

**UNIVERSITI TEKNOLOGI MARA**

**ASSESSING THE ROLE OF DIGITAL  
MARKETING MIX IN INFLUENCING  
INDONESIAN CONSUMERS' PURCHASE  
INTENTIONS FOR YOGYAKARTA'S  
FASHION CULTURAL PRODUCTS**

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the requirements for the degree of  
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## ABSTRACT

This study investigates the impact of the Digital Marketing Mix Strategy (DMMS) on Purchase Intention (PI) for Yogyakarta's fashion cultural products, incorporating the Theory of Planned Behavior (TPB) and Consumer Engagement (CE) as mediating and moderating constructs. As Yogyakarta, renowned as the City of Batik, is highly dependent on tourism and Micro, Small, and Medium Enterprises (MSMEs), the COVID-19 pandemic and the VUCA era have significantly disrupted this ecosystem, necessitating strategic digital marketing innovations to sustain the industry. Employing a quantitative research design, this study utilizes Structural Equation Modeling (SEM) to analyze data from 349 respondents, collected via purposive and snowball sampling. A 47-item questionnaire measures key variables. The results establish that DMMS positively influences TPB variables (attitude, subjective norms, and perceived behavioral control (PBC)) which, in turn, significantly enhance purchase intention. Furthermore, consumer engagement functions as both a mediator and moderator, amplifying these relationships. Notably, the direct effect of DMMS on PI is relatively weak compared to other variables, with an Original Sample value of 0.149, T-Statistic of 2.289, and P-Value of 0.022, indicating a statistically significant but less pronounced impact. Additionally, CE demonstrates a stronger influence on PI than TPB variables, underscoring its critical role in digital marketing strategies. Furthermore, PBC emerges as a significant determinant of PI, emphasizing the importance of consumers' perceived control over purchasing decisions. This study contributes to theoretical advancements in digital marketing and consumer behavior, while also providing practical implications for policymakers to strengthen digital marketing capacity, enhance consumer engagement, and support the long-term sustainability of MSMEs in Yogyakarta's fashion cultural industry.

Keywords: Digital Marketing Mix, Theory of Planned Behavior, Consumer Engagement, Purchase Intention, MSMEs, Yogyakarta

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of study

In today's complex and unpredictable global economic landscape, the concept of VUCA (volatility, uncertainty, complexity, and ambiguity) has become central to understanding the challenges faced by organizations worldwide. These challenges necessitate the implementation of sustainability strategies that not only ensure survival but also promote resilience and long-term competitiveness. The VUCA era is characterized by rapid and often unpredictable changes that can disrupt systems if leaders do not respond with creativity and adaptability (Azahari, Fantini, & Samsudin, 2021). Innovation and dynamic problem solving are essential to prevent systems from succumbing to these pressures. In this context, the global economy has experienced significant disruptions, particularly evident in shifting consumer behaviors, sector-wide disturbances, and the unpredictable rise of new competitors (Nikolić, Perčić, & Nećak, 2022; Kaivo-oja & Lauraeus, 2018). These strategies enable organizations to produce better innovations and ensure long-term sustainability (Alwi, 2018; Putro, Rianto, & Wibisana, 2022).

The tourism sector, a key driver of many economies, has been one of the most visibly affected industries in the VUCA environment (Nasution, 2021). The emergence of the Covid-19 pandemic in 2020 exemplifies the volatility and uncertainty inherent in this era. As a global crisis, the pandemic caused dramatic declines in international tourist arrivals due to travel restrictions, health concerns, and economic uncertainty (Ridwan, Syariati, Sarwoko, 2021). Domestic tourism also suffered significantly, as local travelers curtailed bookings to comply with government-imposed mobility restrictions (Bahtiar & Saragih, 2020). This sharp decline created a cascading effect, impacting not only direct tourism providers but also interconnected sectors, such as the creative economy, where MSMEs dominate (Atmojo & Fridayani, 2021).

Yogyakarta, a region deeply reliant on tourism, serves as a microcosm of the pandemic's impact on local economies. Known as a cultural and creative hub, Yogyakarta experienced a ripple effect as approximately 20,000 MSMEs in its tourism and creative economy sectors faced severe disruptions, with many unable to sustain operations (Wicaksono, 2021). Tourism has long been a labor-intensive sector,