THE INFLUENCE OF DIGITAL MARKETING AND ADVERTISING EFFECTIVENESS ON GEN Z BUYING INTEREST IN MARKETPLACES IN THE SPECIAL REGION OF YOGYAKARTA

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Article Info	ABSTRACT
	This study aims to analyze the effect digital marketing and advertising effectiveness on gen z buying interest in marketplace in the Special Region of Yogyakarta. This research uses quantitative research methods. The sampling technique used wae purposive sampling with a total of 100 respondents. Primary data used in this study are perceptions obtained from quentionnaires distributed to gen z in the Special Region of Yogyakarta. The test carried out in this study are descriptive analysis, instrument test (validity test and reliability test), classical assumption test (normality, linearity, multicollinearity and heteroscedacity), hypothesis testing (t test and f test), multiple linear regression analysis and coefficient of determination (Adjusted R2). The results of this study indicate that : 1) digital marketing has a positive and significant effect on purchase intention. 2) advertising effectiveness has a positive and significant effect on buying interest. 3) digital marketing and advertising effectiveness simultaneously affect buying interest.

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INTRODUCTION

The digitalization of various aspects of life has fundamentally transformed how people interact

with technology and engage in everyday activities. The industrial era has increasingly embraced

digital solutions, a trend significantly accelerated by the Covid-19 pandemic, which necessitated remote working and studying, leading to a surge in the use of digital devices such as laptops and smartphones (Poluan et al., 2024).

E-commerce platforms have particularly benefited from this digital shift. In 2023, Shopee dominated the market with approximately 2.3 billion visits, outstripping its competitors. Tokopedia, Lazada, BliBli, and Bukalapak followed with 1.2 billion, 762.4 million, 337.4 million, and 168.2 million visits, respectively. Not only did Shopee lead in traffic, but it also achieved the highest growth rate with a 41.39% increase year-to-date (ytd). In contrast, Tokopedia, Lazada, and Bukalapak experienced declines of 21.08%, 46.72%, and 56.5% ytd, respectively, while BliBli saw a positive growth of 25.18% ytd. Generation Z, those born between 1997 and 2012, are particularly inclined towards online shopping due to their upbringing in a digitally enriched environment. This generation's affinity for sophisticated technology and easy access to information makes them prime targets for digital marketing (https://www.inews.id; https://www.liputan6.com).

Research by Az-Zahra et al. (2022) demonstrated that digital marketing influences consumer purchasing interest. Similarly, Hatta et al. (2020) found that effective online advertising significantly affects consumer purchasing interest in Bukalapak. Rochis et al. (2024) further established that both digital marketing and the effectiveness of online advertising significantly impact purchasing decisions. Given these insights, the proposed research aims to explore Gen Z's purchasing interest in marketplaces, focusing specifically on the Special Region of Yogyakarta. The study seeks to understand how digital marketing and advertising effectiveness influence Gen Z's purchasing behavior in this region, a topic that has not been extensively studied before. This research is titled "The Influence of Digital Marketing and Advertising Effectiveness on Gen Z's Purchasing Interest in Marketplaces in the Special Region of Yogyakarta."

METHODS

This population focuses on the purchasing interest of Gen Z on the marketplace platform in the Special Region of Yogyakarta. Using the Slovin formula, the results obtained are that the minimum number of samples needed in this study is 100 respondents.

The primary data used in this study are perceptions obtained from questionnaires distributed to Gen Z in the Special Region of Yogyakarta. The questionnaire measures digital marketing, advertising effectiveness and consumer purchasing interest.

The questionnaire with a scale used in this study is a 5-point Likert scale.

RESULTS AND DISCUSSION

Population: Gen Z individuals (aged 17-24 years) residing in the Special Region of Yogyakarta.

Sample Size: 100 respondents. Questionnaire using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree)

Respondent Characteristics

Criteria:

1. Domiciled in the Special Region of Yogyakarta

2. Gen Z (aged 17-24 years)

3. Have used the Shopee Platform for transactions

4. Make transactions on Shopee at least once a month

Validity test

The table below is a digital marketing variable

Statement	r Count	r Table	Information
X1.1	0,751	0,195	Valid
X1.2	0,741	0,195	Valid
X1.3	0,719	0,195	Valid
X1.4	0,722	0,195	Valid
X1.5	0,786	0,195	Valid
X1.6	0,707	0,195	Valid
X1.7	0,769	0,195	Valid
X1.8	0,684	0,195	Valid
X1.9	0,779	0,195	Valid

X1.10	0,649	0,195	Valid
X1.11	0,753	0,195	Valid

Source : Primary Data (Researcher)

The table below shows the advertising effectiveness variables.

Statement	r Count	r Table	Information
X2.1	0,784	0,195	Valid
X2.2	0,810	0,195	Valid
X2.3	0,836	0,195	Valid
X2.4	0,839	0,195	Valid

Source : Primary Data (Researcher)

The table below is a variable of purchasing interest

Statement	r Count	r Table	Information
Y.1	0,762	0,195	Valid
Y.2	0,706	0,195	Valid
Y.3	0,796	0,195	Valid
Y.4	0,789	0,195	Valid
Y.5	0,786	0,195	Valid
Y.6	0,780	0,195	Valid
Y.7	0,814	0,195	Valid
Y.8	0,722	0,195	Valid
Y.9	0,662	0,195	Valid

Source : Primary Data (Researcher)

Validity test in this study was conducted by testing each statement item as many as 24 statements using SPSS 26. Validity test is used to determine whether a questionnaire is valid or not. If r count > r table, r table from this study is 0.195, then the instrument or statement items are significantly correlated with the total score, then it is declared valid. from all the tables above with r count > r table then the statement of each variable in the statement tables is declared VALID.

Reliability Test

Reliability can be defined as the extent to which measurement results can be relied upon. The dependability of the questionnaire will be assessed to determine its level of reliability. The reliability test uses a limit of 0.60 as a decision making tool, a variable is consideredreliable if its value shows Cronbach's Alpha > 0.60. The results of the reliability test are shown as follows in the table below:

`Table Reliable Test Results

Variable	Cronback Alpha	Alpha coefficient	Status
Digital Marketing	0,913	0.60	REAL
Advertising Effectivenees	0,833	0.60	REAL
Purchasing Interest	0,907	0.60	REAL

Source : Primary Data (Researcher)

Based on the results of the reliability test in the above table using the Cronbach Alpha (α) statistical test, it shows that all variables have a Cronbach Alpha > 0.60. This shows thatthe questionnaire used to measure the variables Digital Marketing, Advertising Effectivenees, Purchasing Interest.

Data Tabulation

This population focuses on the purchasing interest of Gen Z on the marketplace platform in the Special Region of Yogyakarta. Thus, this can design research to dig deeper into the factors that influence purchasing interest and preferences in online shopping, and so on. By using the Slovin formula, the results obtained are the minimum number of samples needed in this study is 100 respondents.

Variable Tabulation Average Analysis

The minimum sample required in this study is 100 respondents. In this study, the data acquisition method used a questionnaire. According to Sugiyono (2015), a questionnaire is a data collection technique carried out by giving a set of written questions or statements to respondents to answer. A questionnaire is an efficient data collection technique if the researcher knows for sure the variables to be measured and knows what to expect from the respondents. The scale used in this study is a 5-point Likert scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or group of people about social phenomena.,

Table Average Score Interval

Intervals	Alternative Answers

5 Points	Strongly Agree (SS)
4 Points	Agree (S)
3 Points	Neutral (N)
2 Points	Disagree (ts)
1 Point	Strongly Disagree (STS)

Source: Processed by the Author (2024)

Data Analysis

Normality test

The normality test aims to test whether the confounding or residual variables in the regression model have a normal distribution. As is known, the t-test and f-test assume that the residual values follow a normal distribution. If this assumption is violated, the statistical test becomes invalid for small sample sizes (Ghozali 2018). This test is carried out to determine that the distribution of the data delivery that has been used is normally distributed. This test is carried out using the Kolmogorov-Smirnov method with the help of SPSS version 26.

1. Kolmogorov-Smirnov Method

   The testing criteria with Kolmogorov-Smirnov statistics are if significant (Asymp.sig) > 0.05 then the data is normally distributed.

Table One Sample Kolmogorov-Smirnov Test Results

		Unstandardized Residual	Standardized Residual
N		100	100
Normal Parameters[a,b]	*Mean*	0,0000000	0,0000000
	Std. Deviation	2,97282908	0,98984745
Most Extreme Differences	*Absolute*	0.087	0,087
	Positive	0,087	0,087
	Negative	-0,086	-0,086
Test Statistic		0,087	0,087
Asymp. Sig. (2-tailed)		,057[c]	,057[c]
a. *Test distribution is* Normal.			
b. *Calculated from* data.			
c. *Lilliefors Significance Correction.*			

Source: Primary Data (Researcher)

Based on the table above, it shows that the value of Asymp.Sig. (2-tailed) is 0.057, which means it is greater than 0.05, from these results the data is normally distributed. So it can be obtained that the data tested is stated to be normally distributed and the normality assumption is met.

Multicollinearity Test

Multicollinearity test can be seen from the tolerance value and its opposite. In addition, it can also be seen from the variance inflation factor (VIF) value. The tolerance value commonly used to indicate multicollinearity is <0.10 and the VIF value> 10 (Ghozali 2018:108)

Table Multicollinearity Test Results Source

| **Coefficients**[a]			
Model		*Collinearity Statistics*	
		Tolerance	*VIF*
1	*(Constant)*		
	Digital Marketing	0,581	1,722
	Advertising Effectivenees	0,581	1,722

Source: Primary Data (Researcher)

Shows that the tolerance value of the digital marketing variable and the advertising effectiveness variable is 0.581. And the VIF value of the digital marketing variable and the advertising effectiveness variable is 1.722. From these results, the tolerance value is > 0.10 and the VIF value is < 10. So it can be obtained that there is no multicollinearity between the independent variables in the regression model.

Hesterocedasticity Test

The heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. Detection of the presence or absence of heteroscedasticity can be done by looking at the presence or absence of a certain pattern in the scatter plot graph between SRESID and ZPRED where the Y axis is the predicted Y, and the X axis is the residual (predicted Y - actual Y) that has been studentized.

Table Hestreodasticity Test Results (Scatterplot)
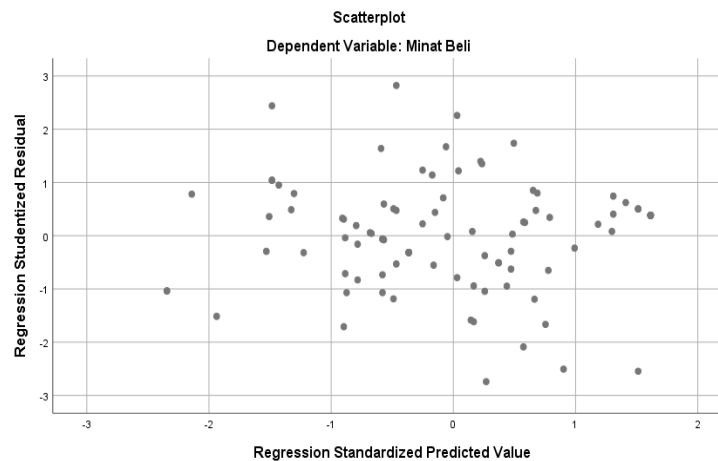
Source: Primary Data (Researcher)

Shows that the points that are randomly distributed do not form a clear pattern, but are distributed above and below the number 0 (zero) on the Y axis. Therefore, there is no heteroscedasticity in the regression model, so the regression model is worthy of being studied.

Linearity Test

Linearity test is used to see whether the model specifications used are correct or not (Ghozali 2018). This test aims to determine whether the two variables that will be subjected to statistical analysis procedures show a linear relationship or not. Good data should have a linear relationship between the independent variables and the dependent variable. A relationship is said to be linear if the Deviation from Linearity (sig) value is > 0.05.

1) Linearity Test of the Digital Marketing variable (X1) with Purchasing Interest variable (Y).

Table Variable Linearity Test Results

			Sum of Squares	df	Mean Square	F	Sig.
Purchasing Interest * Digital marketing	Between Groups	(Combined)	1,145,873	18	63,660	5,466	0,000
		Linearity	1,029,592	1	1,029,592	88,411	0,000
		Deviation from Linearity	116,281	17	6,840	0,587	0,892
	Within Groups		943,287	81	11,646		
	Total		2,089,160	99			

Source: Primary Data (Researcher)

That the sig deviation from linearity value is 0.892 > 0.05 and the calculated F is 0.666 < F table 3.119. So it can be obtained that there is a linear relationship between the digital marketing variable (X1) and the purchase interest variable (Y).Linearity Test of the Attraction variable (X2) on the Tourist Satisfaction variable(Y)

2) Linearity Test of the Advertising Effectivenees variable (X2) with Purchasing Interest variable (Y).

Table Variable Linearity Test Results

			Sum of Squares	*df*	*Mean Square*	*F*	*Sig.*
Purchasing Interest * Advertising Effectivenees	*Between Groups*	*(Combined)*	1,111,893	8	138,987	12,942	0,000
		Linearity	969,265	1	969,265	90,255	0,000
		Deviation from Linearity	142,628	7	20,375	1,897	0,079
	Within Groups		977,267	91	10,739		
	Total		2089,16	99			

Source: Primary Data (Researcher)

Shows that the sig deviation value from linearity of the above data is 0.079 > 0.05 and the calculated f is 1.897 < f table 3.119. So it can be obtained that there is a linear relationship between the advertising effectiveness variable (X2) and the purchase interest variable (Y).

Multiple Linear Test

Regression analysis is a method that discusses the dependence of an independent variable on one or more independent variables.

Table Multiple Linear Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	*(Constant)*	9,216	2,536		3,634	0,000		
	Digital Marketing	0,356	0,068	0,449	5,211	0,000	0,581	1,722
	Advertising Effectivenees	0,753	0,166	0,390	4,524	0,000	0,581	1,722

Coefficients^a

a. *Dependent Variable*: Purchasing Interest

Source: Primary Data (Researcher)

The following regression equation is obtained:

$Y = a + b_1 X_1 + b_2 X_2 + e$

$Y = 9.216 + 0.356 X1 + 0.753 X2 + e$

a = Constant

Y = Purchase Interest

X1 = Digital Marketing

X2 = Advertising Effectiveness

e = Error

From the equation above, the constant value of 9.216 states that if the digital marketing and advertising effectiveness variables are considered constant, then purchase interest is still positive. The digital marketing regression coefficient (X1) of 0.356 is positive, which means that if digital marketing (X1) increases, purchase interest (Y) will increase or improve. The advertising effectiveness regression coefficient (X2) of 0.753 is positive, which means that if advertising effectiveness (X2) increases, purchase interest (Y) will increase or improve.

Hypothesis testing t Test (Partial Test)

Table t Tes (Partial Test)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	9,216	2,536		3,634	0,000		
Digital Marketing	0,356	0,068	0,449	5,211	0,000	0,581	1,722
Advertising Effectiveness	0,753	0,166	0,390	4,524	0,000	0,581	1,722
a. Dependent Variable: Purchase Interest							

Source: Primary Data (Researcher)

The value of each independent variable included in the regression model, namely the digital marketing variable (X1) and the advertising effectiveness variable (X2) have a significant value <0.05. This can be seen from the significant value of the digital marketing variable of 0.000, while the advertising effectiveness variable is 0.000. To find out whether the hypothesis is rejected or accepted, the calculated t value above can be compared with the t table value at a significance level of 5% or <0.05. The t table value for a significance level of 5% or 0.05 is 1.289. The table above shows that the digital marketing variable (X1) has a calculated t value> t table, namely 5.211> 1.289, which means that there is a partial significant influence on purchasing interest, so H1 is accepted. The advertising effectiveness variable (X2) has a calculated t value> t table 4.524> 1.289, which means that there is a partial significant influence on purchasing interest, so H2 is accepted

F Test (Simultaneous)

The f statistical test basically shows whether all independent or free variables included in the model have a joint influence on the dependent or bound variable (Ghozali 2018). The decision-making criteria for the f test are if the calculated f> f table and sig <0.05, then all variables

simultaneously and significantly affect the dependent variable.

Table F Test Results (Simultaneous)

	Model	Sum of Squares	df	Mean Square	f	Sig.
1	*Regression*	1214,226	2	607,113	67,308	,000[b]
	Residual	874,934	97	9,020		
	Total	2089,160	99			
a. *Dependent Variable*: Purchase Interest						
b. *Predictors: (Constant),* Advertising Effectiveness, *Digital Marketing*						

ANOVA[a] (header spanning)

Source: Primary Data (Researcher)

The calculated f value processed by SPSS version 26 is 67.308. While the f table value is 3.083. So, it can be said that the calculated f> f table is 67.308> 3.083 and the significance value is 0.000 <0.05. This means that H3 is accepted, so it can be concluded that digital marketing and advertising effectiveness together or simultaneously have a significant effect on purchasing interest.

Test R2

The coefficient of determination (Adjusted R2) essentially measures how far the model's ability to explain the variation of the dependent variable. The value of the coefficient of determination is between zero and one. A small R2 value means that the ability of the independent variables to explain the variation of the dependent variable is very limited. A value approaching one independent variables provide almost all the information needed to predict the variation of the dependent variable (Ghozali, 2018:97). A coefficient of determination value approaching one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable.

Table R2 Test Results (Determinant)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,762[a]	0,581	0,573	3,003
a. *Predictors: (Constant),* Advertising Effectiveness , *Digital Marketing*				
b. *Dependent Variable*: Purchase Interest				

Model Summary[b] (header spanning)

Source: Primary Data (Researcher)

About the multiple correlation value (R), coefficient of determination (R square), adjusted coefficient of determination (Adjusted R Square). The table above obtains information about the magnitude of the influence of all independent variables on the dependent variable. This influence is symbolized by R (correlation). Knowing the accuracy of the influence prediction can be seen from the Adjusted R Square value. The Adjusted R Square value of 0.573 is the influence of the independent variable on the dependent variable. This means that 0.573 of the purchase interest variable (Y) is explained by the digital marketing variable and advertising effectiveness, the rest is explained by other variables not included in the model studied in this study.

Discussion

1. The Influence of Digital Marketing on Purchase Interest

In this study, the results of the first hypothesis showed a positive and significant influence on purchase interest. This is evidenced by the results of multiple linear analysis which shows the digital marketing regression coefficient (X1) of 0.356 with a positive value, which means that if digital marketing (X1) increases, purchase interest (Y) will increase to be better, which means that digital marketing has a positive effect on purchase interest and the significance results for the digital marketing variable are 0.000> 0.05 and the calculated t value> t table, namely 5.211> 1.289, the hypothesis in this study (H1) is accepted.

Based on these results, it can be said that consumers feel motivated to buy products due to digital marketing carried out by the company. Consumers consider digital marketing to be more informative in explaining products, easy to navigate and more attractive. The ease of transactions, ordering and searching for information makes people more interested in shopping online.

The results of this study are in accordance with research conducted by Masyithoh et al. (2021),

that digital marketing has a positive and significant effect on purchase interest.

2. The Effect of Advertising Effectiveness on Purchase Interest

In this study, the results of the second hypothesis are known to have a positive and significant effect on purchase interest. This is evidenced by the results of multiple linear analysis which shows the regression coefficient of advertising effectiveness (X2) of 0.753 with a positive value, which means that the effectiveness of advertising (X2) increases, then purchase interest (Y) will increase to a better one, which advertising effectiveness has a positive effect on purchase interest and the significance results for the advertising effectiveness variable are 0.000 <0.05 and the calculated t value> t table, namely 4.524> 1.289, the hypothesis in this study (H2) is accepted.

This can be interpreted that effective advertising which includes: atmosphere, role of figures and various information about the marketplace according to what customers receive, the role of figures in the advertisement also provides information that is in accordance with what is promised, for example the products offered have various discounts or promos every month. So that the value of consumer purchase interest in the marketplace is getting higher.

The results of this study are supported by research conducted by Hatta et al. (2020), that advertising effectiveness has a positive effect on purchase interest.

3. The Influence of Digital Marketing and Advertising Effectiveness on Purchase Interest

The results of the third hypothesis show that digital marketing and advertising effectiveness simultaneously have a positive and significant effect on purchase interest. This is evidenced by the results of multiple linear analysis on the acquisition of the regression equation in the coefficient table with a constant value of 9.216 which states that the variables of digital marketing and advertising effectiveness are considered constants, then purchase interest and the significant results of the calculated f value> table, namely 67.308> 3.083 and a significance value of 0.000 <0.05. So it can be concluded that digital marketing and advertising effectiveness

have a simultaneous effect on purchase interest.

This shows that the coefficient of determination in predicting purchase interest from the regression results is 0.573, the rest of which is explained by other variables that are not studied that may affect purchase interest. Thus, it can be explained that there is a simultaneous influence between digital marketing and advertising effectiveness on purchase interest in e-commerce. The results of this study are supported by research conducted by Rochis et al. (2024), that there is an influence of digital marketing and advertising effectiveness on purchasing decisions.

CONCLUSION

H1 is accepted: Digital Marketing Has a Positive and Significant Influence on Purchase Interest, H2 is accepted: Advertising Effectiveness Has a Positive and Significant Influence on Purchase Interest, H3 is accepted: Digital Marketing and Advertising Effectiveness Have a Positive and Significant Influence on Purchase Interest

SUGGESTION

The results of this study prove that the results of the linear regression coefficient of advertising effectiveness are lower in comparison to the Beta results of multiple linear regression on digital marketing. Therefore, it is recommended that when collecting data, the advertising effectiveness variable be further improved by expanding primary data with the questionnaire method because this study uses a questionnaire and the place where the questionnaire is distributed is not.

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