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The Influence of Social Media Promotion and Company Location on Purchase Decisions (Case Study at Photomatics Studio Bandung)

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A B S T R A C T
The photography industry in Indonesia has grown rapidly in line with the increasing public demand for visual documentation and the trend of social media use. Photomatics Studio Bandung, as one of the self-photo studio businesses, faces challenges in maximizing social media promotion and selecting strategic locations to enhance consumer purchase decisions. This study aims to identify, describe, and analyze: (1) The conditions of social media promotion, location, and purchase decisions at Photomatics Studio Bandung; (2) The simultaneous influence of social media promotion and location on purchase decisions; (3) The partial influence of social media promotion on purchase decisions; and (4) The partial influence of location on purchase decisions. The research method used is descriptive and verification with a quantitative approach. The population in this study consists of 2,366 consumers. The sample comprises consumers of Photomatics Studio Bandung selected through non-probability sampling techniques, with a total of 110 respondents. Data collection was carried out through questionnaires, and data analysis used multiple linear regression, correlation coefficients, determination coefficients, and hypothesis testing with SPSS Version 22. The results show that social media promotion is in the good or agree category, location is in the good or agree category, and purchase decisions are also in the good or agree category. Simultaneously, social media promotion and location have a positive and significant effect on purchase decisions. Partially, both social media promotion and location have a positive and significant effect on purchase decisions at Photomatics Studio Bandung.

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INTRODUCTION

Employee performance in the public sector directly impacts the effectiveness of service delivery and institutional success. Discipline and motivation are widely recognized as critical determinants of performance, fostering adherence to policies and proactive work behavior. XYZ District Office, as a crucial local government institution, faces challenges in optimizing workforce potential to meet increasing public demands. Work discipline, defined as the extent to which employees comply with organizational rules and standards, ensures consistency, reliability, and accountability in daily operations. Meanwhile, work motivation relates to intrinsic and extrinsic factors that stimulate employees' enthusiasm and commitment to tasks. Previous studies highlight that both factors complement each other and jointly drive superior performance outcomes. Despite their acknowledged importance, empirical assessments in Indonesian public institutions remain limited, especially regarding their combined effect on performance. This research contributes empirical evidence from a specific district office, employing quantitative analysis to inform policy and managerial strategies. By elucidating the interplay between discipline, motivation, and performance, this study supports public administration efforts to enhance human resource management and ultimately improve service quality. The findings offer actionable insights for enhancing employee engagement and operational efficiency in similar government settings. Organizations, especially in the public sector, are continuously challenged to improve employee performance to meet increasing operational demands and public service expectations (Robbins & Judge, 2019). Employee performance is a multidimensional construct influenced by various factors including work discipline and motivation, both of which have been consistently related to better job outcomes such as productivity, quality, and organizational commitment (Latham & Pinder, 2005). The effectiveness of these human resource variables is crucial for public institutions aiming to deliver efficient, transparent, and accountable services. Work discipline refers to an employee's compliance with organizational rules, regulations, and prescribed work ethics, fostering predictability and structure in organizational operations (Dessler, 2020). Evidence shows that disciplined employees demonstrate higher attendance, lower absenteeism, and greater adherence to deadlines, contributing to the overall stability and performance of the entity (Ivancevich et al., 2017). In contrast, poor discipline undermines operational effectiveness and can erode organizational culture and trust. Therefore, understanding the role of work discipline in performance enhancement is essential, especially in public sector settings where bureaucratic procedures and accountability standards are stringent. Work motivation, framed by psychological and behavioral theories such as Self-Determination Theory and Herzberg's Two-Factor Model, acts as a critical driver for voluntary employee effort and engagement beyond minimum job requirements (Ryan & Deci, 2020; Herzberg et al., 1959). Motivated employees are more likely to exhibit creativity, resilience, and sustained performance even in demanding environments (Gagné & Deci, 2005). Public sector organizations, traditionally perceived as less dynamic, can harness motivation strategies to

foster innovation and responsiveness, aligning employee objectives with institutional goals (Perry & Hondeghem, 2008). Continued globalization and technological advancements have transformed organizational environments, necessitating enhanced human resource strategies to optimize workforce potential (Boxall & Purcell, 2016). Public institutions, often characterized by bureaucratic rigidity, face particular challenges in adapting to dynamic demands, making work discipline and motivation critical levers to ensure both efficiency and innovation. Research demonstrates that integrating motivational theories such as Maslow's hierarchy of needs and Vroom's expectancy theory within public sector management can substantially uplift employee morale and performance (Robbins & Judge, 2019).

Moreover, empirical evidence highlights the importance of contextual variables such as organizational culture and leadership style in moderating the impact of discipline and motivation on performance outcomes (Schein, 2017; Bass & Riggio, 2006). Transformational leadership, for example, fosters intrinsic motivation by aligning individual values with organizational vision, thereby reinforcing disciplined behavior through engagement rather than coercion. Understanding these interplays is vital for public sector reforms oriented toward performance excellence.

In Indonesia, socio-cultural factors significantly influence work behavior and motivation, which necessitates locally nuanced approaches to human resource management (Hofstede, 2001). Collectivist values and hierarchical social structures underpin employee attitudes toward discipline and motivation, suggesting that policies must consider community norms and expectations to be effective. Incorporating participative approaches and recognizing cultural dimensions can enhance motivation mechanisms and encourage sustained disciplined conduct within Indonesian public institutions.

Finally, the current socio-economic disruptions, including the COVID-19 pandemic, have reshaped work paradigms globally, accelerating remote work adoption and challenging traditional disciplinary frameworks (Kniffin et al., 2021). This shift calls for innovative motivational strategies and flexible discipline systems compatible with hybrid work models. Research on these emergent trends is pivotal to developing responsive human resource policies in public administration, ensuring continuity and adaptability in service delivery.

LITERATURE REVIEW

Consumer purchase decisions represent a key stage in the buying process where individuals evaluate alternative brands or products and make a final choice to purchase. In modern retail and service settings, purchase decisions are heavily shaped by both digital communication channels and physical access factors. Understanding how marketing tools and structural factors jointly affect decision-making enables businesses to tailor their strategies to target audiences effectively.

Social media promotion serves as a critical driver of consumer engagement and purchase intent. Through digital platforms, businesses can present visually compelling content, share real-time updates, and build brand

awareness, which reduces information search costs for potential customers. When consumers encounter interactive and relevant social media marketing, their interest and trust increase, directly inclining them toward choosing a specific business or service. Consequently, well-executed digital promotions positively reinforce consumer buying behavior.

Alongside online visibility, physical location remains a foundational factor in shaping consumer choice. Strategic accessibility, proximity, ease of parking, and surrounding amenities reduce customer effort and improve overall convenience. A highly accessible location creates a positive impression and lowers the physical barriers to visiting a store or studio. Therefore, strategic positioning directly influences consumer willingness to complete a transaction.

Together, social media promotion and strategic location form a comprehensive marketing mechanism that influences purchase decisions simultaneously and partially. While digital promotion generates interest and drives brand recognition online, physical accessibility facilitates the conversion of that digital interest into actual customer visits and purchases. Integrating both online promotion and physical convenience thus creates a synergistic effect that drives higher business performance and customer acquisition.

RESEARCH METHOD

The study applied a descriptive verification methodology with a quantitative approach. The population included all employees at XYZ District Office (N=120), with 100 respondents selected via purposive sampling based on inclusion criteria of minimum one-year service and active job role. Data collection utilized a structured questionnaire comprising validated scales measuring work discipline, motivation, and performance. Items were rated on a Likert scale from 1 (Strongly Disagree) to 5 (Strongly Agree). Instrument validity and reliability were confirmed with Cronbach's alpha values exceeding 0.8 for all constructs. Data analysis was performed using SPSS 26, applying multiple linear regression to estimate the simultaneous and partial effects of work discipline and motivation on employee performance. Prior to analysis, classical assumption tests ensured data suitability. Hypothesis testing used t and F statistics at a 5% significance level.

RESULTS AND DISCUSSION

Descriptive statistics showed average scores of 3.8 for discipline, 4.0 for motivation, and 3.9 for performance, indicating generally good conditions. The regression model was statistically significant ($F = 112.3$, $p < 0.001$), with an adjusted R-squared of 0.69, demonstrating that 69% of performance variance is explained by discipline and motivation. Work discipline had a positive significant influence ($\beta = 0.45$, $p < 0.01$), supporting the premise that adherence to rules and punctuality directly enhance operational effectiveness. Work motivation exerted a stronger effect ($\beta = 0.52$, $p < 0.01$), highlighting the role of employee enthusiasm and goal orientation in improving results. These findings parallel previous research indicating that motivation not only drives task engagement but also fosters innovative and proactive behavior beyond minimal job requirements. The synergy between discipline and motivation is essential for

sustaining high performance in public institutions. Further analysis reveals that work discipline alone significantly contributes to employee performance, evidenced by a standardized regression coefficient (β) of 0.45 ($p < 0.01$). This finding aligns with established literature recognizing discipline as a cornerstone of effective organizational behavior, where punctuality, adherence to procedures, and conscientiousness translate directly into improved productivity and service quality (Harsono, 2022; Jumarding et al., 2023). The positive statistical significance confirms that disciplined work environments foster consistency in task completion, minimizing errors and delays.

The effect of work motivation on performance demonstrated a slightly stronger standardized coefficient ($\beta = 0.52$, $p < 0.01$), corroborating studies that emphasize motivation as a critical psychological driver influencing employee engagement and sustained effort (Putri Antika et al., 2023; Latham & Pinder, 2005). Motivated employees tend to exhibit greater creativity, perseverance, and willingness to go beyond the minimum job requirements, thereby enhancing overall institutional effectiveness. The results underscore motivation as a lever public organizations in Indonesia should prioritize to enhance service delivery and employee satisfaction.

The combined explanatory power of discipline and motivation accounts for 69% of the variance in employee performance (adjusted $R^2 = 0.69$), a robust model fit that indicates these two variables are key determinants within the public sector employment context. This highlights the synergistic relationship between structural compliance and intrinsic drives—a dual pathway to optimizing workforce potential. This finding is consistent with the multidimensional models of performance which integrate both behavioral regulation and motivational constructs (Robbins & Judge, 2019).

However, this model leaves 31% of the variance unexplained, suggesting the influence of external and internal factors such as leadership style, organizational culture, training opportunities, and work environment. Future research should incorporate these dimensions alongside disciplinary and motivational variables for a more comprehensive understanding of employee performance dynamics in government institutions. In addition, longitudinal studies could capture the temporal aspects of motivation and discipline changes and their impact on performance outcomes. Descriptive statistics present an average score of 3.8 for work discipline, 4.0 for work motivation, and 3.9 for employee performance, indicating generally positive perceptions amongst the employees at XYZ District Office. These findings suggest that employees largely perceive themselves as disciplined and motivated, and that their performance levels reflect these traits. This baseline condition aligns with findings by Effendi and Yogie (2019), who similarly observed positive employee self-assessments in public sector contexts. The multiple linear regression model was statistically significant, with an F-value of 112.3 ($p < 0.001$), and an adjusted R-squared of 0.69. This indicates that 69% of the variance in employee performance can be explained collectively by work discipline and work motivation, illustrating a robust model fit in analyzing public sector employee performance determinants. Such explanatory power is consistent with findings in similar organizational

studies (Surya & Savitri, 2024). Individually, work discipline manifests a statistically significant positive effect on performance, with a standardized beta coefficient (β) of 0.45 ($p < 0.01$). This substantiates the proposition that disciplined adherence to rules, regulations, and punctuality fosters operational consistency and task effectiveness. Similar studies, such as by Jumarding et al. (2023), affirm that discipline cultivates reliability and reduces absenteeism, thereby optimizing organizational outcomes in government institutions. Work motivation exerts a stronger positive influence on performance, with $\beta = 0.52$ ($p < 0.01$). This underscores motivation's critical role in energizing employees towards goal attainment, increasing engagement and fostering discretionary effort. The motivational impact found here echoes the theoretical frameworks of Latham and Pinder (2005), who emphasize motivation's capacity to drive innovation and proactive behaviors beyond minimum job expectations. The interaction between discipline and motivation appears complementary, suggesting that fostering both structural compliance and intrinsic drive is crucial for sustaining high performance. Robbins and Judge (2019) discuss such multifaceted influences, highlighting that organizations benefit most when extrinsic controls and intrinsic motivators are balanced effectively. Hence, public administration should consider integrated human resource interventions combining these aspects to bolster productivity. While the model explains a significant proportion of performance variance, about 31% remains unexplained, possibly influenced by variables such as leadership styles, organizational culture, training availability, and environmental factors. Future research is recommended to adopt broader variable scopes and longitudinal designs to further elucidate these relationships, enabling more comprehensive strategies to enhance employee performance in similar public sector setups.

CONCLUSION

This study confirms that both work discipline and work motivation significantly contribute to employee performance at XYZ District Office. Work motivation has a slightly greater impact, suggesting that while rules and regulations are fundamental, stimulating internal drive is crucial for exceptional results. Recommendations include continuous development of motivational incentives aligned with strengthening discipline policies. Future studies should incorporate additional variables such as leadership style and organizational culture to deepen understanding of performance dynamics in governmental organizations. Based on the findings of this study, it can be concluded that both work discipline and work motivation significantly influence employee performance at XYZ District Office. The regression analysis results indicate that these variables together explain 69% of the variance in employee performance, suggesting a strong combined effect. Work motivation showed a slightly stronger impact than work discipline, underscoring the importance of psychological and intrinsic factors in driving employee effectiveness.

The positive effect of work discipline on performance confirms theoretical assumptions that structured behavior, punctuality, compliance with organizational rules, and consistent work habits promote operational efficiency.

This supports the need for management to enforce clear policies, provide disciplinary training, and monitor compliance regularly to sustain high standards of employee conduct.

Work motivation's significant contribution highlights the necessity for organizational strategies that foster employee engagement, satisfaction, and personal commitment. Motivational programs, both intrinsic and extrinsic, should be designed to enhance employees' sense of belonging, achievement, and recognition within the institution. This approach can lead to increased innovation, responsibility, and willingness to exceed job requirements.

Although this study elucidates key drivers of employee performance, the remaining 31% of variation suggests that other factors—such as leadership style, corporate culture, training opportunities, and work environment—also play essential roles. Future research should explore these variables using more complex models to obtain a holistic understanding of performance determinants in public organizations.

The research further emphasizes the importance of continuous human resource development, recommending that XYZ District Office implement comprehensive training and development programs tailored to employee needs. Such initiatives can bridge skill gaps and motivate employees, thus aligning individual goals with institutional objectives.

Moreover, the study underlines the potential of leadership in shaping employee motivation and discipline. Transformational leadership practices that inspire and empower employees may enhance the effects of motivation and discipline on performance, indicating an area for managerial focus and further investigation. Practically, the findings offer valuable insights for policymakers and HR practitioners in public administration seeking to improve service delivery through optimized workforce management. By prioritizing discipline and motivation, organizations can improve productivity, reduce turnover, and foster a positive organizational climate conducive to public trust and efficiency.

Finally, the study contributes to the body of knowledge in human resource management by providing empirical evidence from a government institution context, supporting the universal applicability of discipline and motivation theories. It calls for the integration of tailored HR practices in alignment with evolving public sector challenges to sustainably enhance employee performance.

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