

The Influence of Digital Marketing, Customers Experience, and Fashion Involvement on Consumer Buying Interest in Bata Products in Medan Mall

Apriliana Natasya¹, Yulia Arnida Pohan²

¹ Universitas Potensi Utama; apriliananatasyyatasya@gmail.com

² Universitas Potensi Utama; kotaksuratuli23@gmail.com

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ABSTRACT

This study aims to determine and analyze the influence partially and simultaneously. *Digital Marketing, Customer Experience, Fashion Involvement* , and Consumer Purchase Interest in Bata Products at Medan Mall . The type of research used in this study is causal associative research with quantitative methods. The population in this study were consumers who had visited and were interested in purchasing. The sampling technique in this study used a *nonprobability sampling method* with an *accidental sampling technique*. To determine the sample size, the researcher used the Lameshow formula. The number of research samples taken in this study was rounded from 98 to 124 respondents to avoid biased data. The results of the partial test showed that *Digital Marketing* has a positive and significant effect on consumer purchase intention, *Customer Experience* does not have a significant effect on consumer purchase intention , and *Fashion Involvement* has a positive and significant effect on consumer purchase intention. Meanwhile, the results of the simultaneous test show that *Digital Marketing, Customer Experience, and Fashion Involvement* have a positive and significant effect on consumer purchase intention. together have a positive and significant influence on Consumer Purchasing Decisions on Bata Products in Medan Mall . The *adjusted R square value* of 0.418 can be called the coefficient of determination, this means that 0.418 (41.8%) of Purchase Interest can be obtained and explained by Digital Marketing, Customer Experience and Fashion Information while the remaining 58.2% is explained by variables outside the model that were not studied.

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Related Authors:

Apriliana Natasya

Universitas Potensi Utama; kotaksuratuli23@gmail.com

1. INTRODUCTION

Marketing plays a crucial role in the business world because it is directly linked to the sales process. Therefore, a comprehensive understanding of marketing strategy is critical for every business owner in anticipating and overcoming various potential future business challenges. One common challenge that frequently arises is declining revenue, which is generally caused by a decline in consumer purchasing power. In this context, it is crucial for companies to design effective marketing strategies to maintain customer loyalty and prevent them from switching to competitors, as well as to ensure long-term business sustainability.

Competition is increasingly fierce in today's era, and companies each have their own ways of maintaining the quality of their products. By following consumer demands, companies compete to create products that appeal to consumers. One such product is shoes. Shoes significantly influence a person's sense of style. One company experiencing decline is Bata. Bata faces serious challenges in maintaining its brand relevance in an increasingly competitive market. Despite its global reputation and long history, Bata's digital marketing strategy is deemed unable to optimally adapt to changing modern consumer behavior. The brand's digital identity remains weak, characterized by monotonous social media content and low engagement, particularly among the younger generation, who are now the primary target market for fashion and lifestyle retail.

Bata is also known as a shoe brand known for its durable and long-lasting product quality. Since its founding by Thomas Bata, the brand has been at the forefront of innovation. Various shoe models are continuously developed over time. Bata shoes are made from a variety of high-quality materials, such as high-quality leather, plastic, and rubber, which meet high standards and are then neatly sewn into a single shoe. Furthermore, the product design is attractive and flexible, keeping up with current trends, and the price range is commensurate with the quality (Anggraini, 2020).

According to Armstrong Kottler (2021), digital marketing describes a company's efforts to inform, promote, communicate, and market products and services through the internet. Customer experience is the overall experience experienced by each customer during a sales transaction between a buyer and a seller. This overview refers to customer responses, which include cognitive, affective, and physical experiences (Ningsih & Hurnis, 2023). Fashion involvement is a person's involvement with a clothing product due to their interest, importance, need, and value, which drives them to want to own it. Fashion involvement is determined by several factors, including consumer characteristics, fashion knowledge, and purchasing behavior (Kamali et al., 2024).

One of the factors influencing purchase interest in Bata products at Medan Mall is digital marketing, customer experience, and fashion involvement. Another factor influencing purchase interest is customer experience. Digital marketing is the use of the internet and other interactive technologies to create and connect information between companies and consumers, including websites, search engine marketing, web banners, social networking, viral marketing, email marketing, and affiliate marketing (Malik, 2017). Another factor influencing purchase intention is customer experience. According to Komariah (2021), customer experience is the overall experience of interacting with a brand, both directly and subjectively.

In addition to digital marketing and customer experience, fashion involvement is also a factor that can influence consumer purchasing interest in Bata products at Medan Mall. Fashion involvement is defined as an individual's involvement with fashion products or other fashion-related matters due to factors such as interests, needs, and the influence on the buyer's satisfaction level (Maharani and Santoso, 2019).

2. METHOD

Types and Methods of Research

The type of research conducted by the author on the variables to be studied, the research method is causal associative research with quantitative methods. Causal associative research is research that seeks the causal influence or relationship between independent variables and dependent variables

(Sugiyono, 2022). In this research, In this way, it is possible to develop theories that can explain, predict, and control phenomena. Conducting systematic scientific research on the causality of parts and phenomena and their relationships. The goal of quantitative research is to develop and use mathematical models, theories, and/or hypotheses related to natural phenomena.

Research Location and Research Time

This research was conducted at Bata Medan Mall, Jl. MT Haryono, 2nd floor, market center, Medan City district, North Sumatra 20212. The research was conducted from March 2025 to September 2025.

Research Population and Sample

The population in this study were consumers who had visited and were interested in purchasing Bata products at Medan mall. Retrieval sample in study This use method *non-probability* with technique *accidental sampling*. According to Sugiyono (2022) *accidental sampling* is technique taking samples taken with take Who just a coincidence encountered by researchers and considered suitable as data sources Data retrieval techniques sample Where amount population No known so study use formula that is formula lameshow as following :

$$n = \frac{Z^2 p (1 - p)}{d^2}$$

Information :

n : Number of samples

Z : standard value = 1.96

p : maximum estimate = 50% = 0.5

d : alpha (0.10) or sampling error 10%

$$n = \frac{1,96^2 \cdot 0,5 (1-0,5)}{0,10^2}$$

$$n = 0.9604 \cdot 0.01$$

$$n = 96.04$$

So the minimum number of samples needed in this study is 96 respondents which will be rounded up by the researcher to 124 respondents .

Data collection technique

a. Observation

According to Sugiyono (2022), observation is a data collection technique that has specific characteristics compared to other techniques. In this study, the observations were conducted by conducting direct observations at *the store*. B ata M edan M all.

b. Questionnaire

Questionnaire is a list of questions containing questions filled in by consumers at the Bata Medan Mall *Store which makes... object study* .

c. Interview

Interviews, namely data collection by conducting direct interviews with the head of the Bata Medan Mall shop.

d. Documentation

According to Sugiono (2022), documentation is a record of past events. Documentation can take the form of writing, images, or someone's work. This documentation, like previous research on digital marketing, can assist in supporting this research.

3. FINDINGS AND DISCUSSION

Data Analysis Techniques

Validity and reliability test

Table 1. Validity Test Results

Statement	Person Correlation	R _{table}	Information
X1.1	0.599	0.361	Valid
X1.2	0.526	0.361	Valid
X1.3	0.487	0.361	Valid
X1.4	0.704	0.361	Valid
X1.5	0.595	0.361	Valid
X1.6	0.566	0.361	Valid
X1.7	0.454	0.361	Valid
X1.8	0.568	0.361	Valid
X2.1	0.567	0.361	Valid
X2.2	0.567	0.361	Valid
X2.3	0.483	0.361	Valid
X2.4	0.495	0.361	Valid
X2.5	0.530	0.361	Valid
X2.6	0.526	0.361	Valid
X2.7	0.436	0.361	Valid
X2.8	0.480	0.361	Valid
X2.9	0.426	0.361	Valid
X10	0.585	0.361	Valid
X3.1	0.633	0.361	Valid
X3.2	0.531	0.361	Valid
X3.3	0.523	0.361	Valid
X3.4	0.487	0.361	Valid
X3.5	0.626	0.361	Valid
X3.6	0.464	0.361	Valid
X3.7	0.622	0.361	Valid
X3.8	0.479	0.361	Valid
Y.1	0.568	0.361	Valid
Y.2	0.582	0.361	Valid
Y.3	0.493	0.361	Valid
Y.4	0.552	0.361	Valid
Y.5	0.618	0.361	Valid
Y.6	0.521	0.361	Valid
Y.7	0.507	0.361	Valid
Y.8	0.543	0.361	Valid

It can be seen based on the results of the *statistical* validity test on the variables of *digital marketing*, *customer experience*, *fashion involvement* and *purchase interest* that the *person correlation* value for all statement items has a value of > 0.361 , so it is concluded that the results of the research data on each available statement item are valid/legitimate.

Table 2, Reliability Test Results

Variables	Cronbach Alpha Value	Information
X1	0.694	Reliable
X2	0.688	Reliable

X3	0.640	Reliable
Y	0.660	Reliable

Can seen based on the results in the table above that mark *Cronbach's alpha* for all variables study is >0.60 then can it is said reliability test results overall variables reliable

Normality Test Results

Table 3. Results of the Kolmogorov -Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		124
Normal Parameters ^{a,b}	Mean	.0000000
	Standard Deviation	2.41079995
Most Extreme Differences	Absolute	.065
	Positive	.065
	Negative	-.057
Test Statistics		.065
Asymp. Sig. (2-tailed)		.200 ^{c,d}
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		
d. This is a lower bound of the true significance.		

Based on table on known that Kolmogorov-Smirnov test results own mark significance of $0.064 > 0.05$ so that can concluded that the data tested is normally distributed.

Heteroscedasticity Test Results

Table 4. Results of Heteroscedasticity Test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std Error	Beta		
(Constant)	4,964	2,595		1,913	.058
Digital Marketing	-.058	.032	-.165	-1,819	.071
Customer Experience	.035	.061	.052	.572	.568
Fashion Involvement	-.066	.047	-.132	-1,417	.159
a. Dependent Variable: Abs_RES					

Based on the table above, it is known that the results of the Glejser test on the three independent variables have a significant value > 0.05 , so it can be concluded that there are no symptoms of heteroscedasticity.

Multicollinearity Test Results

Table 5. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
<i>Digital Marketing</i>	.954	1.048
<i>Customer Experience</i>	.951	1.052
<i>Fashion Involvement</i>	.909	1.100
a. Dependent Variable: Purchase Interest		

Based on the table above, it is known that the results of the multicollinearity test for the *digital marketing variables* (X1), *customer experience* (X2) and *consumer purchasing interest* (X3) have a *tolerance value* of > 0.10 and $VIF < 10$, so this study is declared free from multicollinearity problems.

Multiple Linear Regression Test Results

Table 6. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std Error	Beta		
(Constant)	-1.732	4.153		-.417	.677
<i>Digital marketing</i>	.163	.051	.225	3.190	.002
<i>Customer experience</i>	.133	.097	.097	1.376	.171
<i>Fashion involvement</i>	.567	.075	.546	7.570	.000
a. Dependent Variable: Purchase interest					

- a. Constant $\alpha = -1.732$

It can be seen from the regression equation that the constant value of α is -1.732, which means that *Digital Marketing*, *Customer Experience* and *Fashion Involvement* are in a constant state of -1.732.

- b. $\beta_1 = 0.163$

It can be seen from the regression equation that the regression coefficient value β_1 as big as 0.163 and is worth positive. This means if variables *digital marketing* increases by one unit then the variable of interest buy consumer will also increase by 0.163 units.

- c. $\beta_2 = 0.133$

It can be seen from the regression equation that the value of the regression coefficient β_2 is .133 and has a value of positive. This means if variables *customer experience* increases by one unit then the variable of interest buy consumer will also increase by 0.133 units.

- d. $\beta_3 = 0.567$

It can be seen from the regression equation that the regression coefficient value β_3 is 0.567 and is positive. This means that if *the fashion involvement variable* increases by one unit, the interest variable will increase. buy consumer will also increase by 0.567 units.

Partial Test Results (t-Test)**Table 7. Partial Test Results (t-Test)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std Error	Beta		
(Constant)	-1,732	4.153		-.417	.677
<i>Digital Marketing</i>	.163	.051	.225	3,190	.002
<i>Customer Experience</i>	.133	.097	.097	1,376	.171
<i>Fashion Involvement</i>	.567	.075	.546	7,570	.000
a. Dependent Variable: Purchase Interest					

- the influence of *digital marketing* on consumer purchasing interest with a calculated t-value of *Digital Marketing* 3,190 > t-table 1.65 (nk = 124-4 = 120 at 0.05/5%) and a significance of 0.0 01 < 0.05, so that H_a is accepted and H_o is rejected, then digital marketing has a positive and significant effect on interest buy. (Hypothesis 1 is accepted)
- The Influence of *Customer Experience* Regarding Purchase Interest, the calculated t value of *Customer Experience* is 1.376 > t table 1.65 (nk= 124-4= 120 at 0.05/5%) and the significance is 0.0 00 < 0.05, so H_a is rejected and H_o is accepted, then *Customer experience* does not have a positive and significant effect on purchasing interest. (Hypothesis 2 is rejected).
- The Influence of *Fashion Involvement* On Purchasing Decisions The calculated t value of *Fashion involvement* is 7,570 > t table 1.65 (nk= 124-4= 120 at 0.05/5%) and the significance is 0.0 00 < 0.05, so H_a is accepted and H_o is rejected, then *Fashion involvement* has a positive and significant effect on interest buy. (Hypothesis 3 is accepted).

Simultaneous Test Results (F-Test)**Table 8 Simultaneous Test Results (F-Test)**

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	544,573	3	181,524	30,471	.000 ^b
	Residual	714,871	120	5,957		
	Total	1259,444	123			
a. Dependent Variable: Purchase Interest						
b. Predictors: (Constant), Digital Marketing, Customer Experience, Fashion Involvement						

Based on the table above, it is known that the *f* test produces a calculated *F* value of 30,471 with a significance value of 0.000. It is said to be influential if the $\text{calculated } F \text{ value} > F_{\text{table}}$ and the significance value < 0.05 . To find the F_{table} , the *df*₁ and *df*₂ values must be known, accepted at $df_1 = k-1$ ($4-1 = 3$) and $df_2 = nk$ ($124-4 = 120$) (*k* is the number of variables and *n* is the number of respondents). Based on the formula, the F_{table} value is 2.68. It can be seen that the calculated *F* value is $30,471 > F_{\text{table}}$ 2.68 with a significance value of $0.000 < 0.05$ so that *H*_a is accepted and *H*_o is rejected, meaning that Digital marketing, Customer experience and fashion involvement simultaneously influence purchasing interest so that the previous hypothesis (*H*₄) is accepted.

Determination Test Results

Table 9 Results of the Determination Coefficient Test (*R*²)

Model Summary				
Model	R	R Square	Adjust R Square	Standard Error of the Estimate
1	.658 ^a	.432	.418	2,441
<i>a. Predictors: (Constant), fashion involvement, customer experience, digital marketing</i>				

Based on the table above, the *Adjusted R Square* value of 0.418 can be considered a coefficient of determination. This means that 0.418 (41.8%) of purchase intention can be obtained and explained by *digital marketing*, *customer experience*, and *fashion involvement*, while the remaining 58.2% is explained by variables outside the model that were not studied.

DISCUSSION

The Influence of *Digital Marketing* on Consumer Purchase Interest

The research results show that *digital marketing* has a positive and significant effect on consumer purchasing interest in Bata products in Medan Mall. This can be seen from the *t*-value of *digital marketing*. of $3,190 > 1.65$ ($nk=124-4=120$ at 0.05/5%) and significant $0.002 < 0.05$, so *H*_a is accepted and *H*_o is rejected, then *digital marketing* has a positive and significant effect on interest buy consumers.

The Influence of *Customer Experience* on Interest buy

The results of the study show that *Customer Experience* No significantly influence purchasing interest in Medan Mall products. This can be seen from the calculated *t*-value of Perception Consumer of $1.376 < 1.65$ ($nk=124-4=120$ at 0.05/5%) and significant $0.171 > 0.05$, so *H*_a is rejected and *H*_o is accepted, then *Customer Experience* does not have a positive and significant effect on Purchase Interest.

The Influence of *Fashion Involvement* on Purchase Interest

The results of the study show that *Fashion Involvement* has a positive and significant effect on purchasing interest in Bata products at Medan Mall. This can be seen from the *t*-value of Perception Consumer of $7,570 > 1.65$ ($nk=124-4=120$ at 0.05/5%) and significant $0.000 < 0.05$, so *H*_a is accepted and *H*_o is rejected, then *Fashion Involvement* has a positive and significant influence on interest buy.

The influence of *digital marketing*, *customer experience* and *fashion involvement* on consumer interest consumer purchases.

The results of the study show that *digital marketing*, *customer experience* and *Fashion involvement* has a positive and significant effect on purchasing interest in Bata products in Medan Mall. This can be seen from the *F*-test which produces a calculated *F*-value. $30,471 > F_{\text{table}}$ 2, 68 ($nk-1$ at $k = 124-4 = 120$) so that *H*_a

is accepted and H_0 is rejected, meaning that *digital marketing, customer experience and fashion involvement* have an influence on purchasing interest.

4. CONCLUSION

Based on the conclusions above, the author can provide the following in this research: is *Fashion Involvement* has a positive and significant influence on interest buy. T-value of Perception Consumer of $7.570 > 1.65$ ($n_k = 124 - 4 = 120$ at 0.05/5%) and significant $0.00 < 0.05$, so H_a is accepted and H_0 is rejected. With the lowest mean of 4.32. *digital marketing* has a positive and significant effect on interest buy consumers. *Digital marketing* t-value of $3.190 > 1.65$ ($n_k = 124 - 4 = 120$ at 0.05/5%) and significant $0.002 < 0.05$, so H_a is accepted and H_0 is rejected. With the lowest mean of 3.97. *Customer Experience* does not have a positive and significant effect on Purchase Intention. The calculated t-value of Perception Consumer of $1.376 < 1.65$ ($n_k = 124 - 4 = 120$ at 0.05/5%) and significant $0.171 > 0.05$, so H_a is rejected and H_0 is accepted. With the lowest mean of 3.44. *Digital marketing, customer experience, and fashion involvement* influence purchase intention. The F-test yields a calculated F-value. $30.471 > F_{table 2, 68}$ ($n_k - 1$ at $k = 124 - 4 = 120$) so that H_a is accepted and H_0 is rejected. With the lowest mean of 3.54.

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