and Direct Messages serve as channels for clarification and transactions. In the consumer decision-making process, information search occurs when consumers attempt to gather references about products that may satisfy their needs (Kotler et al., 2021; Wardhana, 2024). In the context of @IconKuliner, the information sought by consumers concerns not only taste and price, but also ingredient quality, hygiene, availability, and ease of ordering.

Direct marketing becomes important because it enables consumers to obtain personalized responses. When information presented through Feed posts or Stories is insufficient, consumers can directly ask questions through WhatsApp or Instagram DM. This interaction reduces information barriers and helps consumers develop a clearer understanding of the product. In marketing communication, direct marketing offers an advantage because it allows messages to be delivered in a personalized and relevant manner while enabling immediate consumer feedback. Thus, @IconKuliner does not rely solely on one-way content but also provides a two-way communication space that assists prospective buyers before they make a decision.

Interpretatively, the information search stage demonstrates that consumer trust begins to develop through information transparency. Consumers of homemade products tend to require greater assurance because the products are produced on a household scale and marketed digitally. Therefore, product documentation, variant information, administrator responsiveness, and ease of message access become important factors in reducing perceived risk. In this regard, the marketing communication mix functions as a mechanism for reducing uncertainty, thereby increasing consumers’ confidence to proceed to the evaluation of alternatives stage.

Evaluation of Alternatives

The findings indicate that during the evaluation of alternatives stage, consumers compare Brownies Homemade by @IconKuliner with similar culinary products based on price, ingredient quality, taste, health considerations, and trust in the seller. One consumer stated, “We often buy brownies from @IconKuliner because the price is affordable, while the ingredients are premium, healthy, and preservative-free.” This statement demonstrates that consumers do not consider low price alone, but also take into account ingredient quality and product safety. In other words, consumers perceive @IconKuliner as an option that offers a balance between affordability and product quality.

The discussion of these findings indicates that the evaluation of alternatives is influenced by sales promotion, public relations, and social proof. Consumers do not automatically select a product simply because they have seen an advertisement; rather, they compare several available options. In the consumer decision-making model, evaluation of alternatives refers to the process by which consumers assess various options according to specific criteria, such as quality, price, benefits, and suitability for their needs (Kotler et al., 2021; Wardhana, 2024). In the case of @IconKuliner, these criteria are reflected in perceptions of premium ingredients, health-oriented and preservative-free products, affordable prices, and customer testimonials.

User-generated content and reposted customer reviews play an important role as social proof. When prospective buyers observe positive experiences shared by other consumers, the perceived risk associated with purchasing is reduced. Testimonials provide evidence that product claims do not originate solely from the business owner but are also supported by customer experiences. From a public relations perspective, consumer engagement through reviews and testimonials can strengthen brand reputation and build a positive image (Nirmalasari, 2021). This is particularly relevant for culinary MSMEs because prospective consumers often seek social validation before purchasing food products from social media-based businesses.

Analytically, the evaluation of alternatives stage demonstrates that the marketing communication mix contributes to the formation of perceived value. Sales promotions such as discounts, free toppings, or free shipping enhance the economic value of the product, while testimonials and product visuals strengthen its psychological and social value. The combination of these elements

encourages consumers to perceive @IconKuliner as both a rational and trustworthy choice. Thus, the evaluation of alternatives is shaped not only by price considerations but also by the integration of promotional messages, visual quality, social proof, and trust in the product.

Purchase Decision

The findings indicate that consumers' purchase decisions are formed after they have obtained sufficient information, evaluated product quality, and developed confidence in @IconKuliner's service. At this stage, administrator responsiveness and ease of communication become important factors encouraging consumers to complete transactions. One consumer stated, "We are regular customers of @IconKuliner not only because of the price. @IconKuliner also serves its customers very responsively, warmly, and patiently. Sometimes we do not contact them through social media; instead, we meet the owner directly because it feels more satisfying to ask about the different flavor variants in person." This statement demonstrates that purchase decisions are influenced not only by the product itself but also by the quality of interaction between consumers and the seller.

The discussion indicates that the purchase decision stage is strongly influenced by direct marketing and personal selling. WhatsApp and Instagram Direct Messages make it easier for consumers to confirm orders, inquire about prices, select variants, and determine delivery methods. Meanwhile, direct interaction with the business owner generates trust and emotional satisfaction among consumers. In the consumer decision-making process, the final purchase decision is made after information search and evaluation of alternatives, although it may still be influenced by situational factors, service quality, and the attitudes of others (Kotler et al., 2021).

Rapid, friendly, and patient responses demonstrate that interpersonal communication constitutes an important component of MSME marketing. Consumers do not merely purchase brownies as a physical product; they also purchase a service experience. In personal selling, two-way communication enables sellers to understand consumer needs, address uncertainties, and adapt messages to the buyer's situation. Prasetyo (2023) emphasizes that the effectiveness of personal selling depends greatly on communication skills, product knowledge, and the ability to understand consumer needs. In the case of @IconKuliner, the quality of this interaction distinguishes personalized communication from more generalized forms of digital promotion.

Interpretatively, purchase decisions at @IconKuliner emerge through the integration of trust, convenience, and interpersonal closeness. Digital promotions attract consumer attention, product information facilitates evaluation, testimonials reduce perceived risk, and administrator responsiveness accelerates the transaction decision. This indicates that the elements of the marketing communication mix do not operate independently but mutually reinforce one another in guiding consumers toward purchasing behavior. Thus, consumers' purchase decisions regarding @IconKuliner result from the interaction among promotional messages, product value, service responsiveness, and a convincing communication experience.

Post-Purchase Behavior

The findings indicate that consumers' post-purchase behavior toward @IconKuliner is characterized by satisfaction, repeat purchases, and a tendency to recommend the product to others. Satisfaction emerges when consumers perceive that product quality meets their expectations, service is friendly, and communication continues effectively after the transaction. Consumer statements describing @IconKuliner as "responsive, friendly, and patient," along with the practice of meeting the owner directly to inquire about flavor variants, demonstrate that the relationship between consumers and the business owner does not end once a transaction is completed. Such interactions become part of the post-purchase experience that contributes to consumer loyalty.

The discussion shows that post-purchase behavior is closely related to the degree of congruence between consumers' initial expectations and their actual experience after consuming the product. When the product corresponds with the visual claims and information communicated before purchase, consumer satisfaction is likely to emerge. Conversely, discrepancies between expectations and actual performance may generate dissatisfaction. In the consumer decision-making model, post-purchase behavior refers to the stage at which consumers evaluate the product after consumption and determine whether they are willing to make subsequent purchases (Kotler et al., 2021; Wardhana, 2024). In the case of @IconKuliner, satisfaction is supported by product taste, visual presentation, personalized service, and warm interpersonal interaction.

Public relations and personal selling also play an important role in maintaining consumer relationships after purchase. Reposting customer reviews, acknowledging testimonials, and providing direct delivery contribute to consumers' sense of being valued. Such post-purchase communication can strengthen emotional engagement and encourage word-of-mouth marketing. From a marketing communication perspective, maintaining ongoing relationships with consumers is important for developing loyalty rather than merely securing one-time transactions (Kotler & Keller, 2016). Within culinary MSMEs, loyalty is often built through personalized experiences that create a sense of closeness between consumers and business owners.

Analytically, post-purchase behavior demonstrates that @IconKuliner's marketing effectiveness lies not only in its ability to attract new consumers but also in its capacity to retain existing customers. Consumer satisfaction becomes a form of relational and social capital that can expand the market through recommendations, testimonials, and repeat purchases. Accordingly, @IconKuliner's marketing communication mix operates continuously from the initial need-recognition stage through post-purchase behavior. The integration of visual transparency, responsiveness, promotional incentives, customer testimonials, and personalized interaction contributes to a positive consumer experience and strengthens the likelihood of repeat purchasing.

4. CONCLUSION

This study reflects that the implementation of the marketing communication mix at Brownies Homemade by @IconKuliner plays an important role in shaping consumer purchasing decisions through the integration of digital communication and personal interaction. Advertising through Instagram Stories and Feed posts is able to generate initial consumer attention by presenting product visuals, production processes, and information on product availability. Sales promotions in the form of discounts, free toppings, and free shipping provide added value that encourages consumers to try the product, while public relations activities through reposted testimonials and social engagement strengthen trust and the business's positive image. Direct marketing through WhatsApp and Instagram Direct Messages facilitates consumers' access to information, whereas personal selling through friendly service and direct delivery creates a closer and more humanized transaction experience. The findings demonstrate that consumer purchasing decisions are influenced not only by price and product quality, but also by visual transparency, service responsiveness, social proof, ease of communication, and personalized interaction that collectively build trust. Thus, the effectiveness of @IconKuliner's marketing communication lies in its ability to integrate promotional messages, consumer experiences, and interpersonal relationships, thereby encouraging purchases, satisfaction, and the likelihood of repeat purchasing of its homemade brownie products.

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