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DESCRIPTIVE OF QUANTITATIVE DATA | SUPPLEMENTARY

Optimisation of Digital Marketing to Increase Consumer Purchase Interest in the Syar'i Fashion Industry: Case Study on Zahra Bursa Veil Garut

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Abstract: The development of digital technology has significantly affected the marketing industry, especially in increasing consumer reach and engagement through various online platforms. However, many companies, especially SMEs, have not been able to maximise the potential of digital marketing to increase consumer buying interest. This study aims to examine the effect of digital marketing on consumer buying interest in Zahra Bursa Kerudung Garut, which is engaged in the syar'i fashion sector. This type of research is quantitative with descriptive and associative approaches. The research population consists of consumers of Zahra Bursa Kerudung, with nonprobability sampling techniques and incidental sampling approaches. The research sample totalled 68 respondents. The research location was at Zahra Bursa Veil Garut, and this research took place in 2024. The results showed that the application of digital marketing has a positive effect on consumer buying interest, although its contribution is not entirely dominant, because other factors such as product quality and price also influence purchasing decisions. This research provides important insights into the integration of digital marketing with other aspects in maximising consumer buying interest, especially in SMEs in the shari'i fashion sector. The implication of the results of this study is the importance of optimising innovative digital marketing strategies and improving product and service quality to strengthen relationships with consumers.

Keywords: Digital Marketing, Consumer Purchase Intention.

1. INTRODUCTION

The development of digital technology has brought significant changes in the world of marketing, allowing companies to reach consumers more effectively (Septiady & Nurwulandari, 2022). Digital marketing has become a key strategy in modern marketing due to its ability to increase product accessibility through various online platforms (Septiady & Alghatia, 2022). However, in practice, not all companies are able to optimally utilise digital marketing to increase consumer buying interest. Zahra Bursa Kerudung Garut, as one of the business actors in the syar'i fashion industry, faces challenges in increasing consumer buying interest despite using digital platforms such as Instagram and Shopee (Sugiat & Rokhilawati, 2023). This shows a gap between the application of digital marketing and the results obtained, so this research is important to be carried out immediately to find solutions to these problems.

The selection of Zahra Bursa Kerudung Garut as the object of research is based on the rapid growth of the syar'i fashion industry in Indonesia (Mulia, 2020). In addition, this company has a legal entity and operates legally, so that the data obtained can be scientifically accounted for (Tojiri, Rusdian, & Sugiat, 2024). The results of initial observations and interviews with consumers revealed several main problems, such as the company's lack of activity in posting products, the lack of product information during online promotions, and the lack of innovation in digital marketing strategies (Mulia, 2019). These factors contribute to low consumer buying interest, which is the main reason for choosing Zahra Bursa Kerudung Garut as the object of research (Mulia, 2020).



This research focuses on the relationship between digital marketing and consumer purchase intention. Digital marketing includes various marketing efforts carried out through digital media, such as social media, marketplaces, and company websites (Sugiat, 2019). Consumer buying interest, on the other hand, is an individual's tendency to make purchases based on experience and expectations of the product (Syafarudin, 2024). Several previous studies, such as those conducted by Az-Zahra & Sukmalengkawati (2022) and Syafarudin (2024), show that digital marketing has a positive and significant effect on consumer buying interest. However, the effectiveness of digital marketing in increasing purchase intention is still not optimal, as highlighted by Mulia (2020), which shows that consumer preferences in e-commerce vary greatly.

Although research on the effect of digital marketing on consumer buying interest has been widely conducted, there are still gaps in the application of effective digital marketing strategies for small and medium enterprises (SMEs) in the syar'i fashion sector (Mulia, 2021). This research will fill this gap by examining how digital marketing strategies can be optimised to increase consumer buying interest in Zahra Bursa Kerudung Garut (Sandra, Nuroni, & Munawar, 2022). The novelty of this research lies in the exploration of digital marketing strategies that are more specific to the syar'i fashion industry as well as practical recommendations for SMEs in increasing competitiveness in the digital era (Tojiri & Rusdian, 2023). The results of this study are expected to provide benefits for companies in designing more effective digital marketing strategies and contribute to the development of literature on digital marketing and consumer behaviour (Rusdian, Sugiat, & Tojiri, 2024).

2. RESEARCH DESIGN AND METHOD

The research method is basically a scientific way to get data with specific purposes and uses (Sugiyono, 2019: 2). In conducting this research, the authors used quantitative methods with descriptive and associative approaches. A descriptive approach is research conducted to determine the value of independent variables, either one or more variables without making comparisons, or connecting between one variable and another (Sugiyono, 2019: 35). In another sense, this descriptive approach is to analyse data by describing or describing the data that has been collected as it is without making conclusions that apply to the public or generalisation. Meanwhile, the associative approach is research that aims to determine the relationship between two or more variables (Sugiyono, 2019: 37).

A. Population and Sample

The population in this study are consumers of Zahra Bursa Kerudung, who come from various backgrounds. Given the very large population and difficult to know exactly, this study uses a sampling method to obtain more focused and representative data.

The sample in this study consisted of customers who had purchased products at Zahra Bursa Kerudung. To determine the number of samples, a calculation using the Lame Show formula is used by setting a proportion of 0.5 and a precision level of 10%. Based on the calculation results, the minimum number of samples used in this study was 68 respondents.

The sampling technique was carried out using a nonprobability sampling method using an incidental sampling approach. This technique allows the selection of respondents based on chance, where anyone who is encountered by the researcher and is considered relevant as a data source can be sampled. With this method, the research can obtain data in accordance with the objectives of the study and describe the characteristics of Zahra Bursa Kerudung consumers more accurately.

B. Data Analysis Technique

In this study, various data analysis techniques were used to ensure the reliability and validity of the research results and to test the relationship between the variables studied (Subagyo, A., Ip, S., Kristian, I., Ip, S., & Kom, S., 2023).

- 1) The validity test is carried out to assess the extent to which the research instrument, in this case a questionnaire, is able to accurately measure the intended concept. A questionnaire is considered valid if the statements in it can accurately reveal the information to be measured.

- 2) The reliability test aims to assess the consistency of a research instrument. An instrument is considered reliable if it produces stable data even though it is tested repeatedly. In this study, the reliability test was carried out using the Cronbach's Alpha method, which is suitable for instruments with more than two alternative answers.
- 3) Descriptive analysis is used to understand the characteristics of research data by presenting it in the form of tables, graphs, or statistical calculations such as mean, median, mode, standard deviation, and percentage. This analysis helps in describing the data without making comparisons or relationships between variables.
- 4) The correlation coefficient is used to measure the level of relationship between two or more variables in the study. This test is carried out using the Product Moment correlation method to determine whether there is a significant relationship between the independent variable and the dependent variable.
- 5) The coefficient of determination test aims to determine the extent to which the independent variable can explain the variation in the dependent variable. The coefficient of determination (R^2) ranges from 0 to 1, where the closer to 1, the greater the ability of the independent variables to predict changes in the dependent variable.
- 6) Hypothesis testing using the T test is carried out to determine whether the independent variable has a significant effect on the dependent variable. This test is conducted to test the hypothesis partially, so that it can be seen whether each independent variable contributes to the dependent variable in this study.

3. RESULTS

A. Validity Test

Table 1. Digital Marketing Variable Validity Test Results

No	Instrument Item	$r_{\text{calculate}}$	r_{table}	Description
1		0,681	0,238	Valid
2		0,762	0,238	Valid
3		0,758	0,238	Valid
4		0,801	0,238	Valid
5		0,711	0,238	Valid
6		0,688	0,238	Valid
7		0,517	0,238	Valid
8		0,737	0,238	Valid
9		0,643	0,238	Valid
10		0,619	0,238	Valid
11		0,622	0,238	Valid
12		0,633	0,238	Valid
13		0,263	0,238	Valid

Source: Primary data processed in 2024

Table 2. Results of the Purchase Interest Variable Validity Test

No	Instrument Item	$r_{\text{calculate}}$	r_{table}	Description
1		0,779	0,238	Valid
2		0,782	0,238	Valid
3		0,827	0,238	Valid
4		0,720	0,238	Valid
5		0,680	0,238	Valid
6		0,713	0,238	Valid
7		0,584	0,238	Valid
8		0,623	0,238	Valid
9		0,625	0,238	Valid

Source: Primary data processed in 2024

The validity test results for the Digital Marketing variable (X), and Table 4.2 for the Consumer Purchase Interest variable (Y). Based on the correlation value, all instrument items are declared valid because the r-count value is greater than the r-table (0.238) for 68 respondents.

B. Reliability Test

Table 3. Reliability Test Results of Research Instruments

No.	Variables	Cronbach's Alpha value	Description
1	Digital Marketing (X)	0,886	Reliable
2	Consumer Purchase Interest (Y)	0,870	Reliable

Source: Primary data processed in 2024

The results of the reliability test with a Cronbach's Alpha value greater than 0.600, which indicates that both variables (Digital Marketing and Consumer Purchase Interest) are reliable.

C. Correlation Coefficient Test

Table 4. Digital Marketing Correlation Test (X) on Consumer Purchase Interest (Y)

Correlations	Digital Marketing	Consumer Purchase Intention
Spearman's rho		
Digital Marketing	Correlation Coefficient	1.000
	Sig. (2-tailed)	.
	N	68
Consumer Purchase Intention	Correlation Coefficient	.623**
	Sig. (2-tailed)	.000
	N	68
. Correlation is significant at the 0.01 level (2-tailed).		

Source: Primary data processed 2024

The results show that the correlation coefficient between Digital Marketing (X) and Consumer Purchase Interest (Y) is 0.623, which shows a strong and significant relationship.

D. Determination Coefficient Test

$$KD = 0.623^2 \times 100\% = 38.8\% \text{ or } 39\%$$

The results of the determination test, the contribution of the influence of Digital Marketing on Consumer Purchase Interest is 39%, while the rest is influenced by other factors.

E. Hypothesis Test

Table 5. Digital Marketing (X) t test on consumer buying interest (Y)

Model	Unstandardised Coefficients	Standardised Coefficients	t	Sig.
	B	Std. Error	Beta	
1	(Constant)	1.021	3.396	.301
	Digital Marketing	.677	.064	.794

Source: Primary data processed 2024

The results show the t-test results, which show that the t-count value (10.603) is greater than the t-table (1.997) with a significance value of 0.000 < 0.05, which means that Hypothesis H₁ is accepted. This indicates that Digital Marketing has a positive effect on Consumer Purchase Interest.

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