

## Digital Marketing Strategy, Marketing Communication and Promotion of Iphone User Purchase Interest

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### ABSTRACT

**PURPOSE** - This research aims to analyze digital marketing strategies, marketing communications, and promotions on iPhone purchase intentions among young people in Yogyakarta. The development of digital technology and the high use of social media are driving companies to optimize digital-based marketing strategies to attract the young generation.

**METHODOLOGY** - This research method is a quantitative study with a descriptive approach. The population is all iPhone users among the younger generation in Yogyakarta City. Data collection through questionnaires distributed to the younger generation in Yogyakarta City who are interested in iPhone products. The sample used a purposive sampling method, involving 93 respondents. The data analysis technique to test the data results in research uses a multiple linear regression analysis model to determine the influence of each independent variable on purchase intention.

**FINDING** - The partial analysis results show that digital marketing strategies and promotions have a significant positive influence on iPhone user purchase intention in Yogyakarta City. Marketing communications have a positive but insignificant influence on iPhone user purchase intention in Yogyakarta City. The simultaneous results show that digital marketing strategies, marketing communications, and promotions have a significant positive influence on iPhone user purchase intention for the younger generation in Yogyakarta City. The Adjusted R Square value in the study was proven to be 42.3% and the remaining 57.7% is explained by other variables such as consumer behavior, product quality, and others.

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## INTRODUCTION

The development of digital technology over the past decade has brought about changes in consumer behavior, particularly purchasing behavior (Kuswibowo & Murti, 2021) among the younger generation. This is evident in the smartphone market, where the iPhone brand has become a popular product choice among the younger generation. Yogyakarta, known as a student city and a hub for youth activities, is a potential market for various technology brands, including premium smartphone products like the iPhone. Increasing internet penetration, social media usage (Widjaja & Firdausy, 2023), and digital lifestyle trends have encouraged companies to optimize digital marketing, marketing communication strategies, and promotion to influence consumer purchasing intentions.

The iPhone smartphone has an advantage because it is often the main reference in the development of global smartphone technology. The notch design on the screen and the iPhone camera display also offers consistently high-quality photo and video results, especially for digital content consumption, this is often an inspiration that is followed by various Android smartphone manufacturers. iPhones receive iOS updates more frequently, so the device remains secure and relevant in the long term. Furthermore, the resale value of the iPhone tends to be higher, making it a more profitable choice for many users. In terms of security, Apple is known to have a more stringent privacy protection system than many Android devices. Furthermore, according to (Suliman et al., 2025), the unique characteristic of the iPhone is due to the consistent appearance, making it easy to recognize an iPhone from a distance. The quality of iPhone products is made with high quality standards, very rarely found manufacturing defects in iPhone products.

In recent years, interest in purchasing premium iPhone products among Yogyakarta's younger generation has remained high, despite the relatively high price compared to other smartphone brands. This phenomenon is evident in the increase in searches for iPhone product information on the internet, high engagement with iPhone content on social media, and increasing iPhone product transactions in various national marketplaces, with the majority of users being in the 17-30 age group. This demonstrates a unique phenomenon related to how digital marketing strategies, marketing communications, and promotions influence the purchasing interest of Yogyakarta's younger generation.

Amidst increasingly fierce smartphone market competition, younger generations' interest in iPhones has become an interesting topic to study. This is crucial to understanding how psychological, social, and marketing factors influence iPhone purchase intention compared to other products, particularly among young consumers who are highly responsive to technological trends and innovations (Sofiyah & Nasrulloh, 2023). Consumers who believe in a product will be interested in purchasing (Ula & Zakariya, 2024) it, begin to dominate the market due to its good value. Ultimately, they become interested in purchasing the product, leading to a high market share (Kusdayanti & Nugroho, 2023).

Several factors that need to be improved in purchasing interest include psychological factors within consumers, social factors that influence individual behavior, and the marketing of the product itself (Nurlatifah & Masykur, 2017). Purchase interest reflects consumers' tendency to express a desire for a product, ultimately leading them to decide to use or purchase it (Az-Zahra & Sukmalengkawati, 2022). This situation is interesting to examine further to understand the factors that play a significant role in shaping iPhone purchase interest. Digital marketing strategies, marketing communications, and promotions are crucial factors in shaping consumers' perceptions of purchase interest.

Digital marketing strategies will increase product visibility in front of consumers. The more frequently consumers are exposed to information, such as social media ads, video content, SEO, and influencers, the greater the chance of generating purchase interest (the exposure effect). According to (Sholihin & Oktapiani, 2021), three digital marketing strategies can influence purchase interest: aligning with trend-driven marketing techniques, maximizing digital media as a promotional platform, and implementing the 4Cs marketing mix.

Digital marketing strategies aligned with current trends play a crucial role in driving iPhone purchasing interest among the younger generation in Yogyakarta. By leveraging popular digital platforms like Instagram, TikTok, and YouTube, marketers can deliver creative, interactive, and shareable promotional content. The use of local influencers, targeted paid advertising, and an aesthetic and informative visual content approach can create a perception of value and a lifestyle associated with the iPhone brand. When these digital strategies are tailored to the media preferences, content consumption patterns, and trends of Yogyakarta's youth, the product's appeal increases and drives higher purchasing interest.

One strong driving factor behind the high purchasing interest is increasingly aggressive and creative digital marketing strategies. Apple and authorized resellers like iBox, Digimap, and Erafone actively utilize Instagram, TikTok, YouTube, and digital advertising to build a premium image and bring their products closer to the younger generation. Content such as unboxings, reviews, user experiences, and short video trends often go viral and influence the purchasing interest of students and young workers in Yogyakarta.

In addition to digital marketing, integrated marketing communications plays a crucial role in building emotional connections between brands and consumers. Consistent, credible, and relevant marketing messages can influence consumer perceptions of a product's quality, benefits, and value. Meanwhile, promotional activities such as discounts, bundling, cashback, and loyalty programs are also strategic factors in attracting consumers who consider price as a key factor in their purchasing interest.

Apple's marketing communications tend to be consistent and strong in building perceptions of quality, innovation, and exclusivity. Marketing messages conveyed include data security, camera quality, and product durability. This has been proven to shape consumer perceptions that the iPhone has superior value compared to other smartphones. This communication is reinforced by the presence of a sizable iPhone user community in Yogyakarta, resulting in social effects in the form of peer influence and brand loyalty.

On the other hand, promotional programs such as cashback, 0% installments, bundling discounts, trade-ins, and special promotions during events like Harbolnas (11.11, 12.12) are highly sought after by students and young workers who want to buy an iPhone at a more affordable price. It appears that many young people in Yogyakarta wait for specific promotional moments to make purchases, indicating price sensitivity even though the product they choose is a premium category. Promotion is an important activity with the primary aim of increasing sales. Promotion is a form of promotion that not only informs about the product but also conveys the product's benefits, invites viewers and listeners to share the promotional content and build a positive aura and connotation for customers (Kusdayanti & Nugroho, 2023). Good promotion creates trust increasing or decreasing the transfer of knowledge on unanswered questions (Wuryaningrat et al., 2024).

While previous research has extensively discussed digital marketing strategies in general and their impact on purchase intention, there remains a gap in the context of premium technology products like the iPhone, particularly among the younger generation in Yogyakarta. Several studies emphasize the influence of product quality on purchase intention, but few examine the simultaneous integration of digital marketing strategies, marketing communications, and promotions on consumer purchase intention in a local context.

**Table 1.** Best Selling Smartphone

QIV-2024		QI-2025		QII-2025		QIII-2025	
Smartphone	Market Share	Smartphone	Market Share	Smartphone	Market Share	Smartphone	Market Share
Apple	23%	Samsung	20,8%	Samsung	19,7%	Samsung	19%
Samsung	16%	Apple	17,3%	Apple	15,7%	Apple	18,2%
Xiaomi	13%	Xiaomi	14,1%	Xiaomi	14,4%	Xiaomi	13,5%
Transsion	8%	Samsung	16%	VIVO	9,2%	Transsion	9%
VIVO	8%	Transsion	9,9%	Transsion	8,5%	VIVO	8,9%

Source: Primary data processed, 2025

Based on general research observations, Apple dominated the global smartphone market by the end of 2024, having overtaken Samsung, which had held the top spot in the previous quarter. Apple experienced a positive market share increase. In the fourth quarter of 2024, its market share peaked at 23%. However, data from Q1 to Q3 ranked it second in 2025.

Younger generations in Indonesia prefer mobile phones from brands like the iPhone (Apple) due to its prestige and ecosystem, as well as Android brands like Xiaomi, Samsung, Oppo, and Vivo. This is due to the diverse price range, attractive features, especially those focused on gaming or cameras, and the affordable mobile phone segment that meets their needs, especially for entertainment and digital content. These phenomena indicate an interesting relationship between digital marketing strategies, marketing communications, and promotions with iPhone purchase interest among the younger generation. Although the iPhone's price is relatively high economically, its strong brand image, effective digital marketing strategies and targeted promotions have been able to foster the desire of young people in Yogyakarta to own this product. This condition encourages the need for further research to empirically analyze the extent to which these three factors influence iPhone purchase interest among the younger generation in Yogyakarta City. The results of this study are expected to provide practical contributions for smartphone industry players and academic contributions to the development of digital marketing studies and purchasing interest.

## LITERATURE REVIEW

### Purchase Intention

Purchase intention is a psychological response that arises when consumers learn about and assess a product's quality, leading to a desire to own it. This impulse can manifest itself in behavior, prompting consumers to make a purchase. Purchase intention is the urge to purchase a product or service that arises from internal influences and personal assessments, and is further influenced by external factors. Purchase intention can also be defined as a consumer's belief in their plans to make a purchase, both now and in the future (Andrian, 2019). The stronger a

consumer's trust in a product, the greater their urge to purchase it. However, if this trust declines, consumer purchase intention tends to decline as well (Kuswibowo & Murti, 2021).

### **Digital Marketing Strategy**

Digital marketing strategy is a series of marketing plans and actions that utilize digital technology and internet-based media to achieve promotional goals and increase business value. A digital marketing strategy is a marketing approach implemented through the use of various internet-based platforms. digital marketing strategy is a plan that is conceptualized in implementing marketing tactics or methods using various elements of digital technology (Sjoraida et al. 2024). Various social media platforms currently widely used in digital marketing include TikTok, Facebook, Instagram, and others (Siagian & Hasibuan, 2025). Through digital marketing, communication with potential customers can be conducted without physical contact. Currently, consumers have adapted to shopping habits through online platforms (Tarigan et al., 2023).

### **Marketing Communications**

Marketing communications are a company's strategic efforts to convey messages about products, services, or brands to consumers through various media to build awareness, clarify perceptions, build relationships, and encourage purchasing interest, including through advertising, PR, sales promotions, and digital marketing. Marketing communications are an efficient system for easily providing accurate and necessary data to the public, thereby directly stimulating a desire to transact, leading to a decision about a product or service (Kusumawardhani et al., 2023). Marketing communications are a technical pattern that serves as a management style for accurately conveying product or service information to the wider public (Wahyono et al., 2023). Marketing communications serve as a process that facilitates the delivery of information about a company's products or services to the target market using designated media (Suriadi et al., 2024).

### **Promotion**

Promotion is a company's behavior in providing information aimed at introducing new products/services and persuading consumers. Promotion is a marketing strategy implemented through conveying information, influencing consumer choices, and encouraging transactions (Asih et al., 2025). Promotion not only conveys product information but also helps consumers understand the most appropriate choices and reminds and encourages them to make purchases (Prasetyaningrum & Rahmawati, 2023).

## **METHODOLOGY**

The approach for this research used a quantitative method with an explanatory nature. The aim is to explain the relationship or impact between variables (Kushariyadi et al., 2025); (Pristiyono, Kanchanawongpaisan, Sipnarong, 2025). The type of research data utilizes primary and secondary data. The goal is to determine the variables of digital marketing strategies, marketing communications, and promotions that impact the purchasing interest of iPhone users in Yogyakarta City. The required data was collected using a questionnaire as a tool in conducting the survey. The questionnaire was distributed through the direct questionnaire administration method and data collection through the Google Forms platform with a series of variables for each questionnaire requiring one response using the Likert scale method measurement tool. The population for this study was all young people in Yogyakarta City. Age criteria ranged from 16 years or older, up to 30 years. The research sample used a purposive sampling method, involving 93 respondents. The statistical analysis method was multiple linear regression (Hutabarat, Harhap, et al., 2025). Simultaneous tests, as well as partial tests, were analyzed using the SPSS 26 software program.

## RESEARCH RESULTS

The reliability of the research instrument was analyzed through Cronbach's Alpha calculations. The reliability test was used to determine whether the questionnaire being studied was consistent or not (Nugraha et al., 2024). The results of the reliability test through Cronbach's alpha for the purchase interest variable were 0.728, the digital marketing strategy variable was 0.771, while marketing communication was 0.612, and for promotions it was 0.675. If the Cronbach's Alpha value produced by the study reaches  $\geq 0.600$ , then the instrument is considered to have adequate reliability and is declared reliable (Hutabarat et al., 2024).

The Kolmogorov-Smirnov method can be used to test the normality of a study (Hutabarat, 2022). The normality test aims to determine whether the regression residual data meets the assumption of a normal distribution (Wulandari et al., 2025). The unstandardized residual value in this study was recorded along with the Asymp. Sig. (2-tailed) value, which is 0.124, a value above 0.05. This indicates that the data in the variables are in a distribution that meets the assumption of normality. Multicollinearity testing using collinearity statistics proves that the tolerance of digital marketing strategies is 0.712 with a VIF value of 1.405. Marketing communication is 0.752 with a VIF value of 1.330, while promotion is 0.575 with a VIF value of 1.739. The results show that the distribution of independent variable data is not significantly affected (Wahyono et al., 2023). The tolerance value of the multicollinearity test results was found to be above 0.1 with a VIF below 10. So there is no multicollinearity (Afandi et al., 2024).

The heteroscedasticity test aims to determine the regression model to determine whether there is a discrepancy in the variance of the relationship between one observation and another (Nurhayaty et al., 2025). The heteroscedasticity test is used to determine whether the regression model has an inequality in the variance that occurs (Hutabarat, Wulandari, et al., 2025). This also finds whether there are residuals between observations to an observation that are the same (Laksmono et al., 2024). The heteroscedasticity test describes the results of Sig. with a digital marketing strategy, the result is 0.231. Marketing communication results are 0.604 for promotions, the result is 0.520. The probability of significance in the study exceeds 0.05, so it is proven that the results in the regression model do not experience heteroscedasticity (Hutabarat et al., 2022).

### Multiple Linear Regression Testing Analysis

Table 2. Multiple Linear Regression Testing Analysis

	B	t-test	
		t	Sig.
(Constant)	12.708	3.795	.000
Digital Marketing Strategy	.318	4.234	.000
Marketing Communication	.125	1.219	.226
Promotion	.270	2.847	.005
Adjusted R Square			.427
F Statistic			23.485
Sig			.000

Source: Primary data processed, 2025

Table 1 shows the regression equation of iPhone user purchasing interest in Yogyakarta City which is a function of digital marketing strategy, marketing communication and promotion, then the formulation of the equation form  $MB = 12.708 + 0.318PA + 0.125KP + 0.270P + e$ . As for the results of multiple linear regression analysis if the constant value is 12.708, namely if the digital marketing strategy, marketing communication and promotion do not experience changes simultaneously, for purchasing interest in Yogyakarta City is 12.708. The independent variable

digital marketing strategy (X1) has a regression coefficient value of 0.318 which has a dominant influence on iPhone user purchasing interest. Marketing communication (X2) has a regression coefficient value of 0.125 while promotion (X3) is 0.270.

The partial test results proved:

1. Digital marketing strategy has a significant value of 0.000, less than 0.05. This concludes that digital marketing strategy significantly influences iPhone purchase intention.
2. Marketing communication has a significant value of 0.226, more than 0.05. This concludes that marketing communication is not significant for iPhone purchase intention.
3. Promotion has a significant value of 0.005, less than 0.05. This concludes that promotion significantly influences iPhone purchase intention.

The coefficient of determination test obtained an Adjusted R Square of 42.3%, meaning that changes in iPhone purchasing interest in Yogyakarta City can be explained by digital marketing strategies, marketing communications, and promotions. The results of the calculated F test were 23.485 with a significance of  $0.000 < 0.05$ . The findings of this interesting research indicate that the analysis of digital marketing strategies, marketing communications, and promotions simultaneously have a positive and significant effect on iPhone purchasing interest in Yogyakarta City.

## DISCUSSIONS

### **Analysis of Digital Marketing Strategies on iPhone User Purchase Intention.**

The t-test results show that the digital marketing strategy variable obtained a calculated t-value of 4.234, which is greater than the t-table value. Therefore, it can be concluded that digital marketing strategy has a significant effect on iPhone users' purchasing interest. Furthermore, the regression analysis results show that digital marketing strategy has a positive coefficient direction, indicating that the more effective the implementation of digital marketing strategy, the higher the purchasing interest of iPhone users. This finding confirms that the use of digital media such as social media, interactive marketing content, and online platforms can increase the interest of the younger generation in iPhone products. The results of this research are in line with research conducted by (Sholihin & Oktapiani, 2021) which stated that digital marketing strategy has a positive and significant effect on consumer purchasing interest, especially for technology-based products.

### **Marketing Communication Analysis on iPhone User Purchase Intention.**

The t-test results show that the marketing communication variable obtained a calculated t-value of 1.219, which is smaller than the t-table value and has a significance level above 0.05. This indicates that marketing communication has not had a significant influence on iPhone users' purchasing interest. However, the results of the regression analysis show a positive coefficient direction, which means that marketing communication still has a tendency to increase purchasing interest, but this influence is not yet statistically strong enough. This condition may be caused by the characteristics of the younger generation who tend to be more responsive to interactive digital content and user experience compared to conventional marketing communications. In addition, iPhone consumers in the younger generation may already have a strong brand perception, so marketing communications are not a major factor in influencing purchasing decisions. Brand equity theory explains that brands with a strong image, such as the iPhone, already have high levels of brand awareness and loyalty, so marketing communications are no longer the dominant factor in shaping purchase intention. Consumers are more influenced by lifestyle factors, social recommendations, and user experience than by formal marketing communications messages. Thus, marketing communications need to be combined with more innovative digital marketing and promotional strategies to be able to have a significant impact on iPhone users' purchasing interest.

### **Promotion Analysis on iPhone User Purchase Intention.**

The t-test results show that the promotion variable obtained a calculated t-value of 2.847 with a significance level of 0.005, which is less than 0.05. This confirms that promotions have a

positive and significant effect on iPhone users' purchase intention. The regression analysis also shows a positive coefficient trend, indicating that the better the quality and intensity of the promotion, the greater the consumer's purchase intention for iPhone products. Effective promotions can attract consumer attention, build interest, and strengthen the urge to purchase. These findings indicate that promotions serve not only as a means of conveying information but also as a tool for building consumer experiences and emotions. Younger consumers tend to prefer promotions packaged with engaging, creative, and communicative narratives, thus creating a more lasting impression than conventional advertising. Furthermore, public relations indicators in promotions, such as service quality, a persuasive approach, and the creation of an interactive atmosphere during promotional activities, also contribute to increasing consumer purchase intention. The results of this study align with those conducted by (Prasetyaningrum & Rahmawati, 2023), (Gunawan et al., 2025), (Anggraeni & Nugraha, 2025), which stated that promotions have a positive and significant impact on consumer purchase intention. These studies confirm that promotions delivered consistently, creatively, and oriented toward consumer needs can increase positive perceptions of a product and encourage purchase intention. Therefore, promotions that integrate marketing messages, public relations approaches, and consumer experience are an effective strategy for increasing iPhone user purchase intention.

#### **Analysis of Digital Marketing Strategies, Marketing Communication, and Promotion on iPhone User Purchase Intention.**

Analysis of the test results shows that digital marketing strategies, marketing communications, and promotions simultaneously have a positive and significant influence on iPhone users' purchase intentions in Yogyakarta City. This finding indicates that these three variables complement each other and play a joint role in shaping consumer perceptions, interest, and the drive to make a purchase. When digital marketing strategies are implemented effectively through social media and digital platforms, supported by marketing communications that consistently convey brand messages, and reinforced by creative and engaging promotions, consumer purchase intentions will increase significantly. These results demonstrate that an integrated marketing communications approach is key to influencing the behavior of younger consumers. iPhone consumers in Yogyakarta tend to respond positively to the combination of informative and interactive digital content, trust-building communications, and promotions packaged with engaging narratives and memorable experiences. The synergy of these three strategies can create brand awareness, increase interest, and ultimately drive purchase intentions. Therefore, companies need to optimize the integration of digital marketing strategies, marketing communications, and promotions on an ongoing basis to increase competitiveness and strengthen consumer purchasing intentions in the younger market.

## **CONCLUSION**

Based on the research results and discussion of empirical evidence, the relationship between various factors will influence the purchase intention of iPhone users. Partial analysis of digital marketing strategies and promotions has a significant positive effect on the purchase intention of iPhone users in Yogyakarta City. Marketing communications have a positive but insignificant effect on the purchase intention of iPhone users. The research results of the Adjusted R Square value are proven to be 42.3% and the remaining 57.7% is explained by other variables such as consumer behavior, product quality, and others. Simultaneous results obtained that digital marketing strategies, marketing communications and promotions have a significant positive effect on the purchase intention of iPhone users in Yogyakarta City. The implications of the results of this research indicate that the implementation of appropriate digital marketing strategies, marketing communications, and promotions can be the basis for companies in designing more effective marketing policies to increase the purchasing interest of iPhone users in

Yogyakarta City. The research is limited to young generation respondents in Yogyakarta City and only examines three variables, so the results cannot be generalized widely.

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