

**THE IMPACT OF DIGITAL MARKETING ON PURCHASE
INTENTION WITH CUSTOMER RELATIONSHIP
MANAGEMENT AS INTERVENING VARIABLE
THE STUDY OF SOCIOLLA ONLINE WEBSITE AND SOCO
APPLICATION**

THESIS

**Presented as Partial Fulfillment of Requirements for the Degree of Sarjana
Manajemen in International Business Management Program
Faculty of Business and Economics Universitas Atma Jaya Yogyakarta**



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
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UNIVERSITAS ATMA JAYA YOGYAKARTA
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APPROVAL PAGE
EXPLORING THE IMPACT OF DIGITAL MARKETING ON
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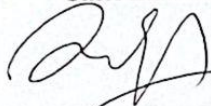
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AUTHENTICITY ACKNOWLEDGEMENT

I, Gabriella Ellen Purwadi, hereby declare that I have complied and completed
the thesis with the title:

**EXPLORING THE IMPACT OF DIGITAL MARKETING ON
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Declare that it is fully my work and does not contain the work of others except
for some parts that require references with the proper procedures for writing
scientific papers and are stated in the bibliography in this thesis.

Yogyakarta, 14th May 2024

The Researcher



Gabriella Ellen Purwadi

PREFACE

Thank Almighty God, Jesus Christ, who has given His blessing and help to finish my research as a requirement for my undergraduate study; this thesis has been created. In the process of writing this thesis, I would like to express my sense of gratitude to the parties involved in making the thesis. The proposed title for this thesis is :

**EXPLORING THE IMPACT OF DIGITAL MARKETING ON
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While creating the thesis, there are help, guidance, and support. In its creation and completion, I received reviews and suggestions that helped me compose this thesis.

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As a researcher, I acknowledge the mistakes in this research, including errors in language. I welcome reader feedback to improve future research and studies on comparable topics.

Yogyakarta, 14th May 2024

The Researcher

A handwritten signature in black ink, appearing to read 'Ella', with a long horizontal stroke extending to the right.

Gabriella Ellen Purwadi

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ABSTRACT

This study examines the impact of digital marketing on purchase intention in Sociolla website and application, using customer relationship management as mediation variable. The survey used an online questionnaire (Google Forms) were administered using a 5-point likert scale. Purposive sampling was used to obtain data from 162 respondents who had accessed Sociolla website or Soco application at least once. The data was analyzed using SmartPLS version 3.2.9 with a partial least squares structural equation model (PLS-SEM). The study found that digital marketing positively affect customer relationship management, followed by customer relationship management positively affect purchase intention. Furthermore, customer relationship management are able to mediate the effect between the two constructs.

Keywords: digital marketing, purchase intention, customer relationship management