

Exploring Factors Contributing Towards Purchase Intention of Yogyakarta's Fashion Goods via Digital Marketing

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Abstract: To remain competitive in the VUCA era, Micro, Small, and Medium Enterprises (MSMEs) in Yogyakarta need to strengthen their digital sales strategies to reach a broader customer base. This research investigates the factors influencing local consumers' purchase intentions towards Yogyakarta's products through digital marketing. Grounded in the Theory of Planned Behavior and the Digital Marketing Mix model, data was collected via Google Forms using snowball sampling. The pilot test showed strong reliability (Cronbach's alpha = .97). Exploratory Factor Analysis (EFA) identified six key factors from 47 items: Digital Marketing Mix (28 items; loadings 0.794–0.934), Consumer Engagement (7 items; loadings 0.779–0.856), Perceived Behavioral Control (3 items; loadings 0.905–0.924), Attitude (3 items; loadings 0.858–0.886), Purchase Intention (3 items; loadings 0.847–0.884), and Subjective Norm (3 items; loadings 0.840–0.907). The findings confirmed the scales' reliability and highlighted the impact of digital marketing on consumers' purchase intentions. This study suggests that the Theory of Planned Behavior and Digital Marketing Mix are influential in assessing purchase intentions for Yogyakarta's fashion goods, providing insights applicable to the broader Indonesian market. Based on these findings, MSMEs in Yogyakarta should develop effective digital marketing strategies, optimizing their marketing mix to positively influence consumer purchase intentions. This is crucial for adapting to rapid technological changes that may alter consumer behavior and for ensuring business sustainability.

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

1. Introduction and Background

A sustainability strategy needs to be carried out in a fluctuating and unpredictable global situation that causes volatility, uncertainty, complexity and ambiguity in the global economy, known as the acronym VUCA. Currently, we have entered the VUCA era, where change occurs very quickly, and these changes can create chaos in a system if the people managing it do not innovate in more creative ways (Alwi, 2018). This lack of clarity impacts the challenges of changing consumer behavior, disruptions in every sector, and a rise in competitors that are hard to predict. Tourism is one of the sectors currently facing significant uncertainty, having been greatly impacted by the COVID-19 pandemic since 2020. As an unpredictable global situation, the pandemic has caused the tourism industry to suffer the most, with widespread disruptions and challenges. 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 creates a ripple or multiplier effect, significantly impacting the purchasing power of local product sectors, which are primarily 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). Despite the challenges, tourism remains a labor-intensive sector, employing over 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, which are food, craft, and fashion (Wicaksono, 2021). Fashion products are a priority in Yogyakarta because of the large number of MSMEs and batik artisans, so Yogyakarta 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 (Ritter & Pedersen, 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, and streamlining of distribution systems (Li & Hong, 2013). The high number of the internet and technology usage not only affects business activities with more efficient and effective marketing activities but can also affect customer behavior which has an impact on purchasing intention (Indahingwati et al., 2019)

2. Literature Review

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 many MSMEs have switched to selling food products that are more desirable for consumers to survive (Ginting, 2021). The 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 behavior 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 to develop their business activities (Suyanto, 2020). On average, MSMEs in Indonesia come from the older generation, which finds it difficult to adapt to technology. (Faqr, 2021). Therefore, it is crucial to have a special study regarding the sustainability strategy in the cultural product fashion sector. The products in this sector contribute greatly to maintaining and preserving culture, especially in Yogyakarta which is a city of culture

Several previous studies have explored the relationship between the marketing mix and purchase intention across various industries and regions. For instance, research titles such as "The Effect of Marketing Mix Perception on the Intention of Online Merchant Financing (Karambut, 2021)," "Digital Marketing in Mexico: Exploratory Study of the Marketing Mix of SMEs with Trust Seal (Leefmans 2016)," "Assessment of Marketing Mix Associated with Customer Purchase Intention of Dairy Products in Bangladesh: Application of an Extended Theory of Planned Behavior (Farid, 2023)," and "Factor Marketing Mix on Purchase Intention: An Empirical Research in the Fashion Industry, Mojokerto Regency, East Java, Indonesia (Iqbal, 2023)," have investigated these aspects. However, a significant research gap remains. These studies have not focused on cultural fashion products and have continued to employ traditional marketing mix frameworks, such as 4Ps and 5Ps, without incorporating the digital marketing mix. This study aims to bridge this gap by applying more contemporary theories and frameworks, which will be discussed in the following sections.

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, as the market environment evolved, particularly with the rise of the service industry, there was a need to expand this framework to accommodate the growing importance of customer-centric strategies. In the 1981s, Booms and Bitner added three more elements—People, Process, and Physical Evidence—expanding the marketing mix to the 7Ps. This expansion recognized that the interactions between consumers and service providers, the processes through which services are delivered, and the tangible aspects of a service experience are crucial to building strong customer relationships and driving purchase intentions.

In the context of today's rapidly changing digital landscape, the traditional marketing mix has further evolved to include digital elements, leading to what is now referred to as the digital marketing mix. This strategy is crucial for businesses aiming to remain competitive in an increasingly online market. Digital marketing mix strategies involve the integration of traditional marketing principles with digital channels, tools, and techniques. This includes leveraging social media, search engines, email marketing, and other online platforms

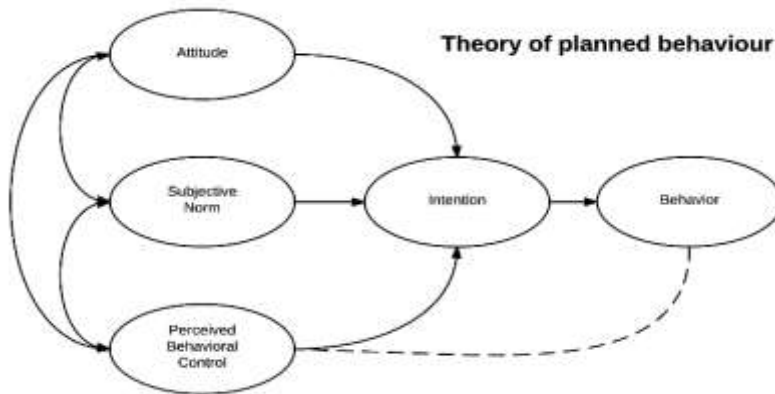
to reach a broader audience and engage consumers more effectively. As Chaffey and Chadwick (2019) highlight, continuously updating and evaluating the digital marketing mix is essential for businesses to capitalize on new opportunities presented by the internet, such as real-time customer feedback, personalized marketing, and the introduction of new product variations tailored to specific online markets.

Table 2: 7Ps Digital Marketing Mix (Chaffey & Chadwick, 2019)

Using the Internet to vary the marketing mix						
Product <ul style="list-style-type: none"> • Quality • Image • Branding • Features • Variants • Mix • Support • Customer service • Use occasion • Availability • Warranties 	Promotion <ul style="list-style-type: none"> • Marketing communications • Personal promotion • Sales promotion • PR • Branding • Direct marketing 	Price <ul style="list-style-type: none"> • Positioning • List • Discounts • Credit • Payment methods • Free or value-added elements 	Place <ul style="list-style-type: none"> • Trade channels • Sales support • Channel number • Segmented channels 	People <ul style="list-style-type: none"> • Individuals on marketing activities • Individuals on customer contact • Recruitment • Culture/image • Training and skills • Remuneration 	Process <ul style="list-style-type: none"> • Customer focus • Business-led • IT-supported • Design features • Research and development 	Physical evidence <ul style="list-style-type: none"> • Sales/staff contact experience of brand • Product packaging • Online experience

Theory of Planned Behaviour on Purchase Intention The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA), developed by Fishbein and Ajzen in 1975, to better explain behaviors over which individuals do not have complete control. Introduced by Ajzen in 1991, TPB highlights that the most immediate predictor of a person’s actual behavior is their intention to perform it. This intention is influenced by three key factors: attitude, subjective norms, and perceived behavioral control. Attitude, or personal factors, refers to the individual’s positive or negative assessment of performing the behavior, influenced by beliefs about its possible outcomes. Subjective norms, the social factors, consider the perceived social pressure from significant others, like family and friends, to either engage in or avoid the behavior. When an individual believes that important people in their life expect them to perform a certain behavior, they are more likely to form a stronger intention to do so. Perceived behavioral control, on the other hand, relates to the individual’s perception of their capability to perform the behavior, taking into account the resources, opportunities, and potential obstacles they may encounter. The greater the perceived control, the stronger the intention to act. While intention is the primary predictor, TPB also recognizes that actual behavior may still be influenced by factors beyond the individual’s control. In the context of consumer behavior, Kotler and Keller (2016) link these concepts to purchase intentions, defining it as the consumer’s inclination to buy a product based on their experiences, usage, and preferences. The TPB framework helps explain how attitudes toward a product, social influences, and the perceived ease of purchase collectively shape a consumer's intention to buy.

Figure 1: The Framework of Theory Planned Behaviour (Ajzen, 1991)



Consumer Engagement on Purchase Intention Consumer engagement is a relatively new concept in marketing that evaluates how consumers get involved in social activities related to cognitive, emotional, and behavioral aspects, which they perceive positively (Hollebeek et al., 2014). Cognitive engagement refers to the focus and mental effort consumers put into a particular topic, including their attention and deep understanding. Affective or emotional engagement involves feelings of enthusiasm and enjoyment toward the object of their interest. Meanwhile, behavioral engagement relates to how consumers actively demonstrate their involvement, such as by sharing information, learning more, or recommending products to others (Istanto & Salsabila, 2022). Therefore, consumer engagement can be divided into seven sub-dimensions: Enjoyment, Enthusiasm, Attention, Absorption, Learning, Endorsing, and Sharing (Dessart et al., 2015). By understanding these seven aspects, MSMEs can develop more effective strategies to engage consumers and enhance their loyalty to the products or services offered.

3. 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). Given the expansive nature of the sample population, a snowball sampling technique was employed to effectively reach and recruit participants. This technique allowed the study to leverage existing social networks, whereby initial respondents helped to identify and invite further participants within the target demographic. The measurement instrument used in this research was self-designed, initially formulated in English, and subsequently translated into Bahasa Indonesia to ensure clarity and cultural relevance for the final distribution. The questionnaire featured closed-ended questions, utilizing a Likert scale ranging from 1 ('Strongly disagree') to 5 ('Strongly agree'). In addition to the core research variables, demographic information was collected, encompassing gender, age, education, income, marital status, ethnicity, employment background, and living area. Participants were asked to select the most appropriate options to provide a comprehensive overview of their demographic profiles.

The self-developed measures included four (6) main variables based on digital marketing mix theory, consumer engagement theory, and Theory of planned behavior 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. The data were quantitatively analyzed using the Statistical Package for Social Sciences (SPSS) Version 25. To validate the self-developed measures, various analyses were conducted, including Exploratory Factor Analysis and Reliability Analysis.

4. Results

Exploratory Factor Analysis (EFA) is a statistical technique used to identify the underlying relationships between measured variables and to determine the number of factors needed to explain the data (Hair et al., 2010). In this study, EFA was employed to understand the structure of the data and identify the distinct factors that represent the key dimensions of the research. During this process, all measurable variables were linked to specific factors through the estimation of loading factors, which reflect the correlation between each variable and its corresponding factor. The EFA in this study resulted in six distinct factors: Digital Marketing Mix, Consumer Engagement, Perceived Behavioral Control, Attitude, Purchase Intention, and Subjective Norm. These six factors were identified based on their eigenvalues (λ), with all factors exhibiting eigenvalues greater than 0.5, indicating that they account for a significant portion of the variance in the data. An eigenvalue above 0.5 is considered a standard threshold in factor analysis, suggesting that the factor is meaningful and contributes to explaining the underlying data structure. Moreover, the results of the EFA demonstrated that all 47 items used in the analysis were clearly defined and logically associated with their respective factors. This alignment indicates that the items were effective in measuring the constructs they were intended to represent. For instance, items related to digital marketing strategies were grouped under the Digital Marketing Mix factor, while items concerning consumers' perceptions of their ability to make purchases were linked to the Perceived Behavioral Control factor. The clear definition and logical association of all items with their factors not only support the validity of the measurement instrument but also enhance the overall reliability of the study's findings. This means that the factors identified through EFA accurately represent the underlying constructs being studied, such as how digital marketing influences consumer engagement and purchase intentions. The detailed breakdown of the EFA results is provided in Table 3, which presents the factor loadings and shows how each item aligns with its respective factor, confirming the robustness of the factor structure in this research.

Reliability Analysis Reliability analysis is a statistical measure used to assess the consistency of a measuring instrument in evaluating the same phenomenon (Notoatmodjo, 2005). It serves as an index indicating how reliably a set of items measures a particular construct. In this study, reliability testing was conducted using Cronbach's alpha to evaluate the internal consistency of the measuring instruments. A Cronbach's alpha of 0.70 was used as the benchmark, based on the recommendation by Nunally (1978), indicating that a value equal to or greater than 0.70 is sufficient to establish the reliability of the construct. The results of the reliability analysis in this research showed that all six factors achieved Cronbach's alpha values well above the 0.70 threshold, signifying high internal consistency for each factor. The first factor, Digital Marketing Mix, which comprised 28 items, obtained a remarkably high-reliability score of 0.99, indicating an exceptionally consistent measurement of this construct. The second factor, Consumer Engagement, consisting of 7 items, also displayed strong reliability with a Cronbach's alpha of 0.95. The third factor, Perceived Behavioral Control, consisting of 3 items, demonstrated excellent reliability with a score of 0.97. For the fourth factor, Attitude, which included 23 items, the reliability analysis revealed a Cronbach's alpha of 0.93, signifying that the items effectively captured the construct. The fifth factor, Purchase Intention, consisting of 3 items, achieved a reliability score of 0.94, indicating a high level of consistency in measuring consumers' intention to purchase. Lastly, the sixth factor, Subjective Norm, which comprised 5 items, also showed strong reliability with a Cronbach's alpha of 0.92. These results indicate that all six factors have Cronbach's alpha coefficients significantly above the 0.70 benchmark, confirming that the constructs are measured reliably. This high internal consistency suggests that the items within each factor are well correlated and provide a stable measure of the underlying constructs. Furthermore, the variance explained by each factor was also calculated. Factor 1 (Digital Marketing Mix) accounted for 53.68% of the variance, highlighting its substantial contribution to explaining the data. Factor 2 (Consumer Engagement) explained 12.46%, while Factor 3 (Perceived Behavioral Control) accounted for 5.69%. Additionally, Factor 4 (Attitude) explained 5.34%, Factor 5 (Purchase Intention) accounted for 4.12%, and Factor 6 (Subjective Norm) explained 3.03% of the variance. The standard deviations for these factors ranged from 24.21 to 2.30, indicating variability in responses across the different constructs. Overall, these findings demonstrate that the measurement instruments used in this study are highly reliable and capable of consistently capturing the intended constructs. The detailed breakdown of the reliability analysis, including Cronbach's alpha coefficients and the variance explained by each factor, is presented in Table 2, providing further support for the robustness of the research measures.

Table 3: Exploratory Factor Analysis

Factors			Factor Loadings	
Factor 1 Digital Marketing MIX	Product	1	The Yogyakarta fashion goods you select should be of good quality.	.93
		2	The Yogyakarta fashion goods you buy should have proper labeling.	.89
		3	The Yogyakarta fashion goods you choose should possess a unique character.	.91
		4	The Yogyakarta's fashion goods you pick should reflect a local identity.	.86
		5	The Yogyakarta's fashion goods should offer a variety of options for consumers.	.90
	Promotion	6	The Yogyakarta's fashion goods you choose should have a compelling advertising campaign	.88
		7	The Yogyakarta's fashion goods should frequently feature attractive promotional offers	.86
		8	The products should be promoted through diverse channels, including social media marketing.	.88
		9	The selected Yogyakarta's fashion goods that sells online is normally cheaper than offline	.79
	Price	10	The prices of the selected Yogyakarta's fashion goods are reasonable	.87
		11	The price for selected Yogyakarta's fashion goods is suitable for their quality	.89
		12	The online Yogyakarta fashion goods you choose offer multiple payment options.	.89
		13	The Selected Yogyakarta's fashion goods have discount prices	.85
		14	The selected Yogyakarta fashion goods come with fixed pricing.	.87
	Place	15	The selected Yogyakarta's fashion goods are readily available to purchase	.86
		16	The selected Yogyakarta's fashion goods is easily accessible online	.88
		17	The selected Yogyakarta's fashion goods is convenient to get when buying online	.84
	People	18	The online sales admin service is good	.84
		19	The courier service in handling Yogyakarta's fashion goods to consumers is very good	.85
		20	Consumers can rate and review products when buying online	.86
		21	Consumers can see the quality of Yogyakarta's fashion goods by watching live shopping	.86
	Process	22	The online customers can make order cancellation	.86
		23	The courier services are on time when delivering goods to consumers	.82
		24	The order accuracy is good when purchasing Yogyakarta's fashion goods online	.86
	Physical Evidence	25	The customers can track goods when the delivery process	.84
		26	The packaging of the product provides information to consumers	.87
		27	The packaging of the product protects goods from damage	.90
		28	The online platforms have several segments or menus for consumers to browse and get information about the company and product details.	.86

Factor 2 Consumer Engagement	29	I feel enthusiastic when purchasing Yogyakarta's fashion goods from online stores.	.77
	30	When browsing or purchasing Yogyakarta's fashion goods from online stores. I feel happy	.83
	31	I make time to think when purchasing Yogyakarta's fashion goods from an online store	.81
	32	Time flies when I purchase Yogyakarta's fashion goods from an online store	.83
	33	I share my ideas with my friends or family to purchase Yogyakarta's fashion goods from online stores	.85
	34	I seek ideas or information when purchasing Yogyakarta's fashion goods from an online store	.86
Factor 3 Perceived Behaviour Control	35	I say positive things about purchasing Yogyakarta's fashion goods from online stores to other people	.82
	36	I can purchase Yogyakarta's fashion goods from online stores.	.92
	37	I have the resources, knowledge, and ability to purchase Yogyakarta's fashion goods from online store	.90
Factor 4 Attitude	38	If I want to, I can easily purchase Yogyakarta's fashion goods from online stores.	.90
	39	Purchase Yogyakarta's fashion goods from online stores is a good idea	.85
	40	Purchase Yogyakarta's fashion goods from online stores is wise	.88
Factor 5 Purchase Intention	41	Purchase Yogyakarta's fashion goods from online stores is beneficial to me	.86
	42	I would purchase Yogyakarta's fashion goods from online stores to meet my shopping needs.	.88
	43	I would purchase Yogyakarta's fashion goods from online stores to handle my future shopping needs.	.88
Factor 6 Subjective Norm	44	I would strongly recommend others purchase Yogyakarta's fashion goods from online stores.	.84
	45	Close friends and family believe it is a good idea for me to purchase Yogyakarta's fashion goods from an online store	.90
	46	People whom I trust can influence my decision to buy Yogyakarta's fashion goods online.	.90
	47	People whose opinions I value would prefer purchasing Yogyakarta's fashion goods from an online store	.84

Table 4: 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

Discussion

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).

Farid et al., (2023) applied the same framework to explore consumers' purchase intentions for dairy products and found that the overall marketing mix could impact the theory of planned behavior, aligning with the results of this research. This study further reveals that consumer engagement plays a role in influencing purchase intention. The reliability tests also confirm that the self-developed scale is consistent and dependable in evaluating the effect of digital marketing on the purchase intentions of local people towards Yogyakarta's products. 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, 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

5. Conclusion

Local products from Yogyakarta, primarily produced by micro, small, and medium enterprises (MSMEs), play a vital role in both the local and national economy. With around 340,000 MSMEs in Yogyakarta (Deny, 2024), these enterprises face the need to develop innovative marketing strategies to remain competitive in the current uncertain environment. Previously, MSMEs significantly influenced tourism (Naeruz et al., 2022). However, they must now adapt to the digital marketplace, which offers consumers accessibility at any time and from any location (Biyantoro, 2023). This study's findings highlight that the digital marketing mix, consumer engagement, and the elements of the Theory of Planned Behavior positively influence the purchase intention of local products. For MSMEs in Yogyakarta, these insights underscore the importance of enhancing product quality, setting appropriate prices, devising effective promotional strategies, and ensuring proper placement. By focusing on these aspects, MSMEs can better attract and retain consumers. Additionally, the research offers MSMEs a deeper understanding of consumer preferences, which can guide them in developing new products that align with future market demands. Moreover, the study confirms that adopting a well-planned digital marketing strategy, such as optimizing the marketing mix, is crucial for sustaining businesses amidst rapid technological changes that may alter consumer behavior. This research fills a gap by applying contemporary digital marketing theories to Yogyakarta's MSMEs, providing a model that can benefit other tourist cities in Indonesia by producing local goods. Thus, embracing digital marketing not only supports the growth of Yogyakarta's cultural products but also contributes to the broader economic stability of MSMEs in the region.

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