

Determinants of Digital Marketing Effectiveness for Sustainable Tourism Industry in Malaysia

Amizatulhawa Mat Sani

Lecturer, Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM),
Business School, Universiti Kuala Lumpur, Malaysia

Mohd Farid Shamsudin

Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM),
Business School, Universiti Kuala Lumpur, Malaysia

Norhafizah Mohamad Dasuki

Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM),
Business School, Universiti Kuala Lumpur, Malaysia

Nurul Zarirah Nizam

Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM),
Business School, Universiti Kuala Lumpur, Malaysia

Atirah Sufian

Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka (UTeM),
Business School, Universiti Kuala Lumpur, Malaysia

Abstract:

This study examines the factors that influence the effectiveness of a digital marketing model for Malaysia's sustainable tourism industry. Grounded in the Technology Acceptance Model and sustainability principles, the study investigates perceived usefulness, perceived ease of use, perceived cost, greater return, and efficiency. A quantitative approach was employed, using survey data from 261 respondents in the tourism sector, analyzed in SPSS. The findings indicate that all variables are positively and significantly related to sustainable tourism adoption ($p < 0.001$), with efficiency showing the strongest relationship ($r = 0.808$). The regression model is statistically significant ($F = 103.703$, $p < 0.001$) and explains 67% of the variance ($R^2 = 0.670$), indicating high predictive accuracy and model robustness. Despite minor deviations from normality, the data were deemed suitable for parametric analysis. This study contributes theoretically by extending the Technology Acceptance Model in the context of sustainable tourism and digital marketing, empirically by validating key determinants of digital adoption, and practically by providing a robust, data-driven model to guide policymakers and industry stakeholders in enhancing digital transformation, strategic decision-making, and long-term sustainability in Malaysia's tourism sector.

Keywords:

Digital Marketing, Sustainable Tourism, Technology Acceptance Model (TAM), Tourism Industry, Malaysia Tourism Sector.