Factor Influencing Purchase Intention Among Indonesian Towards Yogyakarta Fashion Product via Digital Marketing

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ABSTRACT
To be able to sustain in this unpredictable global situation, MSMEs in Yogyakarta must expand their sales via digital to reach more consumers. The purpose of this study was to evaluate measures and explore factors that influenced the purchase intention of local people towards Yogyakarta's local products through digital marketing. This study was guided by theory planned behaviour model approach and digital marketing mix theory. Data were collected online using Google Forms, and the snowball sampling technique was used to reach the sample. Results from the pilot test demonstrated that both adapted and self-developed measures were reliable that demonstrated an overall Cronbach alpha value of .97. The data analysis technique used Exploratory Factor Analysis (EFA). The research results showed that EFA had identified six factors (6). Findings from the analysis confirmed that the scales were reliable and validated the influence of purchase intention of local people towards Yogyakarta's local products through digital marketing. The measures enable to be applied in examining the influence of theory of planned behavior and digital marketing mix theory on purchase intention on Yogyakarta goods. This would help to generalize the data in wider scope of market such as in Indonesia.

Keywords:
Digital Marketing, Purchase Intention, Local Product, Exploratory Factor Analysis

INTRODUCTION

A sustainability strategy needs to be carried out in a fluctuating and unpredictable global situation that causes votality, uncertainty, complexty and ambiguity in the global economy, known as the acronym VUCA. Currently, we have entered the VUCA era, where change occurs very quickly, and even changes can create chaos in one system if the people who run the system do not innovate more creatively (Alwi, 2018). This lack of clarity impacts the challenges of changing consumer behaviour, disruption in every line, and the number of competitors that are difficult to predict. One of the sectors currently experiencing uncertainty is the tourism industry because since 2020, the tourism industry has been most significantly affected by the Covid-19 pandemic, which is an unpredictable global situation. This situation resulted in a large decrease in foreign tourists who made massive cancellations and local tourists who also experienced a decrease in bookings due to covid-19 (Bahtiar & Saragih, 2020).

The decline in the tourism sector has a domino or multiplier effect on the purchasing power of local product sectors, which are dominated by MSMEs. For example, in Yogyakarta one of the regions whose economy is supported by the tourism sector, 20 thousand MSMEs in Yogyakarta's tourism and creative economy sectors have been affected, and some have even gone bankrupt (wicaksono, 2021). Even though so far, tourism is a labor-intensive sector that absorbs more than 13 million workers (Sugihamretha, 2020). Therefore, during a pandemic that has an impact on reducing the number of tourists, MSMEs experience much pressure because their

products are not selling well in the market, especially products that are less desirable during a pandemic, such as fashion, handicrafts, and the services sector (Tatik, 2021). However, the fashion sector is one of Yogyakarta's three most popular products. There are three products of micro and small businesses that produce local priority products of the Yogyakarta Government, that is food, craft, and fashion (wicaksono, 2021). Fashion products are a priority in Yogyakarta because of the large number of MSMEs and batik artisans in Jogjakarta, so Yogjakarta is known as a city of batik. Fast decision-making is very important in setting the direction and goals of the company in an adaptable situation (Riter & Pedresen, 2020).

The use of information technology in all fields has grown rapidly. Digitalization in a business is increasingly needed because consumers can make orders and purchases without limitation of place and time, being responsive to the latest information (Xiaohui, 2014). Business expansion has become more flexible, reaching a wider target market, cheaper and more interactive promotional media, clarity of operational cost transparency, digitization of products/services, streamlining of distribution systems (Li & Hong, 2013). The high number of internet and technology usage not only affects business activities with more efficient and effective marketing activities but can also affect customer behaviour which has an impact on purchasing intention (Indahingwati et al., 2019)

Literature

The situation during the pandemic made MSMEs experience a lot of pressure because their production did not sell well in the market, especially products that were less interested in the pandemic, such as the fashion, handicraft and service sectors (Ginting, 2021). So that many MSMEs have switched to selling food products that are more desirable for consumers to survive (Ginting, 2021). Pandemic is the worst effect after the economic crisis in 2008-2009 and in the future, we cannot predict what the world economy will be like (Setiawan, 2020). Strategies and innovations that must be carried out in this situation are through digital transformation, because local brands can reach more markets and attract new customers (Reichstein & Harting, 2018). if you are unable to keep up with the times and the market, it will certainly cause you to be left behind. Changes in customer behaviour are important to respond quickly and be implemented in operational activities. However, adaptation to the digital market towards digital transformation in MSMEs has problems because only 17% of the total MSMEs have known technology in developing their business activities (Suyanto, 2020). On average, MSMEs in Indonesia come from the older generation, which finds it difficult to adapt to technology. (Faqir, 2021). Therefore, it is crucial to have a special study regarding the sustainability strategy in the cultural product fashion sector. because the products in this sector contribute greatly to maintaining and preserving culture, especially Yogyakarta which is a city of culture

1. Digital Marketing Mix on Purchase Intention

The marketing mix is one of the elements used by marketers to promote their products and build consumers' purchase intention (Sulistijono & Kadarisman 2019). Initially proposed by Jerome McCarthy in 1960, the marketing mix was divided into Product, Price, Place, and Promotion, commonly known as the 4Ps. However, in the 1980s, with the growing importance of customer service, three additional elements were added to the marketing mix, making it the 7Ps: People, Process, and Physical Evidence (Boom & Bitner, 1981). Given the current situation and the future, the digital marketing mix strategy is highly beneficial when continuously updated and evaluated

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to leverage opportunities on the internet for introducing new variance items to the marketing mix (Chaffey & Chadwick, 2019).

2. Theory Planed Behaviour on purchase intention

The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975), necessitated by the original model's limitations in addressing behaviors over which individuals have incomplete volitional control (Ajzen, 1991). This theory describes that a person's intention to display or not display a behavior is the closest determinant of the behavior itself. According to the TPB, intensity is formed or influenced by three basic determining factors, namely personal factors, social factors, and control factors. Kotler and Keller (2016) describe purchase intention as a form of consumer behaviour whereby a consumer desires to buy or select a product based on their experiences, usage, and preferences for a particular product (Kotler & Keller, 2016).

3. Consumer Engagement on Purchase Intention

Consumer engagement is a relatively new concept in marketing, where consumers' involvement in social activities related to cognitive, emotional, and behavioural aspects of consumption is evaluated positively by consumers (Hollebeek et al., 2014). Cognitive engagement entails the active concentration of the mind on a particular subject, encompassing attention and absorption, whereas affective engagement involves displaying enthusiasm and pleasure towards the object of engagement. Finally, behavioral engagement pertains to actively demonstrating the concept through sharing, learning, and endorsing the behavior (Istanto & Salsabila, 2022). It can be concluded that there are seven sub-dimensions of consumer engagement: Enjoyment, Enthusiasm, Attention, Absorption, Learning, Endorsing, and Sharing (Dessart et al.,, 2015).

METHOD

1. 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.

2. Measures

The self-developed measures included four (6) main variables based on digital marketing mix theory, consumer engagement theory, and Theory of planned behavior

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divided into four variables: attitude, subjective norm, perceived behavior control, and purchase intention. The six variables consisted of (28) items on digital marketing mix, (7) items on consumer engagement, (3) items on Perceived Behavior Control, (3) items on attitude, (3) items on Purchase Intention, and (3) items on Subjective Norm. It was quantitatively analyzed using Statistical Package for Social Science (SPSS) Version 25. In order to validate the self-developed measures, several analyses were performed, including Exploratory Factor Analysis and Reliability Analysis.

RESULTS

1. Exploratory Factor Analysis

Exploratory Factor Analysis (EFA) is a factor analysis that involves procedures such as examining data and providing researchers with information on how many factors are needed to describe the data in Exploratory Factor Analysis (Hair et al., 2010). All measurable variables are linked to each factor by estimating loading factors. This study generated six factors: Factor 1: Digital Marketing Mix, Factor 2: Consumer Engagement, Factor 3: Perceived Behaviour Control, Factor 4: Attitude, Factor 5: Purchase Intention, and Factor 6: Subjective Norm. All factors have eigenvalues (λ) greater than 0.5. Based on the results of the exploratory factor analysis, it is demonstrated that all items (i.e., 47 items) were clearly defined and logically associated with their factors. Table 1 presents the results of the Exploratory Factor Analysis.

2. Reliability Analysis

Reliability is an index number that indicates the consistency of a measuring instrument in measuring the same phenomenon (Ummar, 2013). Reliability testing in this research was conducted to demonstrate the consistency of a measuring instrument using Cronbach's alpha. A Cronbach's alpha of .70 was used as the benchmark in assessing the reliability measures. A minimum value of Cronbach's alpha of .70, as suggested by Nunally (1978), is considered sufficient in determining the construct reliabilities of the measures. Based on the reliability analysis results, all three factors displayed construct reliabilities of more than .70. Factor 1: Digital Marketing Mix, consisting of twenty-eight (28) items, achieved a reliability score of .99; Factor 2: Consumer Engagement, consisting of seven (7) items, scored .95; and Factor 3: Perceived Behaviour Control, consisting of three (3) items, also achieved a reliability score of .97. Factor 4: Attitude, consisting of twenty-three (23) items, achieved a reliability score of .93; Factor 5: Purchase Intention, consisting of three (3) items, scored .94; and Factor 6: Subjective Norm, consisting of five (5) items, achieved a reliability score of .92. These six factors all have Cronbach's alpha coefficients greater than 0.70, indicating acceptable reliability. Meanwhile, the variance explained by the three factors accounted for 53.68% (Factor 1), 12.46% (Factor 2), 5.69% (Factor 3), 5.34% (Factor 4), 4.12% (Factor 5), and 3.03% (Factor 6), while the standard deviation ranged from 24.21, 5.67, 2.49, 2.60, 2.54, and 2.30. Table 2 presents the results of the reliability analysis.

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Table 1. Exploratory Factor Analysis

Factor			Factor Loadings
Digital Marketing MIX			
Product	1	The fashion cultural product that you choose must be of good quality	.93
	2	The fashion cultural product that you purchase must be labeled properly	.89
	3	The fashion cultural product that you choose must have uniqueness	.91
	4	The fashion cultural product that you choose must have local identity	.86
	5	The fashion cultural product must have variants for consumer to choose	.90
Promotion	6	The fashion cultural product that you choose must have an attractive advertising campaign	.88
	7	The fashion cultural product that you choose must often have attractive promotional campaign	.86
	8	The fashion cultural product that you choose must promote the products through different channels/ social media marketing	.88
Price	9	The chosen fashion cultural product that sell online normally cheaper than offline	.79
	10	The chosen fashion cultural product price is reasonable	.87
	11	The price for chosen fashion cultural products is suitable for its quality	.89
	12	The fashion cultural product that you choose online offer several payment methods to consumer	.89
	13	The chosen fashion cultural product have discount prices	.85
	14	The chosen fashion cultural product have a fixed price	.87
Place	15	The chosen fashion cultural product are readily available to purchase	.86
	16	The chosen fashion cultural product easily accessible online	.88
	17	The chosen fashion cultural product is convenient to get when buy online	.84
People	18	The online sales admin service is good	.84
	19	The courier service in handling fashion cultural product to consumers is very good	.85
	20	The consumers can do rating and review products when buy online	.86
	21	The consumers can see quality of fashion cultural product by watching live shopping	.86
Process	22	The online customers can make order cancellation	.86
	23	The courier services is on time when delivery goods to consumers	.82
	24	The order accuracy is good when purchase fashion cultural product by online	.86
	25	The customers can track goods when delivery process	.84
Physical Evidence	26	The packaging of the product provides information to consumers	.87
	27	The packaging of the product protect goods from damage	.90
	28	The online platforms have several segment or menu to consumers to brows and get information about company and product details.	.86
Consumer Engagement			
	29	I feel enthusiastic when purchase fashion cultural product from online store.	.77
	30	When browse or purchase fashion cultural product from online store. I feel happy	.83
	31	I make time to think when purchase fashion cultural product from online store	.81

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Factor			Factor Loadings
Digital Marketing MIX			
	32	Time flies when I am purchase fashion cultural product from online store	.83
	33	I share my ideas with my friends or family to purchase fashion cultural products from online stores	.85
	34	I seek ideas or information when purchase fashion cultural product from online store	.86
	35	I say positive things about purchase fashion cultural products from online stores to other people	.82
Perceived Behaviour Control			
	36	I am able to purchase fashion cultural product from online store.	.92
	37	I have the resources, knowledge, and ability to purchase fashion cultural product from online store	.90
	38	If I want to, I could easily purchase fashion cultural product from online store.	.90
Atitude			
	39	Purchase fashion cultural product from online store is a good idea	.85
	40	Purchase fashion cultural product from online store is wise	.88
	41	Purchase fashion cultural product from online store is beneficial to me	.86
Purchase Intention			
	42	I would purchase fashion cultural product from online store to meet my shopping needs.	.88
	43	I would purchase fashion cultural product from online store to handle my future shopping needs.	.88
	44	I would strongly recommend others to purchase fashion cultural product from online store.	.84
Subjective Norm			
	45	Close friends and family think it is good idea for me to Buy fashion cultural product from online store	.90
	46	The people who I listen to could influence me to Buy fashion cultural product from online store	.90
	47	People whose opinions are valued to me would prefer Purchase fashion cultural product from online store	.84

Table 2. Reliability Results

Factors	Cronbach Alpha (α)	Variance Explained	Standard Deviation (SD)
Factor 1	.99	53.68%	24.21
Factor 2	.95	12.46%	5.67
Factor 3	.97	5.69%	2.49
Factor 4	.93	5.34%	2.60
Factor 5	.94	4.12%	2.54
Factor 6	.92	3.03%	2.30

DISCUSSIONS AND IMPLICATIONS

This study aims to determine the influence of digital marketing mix on purchase intention towards Yogyakarta's local products. The findings indicate that digital marketing significantly affects all variables of the theory of planned behavior, which is a theory related to purchase intention. Based on the factor loading results, it is found that Yogyakarta local products with good quality, unique features, and attractive packaging have a significant impact on purchase intention. This aligns with previous research on local products for souvenirs, which found that product quality and

uniqueness significantly influence purchase intention (Poli et al., 2015). A previous study using the same framework model in investigating consumers' purchase intention of dairy products found that the overall marketing mix can influence the theory of planned behavior, which is consistent with the findings of this study (Farid et al., 2023). The findings in this study also identify that consumer engagement influences purchase intention. Results from reliability tests also indicate that the self-developed scale is reliable and consistent in assessing the influence of the purchase intention of local people towards Yogyakarta's local products through digital marketing. From the findings of this study, it is essential for MSMEs in Yogyakarta to develop digital marketing strategies, such as marketing mix, which can have implications on purchase intention, in order to sustain their business in the face of rapid technological advancements that may alter consumer habits. Previously, a study with a model like this had never been conducted in Yogyakarta. This research can not only be utilized to benefit Yogyakarta but also holds potential for other tourist cities in Indonesia that produce many local products.

CONCLUSIONS

Local products from Yogyakarta, which are mostly produced by micro, small, and medium enterprises (MSMES), are crucial for the economy of Yogyakarta as well as nationally. There are approximately 340,000 MSMES in Yogyakarta (Deny, 2024). Given the current uncertain situation, MSMES must develop new marketing strategies. Previously, MSMES had a significant impact on tourism and tourists (Naeruz et al., 2022), and now they must adapt to the digital market accessible to consumers anytime and anywhere (Biyantoro, 2023). From the above study results, all the variables mentioned above positively influence purchase intention. These findings can benefit marketing micro, small, and medium enterprises (MSMES) by improving product quality, setting appropriate pricing, devising effective promotional strategies, and ensuring proper placement to attract consumers' interest in purchasing local products. Furthermore, the research findings can assist MSMES in better understanding consumer preferences and developing new products that are likely to succeed in the future market.

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