

DIGITAL MARKETING STRATEGY AND CONSUMER ENGAGEMENT TOWARDS PURCHASE INTENTIONS OF MSMEs YOGYAKARTA FASHION GOODS

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Abstract: *In order to survive in this uncertain global situation or Volatility, Uncertainty, Complexity, and Ambiguity (VUCA) era, Micro Small Medium Entrepreneur (MSMEs) in Yogyakarta must increase their digital sales efforts to access a wider consumer base. The Covid-19 pandemic since 2020 has exemplified the VUCA era by drastically reducing tourism, leading to widespread cancellations by international and local tourists, thereby negatively impacting MSMEs and their economic stability. This study explored how the digital marketing mix influences consumer purchase intention, examining how consumer engagement mediates this relationship. This study was guided by digital marketing mix theory, consumer engagement theory and purchase intention by theory planned behaviour. This study examined data from 316 potential online buyers of local products from Yogyakarta, collected via Google Forms distributed online, utilizing the snowball sampling technique to obtain the sample. The findings suggested that digital marketing mix has a significant association with consumer purchase intention. Furthermore, consumer engagement significantly mediated the relationship between digital marketing mix and consumer purchase behavior. A study with this framework has not been previously conducted for local products from Yogyakarta, particularly in the fashion sector, which is a prominent industry in Yogyakarta. Therefore, this research represented new findings that will be highly beneficial for MSMEs in the region. The findings of this study contributed to MSMEs by encouraging the adoption of digital marketing mix to reach a broader consumer base. Additionally, this research has provided valuable input to the government in developing training programs for MSMEs, thereby enhancing their abilities to effectively utilize digital technology.*

Keywords: *Digital Marketing Mix, Purchase Intention, Consumer Engagement, Yogyakarta, Online Buyer*

Introduction

A sustainability strategy must be implemented amid the volatile and unpredictable global conditions characterized by volatility, uncertainty, complexity, and ambiguity, often referred to as the VUCA acronym. We are currently in the VUCA era, where rapid changes can lead to chaos within systems if there is insufficient innovation (Alwi, 2018). This lack of clarity complicates challenges such as shifting consumer behaviors, disruptions across various sectors, and unpredictable competition levels.

One sector profoundly affected by this uncertainty is tourism, particularly since 2020 when the Covid-19 pandemic significantly impacted global tourism. This unprecedented situation caused a sharp decline in international and domestic tourism, resulting in widespread cancellations and reduced bookings (Bahtiar & Saragih, 2020).

The downturn in tourism has had a cascading effect on the purchasing power of sectors heavily reliant on local products, dominated by MSMEs. In Yogyakarta, a region heavily reliant on tourism and creative industries, approximately 20 thousand MSMEs have been adversely affected, with some facing bankruptcy (Wicaksono, 2021). Despite being a labor-intensive sector employing over 13 million workers (Sugihamretha, 2020), tourism's decline during the pandemic has placed immense pressure on MSMEs, particularly those in sectors such as fashion, handicrafts, and services that are less desirable during such crises (Tatik, 2021).

Fashion, one of Yogyakarta's flagship products, is particularly prioritized by the local government alongside food and crafts due to its substantial contribution to the local economy, bolstered by a large number of MSMEs and batik artisans (Wicaksono, 2021). The ability to make swift decisions has become crucial in navigating these adaptable circumstances (Riter & Pedresen, 2020).

The rapid advancement of information technology has revolutionized various industries, making digitalization essential for businesses to remain competitive. This shift allows consumers to make purchases and orders anytime and anywhere, responding swiftly to real-time information (Xiaohui, 2014). E-commerce and online shopping also saw considerable growth as people shunned physical businesses and resorted to Internet platforms to buy products and services (Karacagil, 2023).

The digital transformation began prior to COVID-19, accelerated during the pandemic, and continues to progress in the post-pandemic period. Through the application of information and communications technology (ICT) infrastructure and the integration of digital technologies and methods, digitalization is reshaping industries and providing unprecedented opportunities for businesses across various sectors (Telukdarie et al., 2023).

Moreover, digitalization offers businesses greater flexibility in expansion, broader market reach, cost-effective promotional channels, transparent operational costs, and streamlined distribution systems (Li & Hong, 2013). The pervasive use of the internet and technology not only enhances business efficiency but also influences consumer behavior, thereby impacting purchasing intentions (Indahingwati et al., 2019).

In conclusion, amid the challenges posed by the VUCA environment and the Covid-19 pandemic's impact on tourism and MSMEs in Yogyakarta, the adoption of digital strategies emerges as a critical factor for resilience and growth. This study underscores the importance of

digitalization in sustaining businesses, enhancing market accessibility, and facilitating consumer engagement amidst unpredictable global conditions.

Literature Review

During the pandemic, MSMEs faced significant pressure as their products, particularly in sectors like fashion, handicrafts, and services, struggled to attract buyers (Ginting, 2021). Many MSMEs shifted to selling more desirable food products to sustain their businesses (Ginting, 2021). The pandemic represents one of the most severe economic shocks since the 2008-2009 crisis, underscoring the unpredictable nature of future global economic conditions (Setiawan, 2020).

In response to these challenges, strategies and innovations centered around digital transformation have become imperative. Digital platforms enable local brands to expand their market reach and attract new customers (Reichstein & Harting, 2018). Failure to adapt to evolving market trends risks falling behind. Rapid changes in consumer behavior necessitate swift adjustments in operational strategies. However, many MSMEs in Indonesia, predominantly led by older generations, struggle with technology adoption, with only 17% leveraging technology effectively in their business operations (Suyanto, 2020; Faqir, 2021).

Given the significant cultural contributions of the fashion sector, particularly in Yogyakarta, known as a cultural hub, there is a critical need for specialized studies on sustainability strategies. These strategies are vital for preserving cultural heritage while adapting to modern market dynamics through digital transformation.



Figma 1. Digital Marketing Mix (chaffey, 2019)

Digital Marketing Mix

The marketing mix is a fundamental tool used by marketers to enhance their products' visibility and influence consumer purchase intentions (Sulistijono & Kadarisman, 2019). Initially introduced by Jerome McCarthy in 1960, the traditional marketing mix consisted of Product, Price, Place, and Promotion, known as the 4Ps. Over time, the concept evolved to include three additional elements: People, Process, and Physical Evidence reflecting the growing importance of customer service in the 1980s (Boom & Bitner, 1981). In today's dynamic business environment, the digital marketing mix plays a crucial role in adapting to changing consumer behaviors and technological advancements. Continuous updates and evaluations of the digital marketing mix strategy are essential for leveraging opportunities on the internet and introducing new variations of the marketing mix (Chaffey & Chadwick, 2019).

Purchase Intention

Purchase intention is the consumer's desire to own a product, which arises when the consumer is influenced by the product's quality, the advantages or disadvantages compared to competing products, and the offered price (Durianto & Sugiarto, 2001). Purchase intention, as defined by Kotler and Keller (2016), reflects a consumer's inclination to purchase or select a product based on their past experiences, usage, and preferences for a specific product (Kotler & Keller, 2016). Purchase intention is also the decision-making process by consumers to buy a product or service due to the need for or preference toward the product's or service's function (Purwianti & Ricarto, 2018). Therefore, we need to identify the determinants of this purchase intention to develop appropriate strategies to increase consumer intentions towards the products we offer them (Wang et al., 2022)

The Theory of Planned Behavior (TPB) is designed to understand and predict human behavior, particularly in the context of purchase intention (Ajzen, 1991). According to TPB, an individual's intention to engage in a behavior primarily determines whether they will perform that behavior. TPB states that intention is influenced by three main factors: personal attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). Understanding these factors is crucial for marketers aiming to influence consumer behavior and effectively shape purchase intentions.

Consumer Engagement

Consumer engagement is a modern concept in marketing, focusing on consumers' active participation in social activities related to cognitive, emotional, and behavioral aspects of consumption, which they evaluate positively (Hollebeek et al., 2014). Cognitive engagement involves actively focusing the mind on a specific subject, including attention and absorption. Affective engagement entails expressing enthusiasm and pleasure towards the engaged object. Behavioral engagement refers to actively demonstrating the concept through sharing, learning, and endorsing behaviors (Istanto & Salsabila, 2022).

Overall, consumer engagement encompasses seven sub-dimensions: Enjoyment, Enthusiasm, Attention, Absorption, Learning, Endorsing, and Sharing (Dessart et al., 2015). These dimensions collectively describe how consumers interact with products or brands, indicating their level of involvement and satisfaction in the consumption process.

Hypothesis

Hypothesis 1: Digital marketing mix positively influences purchase intention significantly.

Hypothesis 2: Digital marketing mix positively influences consumer engagement significantly.

Hypothesis 3: Consumer engagement positively influences purchase intention significantly.

Hypothesis 4: Consumer engagement mediates the relationship between digital marketing mix and purchase intention significantly.

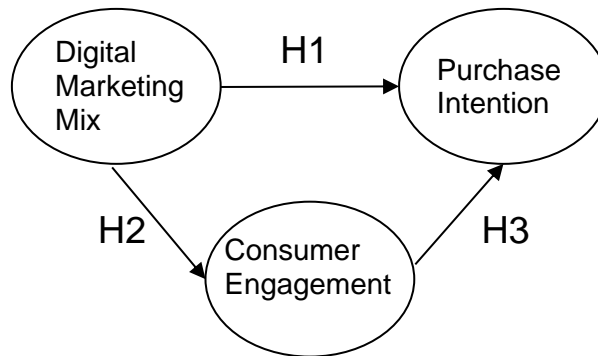


Image 2. Conceptual framework

Research Methodology

Sample and Procedure

The data collection method used was quantitative. To validate the scale, a pilot survey of 60 respondents was conducted. The survey results conducted by the tourism department of the Special Region of Yogyakarta in (2021) showed that the highest number of domestic tourists visiting Yogyakarta came from Jakarta, Bogor, Depok, Tangerang, and Bekasi, collectively known as the JABODETABEK area. From these results, it was determined that only residents of the JABODETABEK area who had visited Yogyakarta and had made online purchases were eligible to participate as samples. Furthermore, residents of the JABODETABEK area were considered suitable as samples because they were highly capable of making online purchases, especially for fashion products (Hasibuan, 2020). Due to the wide sample scope, the snowball sampling technique was used to reach the sample. The self-designed measurement was initially conducted in English and then translated into Bahasa Indonesia for the final questionnaire distribution. The questionnaire utilized closed-ended questions, employing a Likert scale anchored from 1 as 'Strongly disagree' to 5 as 'Strongly agree.' Demographic information on gender, age, education, income, marital status, ethnicity, employment background, and living area was obtained by asking participants to select the appropriate options.

Operationalisation of Constructs

All the items measuring each construct were adapted from existing studies. Twenty-eight items measuring the Digital Marketing MIX were adapted from Chaffey (2019), Farid et al. (2023), Karambut (2021), Gutierrez-Leefmans et al. (2016), and Soonsan and Makka (2017). Consumer engagement was measured through a scale adapted from Dessart, Veloutsou, and Morgan-Thomas (2016), while three items to measure consumer purchase intention were extracted from Youn, Lee, and Ha-Brookshire (2021). All the items used a five-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Table 1. Construct Instrument Research

Constructs	Measures	Sources
Digital Marketing Mix	The fashion cultural product that you choose must be of good quality The fashion cultural product that you purchase must be labelled properly The fashion cultural product that you choose must have uniqueness	Chaffey, (2019), Farid et.al, (2023), Karambut, F. (2021), Gutierrez-Leefmans et.al., (2016), Soonsan, N., & Makka, P. (2017).

The fashion cultural product that you choose must have local identity

The fashion cultural product must have variants for consumer to choose

The fashion cultural product that you choose must have an attractive advertising campaign

The fashion cultural product that you choose must often have attractive promotional campaign

The fashion cultural product that you choose must promote the products through different channels/ social media marketing

The chosen fashion cultural product that sell online normally cheaper than offline

The chosen fashion cultural product price is reasonable

The price for chosen fashion cultural products is suitable for its quality

The fashion cultural product that you choose online offer several payment methods to consumer

The chosen fashion cultural product have discount prices

The chosen fashion cultural product have a fixed price

The chosen fashion cultural product are readily available to purchase

The chosen fashion cultural product easily accessible online

The chosen fashion cultural product is convenient to get when buy online

The online sales admin service is good

The courier service in handling fashion cultural product to consumers is very good

The consumers can do rating and review products when buy online

The consumers can see quality of fashion cultural product by watching live shopping

The online customers can make order cancellation

The courier services is on time when delivery goods to consumers

The order accuracy is good when purchase fashion cultural product by online

The customers can track goods when delivery process

The packaging of the product provides information to consumers

The packaging of the product protect goods from damage

The online platforms have several segment or menu to consumers to brows and get information about company and product details.

Consumer Engagement

I feel enthusiastic when purchase fashion cultural product from online store.

When browse or purchase fashion cultural product from online store. I feel happy

I make time to think when purchase fashion cultural product from online store

Time flies when I am purchase fashion cultural product from online store

I share my ideas with my friends or family to purchase fashion cultural products from online stores

I seek ideas or information when purchase fashion cultural product from online store

I say positive things about purchase fashion cultural products from online stores to other people

Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2016).

Purchase Intention

I would purchase fashion cultural product from online store to meet my shopping needs.

I would purchase fashion cultural product from online store to handle my future shopping needs.

I would strongly recommend others to purchase fashion cultural product from online store.

Youn, S. Y., Lee, J. E., & Ha-Brookshire, J. (2021).

Demographic Profile of Respondents

The majority of respondents in this survey are female (75.1%) with a dominant age range of 18-24 years (49.4%). Most of them have an educational background of a Diploma or Bachelor's degree (72.8%) and a monthly income of less than Rp 2,000,000 (33.9%). Most respondents reside in the Jakarta area (43.3%), with smaller proportions living in surrounding areas such as Bogor, Depok, Tangerang, and Bekasi. Generally, the majority of respondents are single (75.1%) and employed, either as employees (52%) or self-employed (35.4%).

A total of 92.7% of respondents have visited Yogyakarta, and the majority of them (85.7%) have purchased Yogyakarta cultural fashion products offline. Additionally, 72.7% of respondents also made online purchases of the same products, with Shopee being the most popular platform (81%), followed by Tokopedia (13.7%). The main reason for purchasing Yogyakarta cultural fashion products online is for personal use (77.8%), with clothing (86.5%) and accessories (42.1%) being the most commonly purchased items.

In terms of spending, most respondents spend between Rp 100,001 and Rp 200,000 in a single transaction (42.1%), with a small proportion spending more than Rp 500,000 (12.6%). Overall, this data indicates that Yogyakarta cultural fashion products have a strong appeal among young, educated women living in Jakarta, with a preference for online purchases through e-commerce platforms like Shopee.

Table 2: Demographic profile

Variables	Categories	Respondents (N=342)	Percentage
Gender	Male	85	24,9%
	Female	257	75,1%
Age	18 – 24	169	49,4%
	25 – 34	134	39,2%
	35 – 44	22	6,4%
	45 – 54	10	2,9%
	>55	7	2%
Education	Junior High School	0	0%
	Senior High School	59	17,3%
	Diploma/Bachelor Degree	249	72,8%
	Master Degree	32	9,4%
	PhD	2	0,6%
Income	< Rp 2.000.000	116	33,9%
	Rp 2.000.001 – Rp 4.000.000	51	14,9%
	Rp 4.000.001 – Rp 6.000.000	51	14,9%
	Rp 6.000.001 – Rp 8.000.000	42	12,3%
	Rp 8.000.001 – Rp 10.000.000	24	7%
	> Rp 10.000.000	58	17%
Marital Status	Single	257	75,1%
	Married	85	24,9%
Occupation	Employed	178	52%
	Self-employed	121	35,4%
	Unemployed	43	12,6%
Area Stayed	Jakarta	148	43,3%
	Bogor	45	13,2%
	Depok	30	8,8%
	Tangerang	59	17,3%
	Bekasi	60	17,5%
Visited Yogyakarta	Yes	317	92,7%
	No	25	7,3%

Offline Buying Yogyakarta Fashion Cultural Product	Yes	293	85,7%
	No	49	14,3%
Online Buying Yogyakarta Fashion Cultural Product	Yes	248	72,7%
	No	93	27,3%
Market Place used	Website	7	2%
	Shopee	277	81%
	Tokopedia	47	13,7%
	Lazada	2	0,6%
	Tiktok shop	7	2%
	Others	1	0,3%
Reasons to buy Yogyakarta fashion culture products online	As a souvenir for family/friends	68	19,9%
	For your own use	266	77,8%
	Hobby	8	2,3%
Yogyakarta Fashion Cultural Product items purchased online	Clothes	296	86,5%
	Shawl	32	9,4%
	Jewelry	47	13,7%
	Accessories	144	42,1%
	Bags	105	30,7%
	Shoes	56	16,4%
Spend in single receipt	< Rp 50.000	29	8,5%
	Rp 50.001 – Rp 100.000	119	34,8%
	Rp 100.001 – Rp 200.000	144	42,1%
	Rp 200.001 – Rp 300.000	81	23,7%
	> Rp 500.000	43	12,6%

Results

Measurement Model

A Confirmatory Factor Analysis (CFA) was performed to evaluate the measurement model, accompanied by reliability and validity assessments to confirm the strength of the constructs. The reliability of the constructs was confirmed through Cronbach Alpha and composite reliability (ρ_a and ρ_c) values, all of which exceeded the 0.7 threshold, indicating strong internal consistency. The validity was further supported by the Average Variance Extracted (AVE) values, all above 0.5, demonstrating sufficient convergent validity. The factor loadings for all items were significant, indicating strong correlations between the items and their respective constructs. Additionally, discriminant validity was also evaluated using the Fornell-Larcker criterion, where the square root of the AVE for each construct was higher than its correlations with other constructs, confirming the distinctiveness of each construct. These

findings indicate that the measurement model is both valid and reliable, making the constructs and items appropriate for use in further structural model testing and hypothesis evaluation.

Table 3: Result of convergent validity

Measures	Factor loading	Cronbach Alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	AVE
Digital Marketing Mix		0.976	0.977	0.977	0.608
The fashion cultural product that you choose must be of good quality	0.792				
The fashion cultural product that you purchase must be labelled properly	0.739				
The fashion cultural product that you choose must have uniqueness	0.709				
The fashion cultural product that you choose must have local identity	0.726				
The fashion cultural product must have variants for consumer to choose	0.793				
The fashion cultural product that you choose must have an attractive advertising campaign	0.721				
The fashion cultural product that you choose must often have attractive promotional campaign	0.730				
The fashion cultural product that you choose must promote the products through different channels/ social media marketing	0.740				
The chosen fashion cultural product that sell online normally cheaper than offline	0.726				
The chosen fashion cultural product price is reasonable	0.776				
The price for chosen fashion cultural products is suitable for its quality	0.811				
The fashion cultural product that you choose online offer several payment methods to consumer	0.824				

The chosen fashion cultural product have discount prices	0.769
The chosen fashion cultural product have a fixed price	0.723
The chosen fashion cultural product are readily available to purchase	0.843
The chosen fashion cultural product easily accessible online	0.823
The chosen fashion cultural product is convenient to get when buy online	0.807
The online sales admin service is good	0.836
The courier service in handling fashion cultural product to consumers is very good	0.768
The consumers can do rating and review products when buy online	0.830
The consumers can see quality of fashion cultural product by watching live shopping	0.732
The online customers can make order cancellation	0.751
The courier services is on time when delivery goods to consumers	0.798
The order accuracy is good when purchase fashion cultural product by online	0.763
The customers can track goods when delivery process	0.840
The packaging of the product provides information to consumers	0.801
The packaging of the product protect goods from damage	0.819
The online platforms have several segment or menu to consumers to brows and get information about company and product details.	0.814

Consumer Engagement		0.925	0.926	0.939	0.689
I feel enthusiastic when purchase fashion cultural product from online store.	0.839				
When browse or purchase fashion cultural product from online store. I feel happy	0.867				
I make time to think when purchase fashion cultural product from online store	0.797				
Time flies when I am purchase fashion cultural product from online store	0.829				
I share my ideas with my friends or family to purchase fashion cultural products from online stores	0.813				
I seek ideas or information when purchase fashion cultural product from online store	0.844				
I say positive things about purchase fashion cultural products from online stores to other people	0.822				
Purchase Intention		0.905	0.905	0.940	0.840
I would purchase fashion cultural product from online store to meet my shopping needs.	0.919				
I would purchase fashion cultural product from online store to handle my future shopping needs.	0.929				
I would strongly recommend others to purchase fashion cultural product from online store.	0.902				

Table 4. Result and Discriminant Validity

	Consumer Engement	Digital Marketing Mix	Purchase Intention
Consumer Engagement	0.830		
Digital Marketing Mix	0.771	0.780	
Purchase Intention	0.769	0.711	0.917

Structural Model and Hypotheses Testing

The results of bootstrapping were used to test the hypotheses. The table indicates that the Original Sample (O) value is 0.291, with a T Statistic of 4.223 (>1.96) and a P Value of 0.000 (<0.005), demonstrating that the Digital Marketing Mix has a positive and significant impact on Purchase Intention. Furthermore, the Original Sample (O) value of 0.771, with a T Statistic of 20.406 (>1.96) and a P Value of 0.000 (<0.005), shows a direct positive and significant effect of the Digital Marketing Mix on Consumer Engagement. The Original Sample (O) value of 0.545 with a T Statistic of 8.381 (>1.96) and a P Value of 0.000 (<0.005) shows that Consumer Engagement has a direct positive and significant effect on Purchase Intention. Lastly, the Original Sample (O) value of 0.421 with a T Statistic of 7.615 (>1.96) and a P Value of 0.000 (<0.005) indicates that there is an indirect positive and significant effect of Digital Marketing Mix on Purchase Intention through Consumer Engagement. These results indicate that Consumer Engagement plays a significant mediating role in the relationship between Digital Marketing Mix and Purchase Intention.

Table 5. Hypothesis Testing

Variabel	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Digital Marketing Mix → Purchase Intention	0.291	0.292	0.069	4.223	0.000
Digital Marketing Mix → Consumer Engagement	0.771	0.770	0.038	20.406	0.000
Consumer Engagement → Purchase Intention	0.545	0.544	0.065	8.381	0.000
Digital Marketing Mix → Consumer Engagement → Purchase Intention	0.421	0.419	0.055	7.615	0.000

Discussion and Implication

The findings from the structural model and hypothesis testing provide comprehensive insights into the relationships between Digital Marketing Mix, Consumer Engagement, and Purchase Intention within the context of online purchases of cultural fashion products. The analysis shows that the Digital Marketing Mix exerts a significant positive influence on both Consumer Engagement and Purchase Intention.

Firstly, the direct relationship between Digital Marketing Mix and Purchase Intention is supported by a path coefficient of 0.291, a T Statistic of 4.223, and a P Value of 0.000, all of which indicate a statistically significant impact. This suggests that the implementation of effective digital marketing strategies, which may include aspects such as high-quality product offerings, attractive promotional campaigns, competitive pricing, and the use of various online channels, directly enhances consumers' likelihood of purchasing cultural fashion products. The significance of this relationship underscores the importance of optimizing digital marketing elements to directly influence consumers' purchasing decisions. Furthermore, the results of this study are consistent with the findings of Iqbal M. (2023), who found a significant relationship

between marketing mix and purchase intention, and with Sullistijono (2019), who demonstrated that the digital marketing mix has a significant simultaneous effect on purchase intention, further reinforcing the critical role of strategic marketing in driving consumer behavior.

Secondly, the Digital Marketing Mix shows an even stronger direct effect on Consumer Engagement, with a path coefficient of 0.771, a T Statistic of 20.406, and a P Value of 0.000. This substantial influence highlights that digital marketing strategies are crucial not only for driving sales but also for fostering deeper consumer involvement. Elements of the marketing mix, such as the uniqueness of the products, local identity, and ease of access through digital platforms, are likely to enhance consumers' emotional and cognitive engagement with the brand. This engagement is vital as it reflects consumers' enthusiasm, happiness, and active participation, such as sharing experiences and providing feedback, which are essential for building a loyal customer base. This finding is consistent with the study by Habib et al. (2022), which reveals that digital marketing practices have a significant influence on consumer engagement.

The analysis also reveals that Consumer Engagement has a significant and positive direct impact on Purchase Intention. With a path coefficient of 0.545, a T Statistic of 8.381, and a P Value of 0.000, the results confirm that higher levels of consumer engagement significantly increase the likelihood of consumers making purchases. This relationship suggests that when consumers are more engaged feeling enthusiastic, satisfied, and involved in the brand's activities they are more likely to translate this engagement into actual purchase behavior. This finding aligns with the study by Toor et al. (2017), which also found that consumer engagement is positively related to consumer purchase intention.

Moreover, the mediation analysis indicates that Consumer Engagement plays a critical mediating role in the relationship between Digital Marketing Mix and Purchase Intention. The indirect effect, represented by a path coefficient of 0.421, a T Statistic of 7.615, and a P Value of 0.000, confirms that a portion of the influence that digital marketing strategies have on purchase intention operates through enhancing consumer engagement. This finding emphasizes that while digital marketing can directly drive purchases, its effectiveness is significantly amplified when it also succeeds in engaging consumers on a deeper level. Therefore, brands that can effectively engage their customers through well-crafted digital marketing strategies are more likely to see increased purchase intentions. This conclusion is supported by previous studies, which also found that consumer engagement serves as a mediator in the relationship between digital marketing and purchase intention (Kaihatu, 2020; Toor et al., 2017).

The findings of this research have significant implications for Yogyakarta's cultural fashion industry. By leveraging the region's rich cultural identity in digital marketing strategies, local businesses can enhance consumer engagement and drive sales both locally and potentially expand consumer engagement to international markets. Emphasizing the uniqueness and cultural significance of Yogyakarta's fashion products can create stronger connections with consumers, particularly those who have visited the region.

Moreover, optimizing e-commerce platforms like Shopee and Tokopedia plays a vital role in digital marketing strategies. By integrating various techniques and tactics, businesses can effectively increase traffic and engagement, particularly among a wider audience (Purnomo, 2023). Supporting local artisans and SMEs through digital literacy and marketing initiatives with help of technical assistance and knowledge transfer can further enhance the industry

(Umboh & Aryanto, 2023). Additionally, incorporating cultural fashion into Yogyakarta's tourism strategy can foster sustainable growth and benefit the local economy, ensuring that Yogyakarta continues to be a prominent center for cultural fashion in Indonesia.

As mentioned earlier, similar studies have been conducted both internationally and domestically; however, this study is unique in that it focuses specifically on Yogyakarta's cultural fashion products. This more specific case study provides valuable insights that have not been extensively explored before. Moreover, the demographic findings from this research can help SMEs and the government better understand and map out their online consumer base, enabling more targeted and effective marketing strategies.

Conclusion

In conclusion, this study highlights the importance of a well-crafted digital marketing strategy and strong consumer engagement in influencing the purchase intentions of cultural fashion products from Yogyakarta. The findings reveal that an effective Digital Marketing Mix significantly enhances both Consumer Engagement and Purchase Intention, with consumer engagement playing a crucial mediating role in this relationship. For businesses in Yogyakarta, this highlights the need to emphasize the unique cultural identity and quality of their products through targeted digital marketing efforts, which can directly drive consumer interest and purchasing decisions.

These insights demonstrate that the strategic application of digital marketing not only drives sales but also plays a pivotal role in preserving and amplifying the cultural significance of Yogyakarta's fashion products, ensuring they resonate with both local and global audiences.

The study also emphasizes the importance of optimizing the online shopping experience, particularly on popular e-commerce platforms like Shopee and Tokopedia, which are preferred by the target demographic. By ensuring that cultural fashion products are not only accessible but also promoted effectively through engaging digital content, businesses can strengthen their market presence and appeal to a wider audience.

Furthermore, the study suggests that local artisans and SMEs in Yogyakarta can significantly benefit from enhanced digital literacy and support in implementing these strategies, leading to greater economic opportunities and sustainable growth. By integrating these findings into broader marketing and tourism strategies, Yogyakarta can continue to promote its rich cultural heritage while fostering a thriving market for its cultural fashion products, both within Indonesia and beyond.

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