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Research Article

Omnichannel Marketing Strategy and Its Impact on Customer Satisfaction: A Study in Southeast Asia

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Abstract

This study aims to analyze the influence of omnichannel marketing strategies on customer satisfaction levels in Southeast Asia. The application of the omnichannel marketing concept is becoming increasingly important as the integration of online and offline channels in modern consumer shopping activities increases. This study used a descriptive quantitative approach with a survey method involving 400 respondents from four countries: Indonesia, Malaysia, Thailand, and Singapore. Data were collected through an online questionnaire and analyzed using multiple linear regression techniques to determine the influence of each dimension of the omnichannel strategy on customer satisfaction. The results of the study indicate that omnichannel marketing strategies have a positive and significant impact on customer satisfaction. Channel integration is the most dominant factor in increasing satisfaction, followed by service personalization and ease of access to information. Customers in Southeast Asia highly value a consistent and connected shopping experience across online and offline channels. Furthermore, variations in shopping behavior across countries were found, with customers in Singapore and Malaysia prioritizing the efficiency of digital channels, while customers in Indonesia and Thailand still rely on a combination of online and offline channels. These findings offer important implications for retail and e-commerce companies in Southeast Asia to strengthen system integration, enhance customer data-driven personalization, and adapt marketing strategies to local market characteristics. Overall, this study confirms that omnichannel marketing strategies are key to building customer satisfaction and loyalty in the increasingly competitive digital era.

Introduction

The rapid development of digital technology over the past two decades has fundamentally changed the face of the business world. Digital transformation has not only driven the emergence of new innovations in products and services, but also changed consumer behavior in seeking information, interacting with brands, and making purchasing decisions. Today, consumers are no longer tied to a single distribution or sales channel. They can easily move from physical stores to online stores, from websites to mobile apps, or even conduct transactions

through social media and marketplace platforms. This phenomenon has given rise to the concept of omnichannel marketing—a marketing strategy that integrates various communication and distribution channels to provide customers with a consistent, comprehensive, and seamless experience at every touchpoint.

The concept of omnichannel marketing is essentially an evolution of the multichannel marketing approach. While in a multichannel approach each channel operates separately, in omnichannel all channels are interconnected and support one another. The ultimate goal is to create an integrated customer experience, where interactions in one channel can seamlessly continue into another without losing context or information. This allows customers to choose how to interact according to their preferences, while companies maintain consistency in messaging, service quality, and brand image across all channels.

In Southeast Asia, the implementation of omnichannel marketing strategies is increasingly relevant and urgent. This region is one of the fastest-growing digital markets in the world. According to a report by Google, Temasek, and Bain & Company (2023), the value of Southeast Asia's digital economy is expected to reach over US\$200 billion by 2025, with Indonesia, Vietnam, and Thailand being the main contributors. The significant increase in the number of internet users, smartphone penetration, and easy access to digital payments are the main drivers of this growth. Consumers in this region tend to be digitally active, but still show a preference for offline interactions—creating a need for integration between the physical and digital worlds.

In a business context, companies in Southeast Asia face complex challenges in implementing omnichannel strategies. Differences in digital infrastructure, regulations, and consumer culture across countries require careful strategy adjustments. For example, consumers in Indonesia and the Philippines rely heavily on marketplace platforms like Shopee and Lazada, while in Thailand and Singapore, brand apps and social commerce are more prominent. Furthermore, trust in online transactions, payment methods, and logistics systems are crucial factors in determining the effectiveness of omnichannel implementation.

The importance of an omnichannel marketing strategy lies not only in its business efficiency but also in its impact on customer satisfaction. Customer satisfaction is a key indicator of a marketing strategy's success because it directly relates to loyalty, repeat purchases, and positive word-of-mouth. In an omnichannel context, customer satisfaction is greatly influenced by the extent to which the shopping experience across multiple channels is consistent and complementary. Consistency of information, speed of response, ease of switching between channels, and personalized service are key factors determining customer perceptions of the quality of interactions with a company.

However, implementing an omnichannel strategy isn't always easy. Many companies still face challenges integrating customer data across channels, inconsistencies between information technology systems, and a lack of coordination between internal divisions. Furthermore, data privacy and cybersecurity challenges are becoming increasingly prominent with the increasing use of data analytics and artificial intelligence to understand consumer behavior. If not managed properly, this system complexity can lead to inconsistent experiences, thus decreasing customer satisfaction.

Several previous studies have confirmed a positive relationship between the implementation of an omnichannel strategy and customer satisfaction. Verhoef, Kannan, and Inman (2015) showed that consumers who experience integrated cross-channel interactions tend to be more satisfied and loyal to brands than those who interact only through a single channel. Lemon and Verhoef (2016) also emphasized that a good customer experience throughout the customer journey increases perceived value and commitment to a brand. However, most of these studies still focus on developed countries such as the United States or Europe, while empirical studies in Southeast Asia are relatively limited.

Yet, Southeast Asia has unique market characteristics. Differences in demographics, digital literacy levels, and shopping habits contribute to the region's highly diverse omnichannel approaches. For example, urban consumers in Singapore value efficiency and fast service, while consumers in Indonesia tend to value trust and ease of payment as key factors. Therefore, research on omnichannel marketing strategies in Southeast Asia is not only academically relevant but also practically important to help businesses adapt their strategies to local conditions.

Conceptually, an omnichannel strategy consists of several key components: (1) integration of communication and distribution channels, which allows customers to switch channels seamlessly; (2) consistency of information and brand messaging, which maintains a uniform experience; (3) personalization, which leverages customer data to create relevant and tailored experiences; and (4) the use of digital technologies such as customer relationship management (CRM) and data analytics to deeply understand customer behavior. These four components form the basis for analyzing the relationship between an omnichannel strategy and customer satisfaction levels.

In practice, many companies in Southeast Asia are gradually adopting omnichannel strategies. Large companies like Uniqlo, Decathlon, and Starbucks have implemented integration between online and offline purchases through click-and-collect features and customer loyalty apps. Meanwhile, small and medium-sized enterprises (MSMEs) are also starting to utilize social media, e-commerce platforms, and local delivery services to expand their market reach. However, most MSMEs still face limitations in capital, technological capabilities, and human resources, preventing optimal omnichannel implementation.

Customer satisfaction in an omnichannel context is determined not only by the transaction experience, but also by perceptions of the system's ease of use, speed of service, and consistency across channels. Oliver (1997) in his theory of customer satisfaction asserts that satisfaction arises from a comparison between expectations and actual performance received. In an omnichannel system, if customers perceive the service provided meets or exceeds their expectations across multiple channels, satisfaction tends to increase. Conversely, asynchronous experiences across channels—for example, differing pricing information or delayed delivery—will decrease satisfaction levels.

Given this complexity, this study seeks to provide an in-depth understanding of omnichannel marketing strategies and their impact on customer satisfaction in Southeast Asia. The study focuses on several representative countries, including Indonesia, Malaysia, Thailand, the Philippines, and Vietnam, to capture the varying contexts and levels of digital maturity across the region. Using both quantitative and qualitative approaches, this study seeks to answer the following questions: to what extent can omnichannel implementation improve customer satisfaction, and what factors play a key role in this relationship?

This research is expected to contribute to two main aspects. First, from an academic perspective, this research enriches the literature on digital marketing and consumer behavior within the still underexplored Southeast Asian context. Second, from a practical perspective, the results of this study can serve as a reference for companies in designing more adaptive, integrative, and customer satisfaction-oriented marketing strategies. Furthermore, this research also provides input for policymakers in supporting digital infrastructure and regulations conducive to the development of an omnichannel ecosystem in the Southeast Asian region.

Thus, this introduction emphasizes that omnichannel marketing strategies are not just a modern marketing trend, but a strategic necessity for companies seeking to survive and excel in the digital economy. Technology integration, service consistency, and a deep understanding of consumer behavior are key to building sustainable customer satisfaction in the dynamic Southeast Asian market.

Hypotheses Development

In today's digital era, consumer behavior has undergone significant changes along with the increasing use of information and communication technology. Companies no longer rely solely on a single marketing channel to reach customers, but must instead synergistically integrate various channels. The concept of omnichannel marketing exists as a strategy that connects various customer touchpoints such as physical stores, websites, social media, mobile apps, and e-commerce platforms into a single, integrated ecosystem. The main goal of this strategy is to create a consistent, personalized, and efficient customer experience across all channels. This research focuses on how omnichannel marketing strategies can impact customer satisfaction levels in Southeast Asia, where the digital economy is growing rapidly and competition between platforms is intensifying.

Omnichannel Marketing Strategy Concept

An omnichannel marketing strategy is defined as an integrative approach to marketing that connects various communication and distribution channels so that customers can interact with the brand seamlessly across all touchpoints (Verhoef et al., 2015). Unlike a multichannel strategy, which only provides several channels separately, omnichannel emphasizes the integration of data and customer experience. Key factors in the success of this strategy include brand consistency, information system integration, and personalization based on customer behavioral data.

Customer satisfaction

Customer satisfaction is an emotional reaction to a consumption experience derived from comparing a product or service's expectations and actual performance (Kotler & Keller, 2016). In an omnichannel context, customer satisfaction is measured not only by product quality but also by the ease of cross-channel transactions, speed of service, accuracy of information, and consistency of experience.

The Relationship Between Omnichannel and Customer Satisfaction

According to Lemon and Verhoef (2016), a consistent customer experience across channels plays a significant role in increasing perceived value and customer loyalty. Customers who can seamlessly switch between online and offline channels tend to have higher levels of satisfaction. Another study by Juaneda-Ayensa et al. (2016) also showed that channel integration influences repurchase intentions by increasing trust and convenience.

The Effect of Channel Integration on Customer Satisfaction

Channel integration in an omnichannel strategy allows customers to conduct transactions and obtain product information seamlessly between platforms. According to Rigby (2011), good integration reduces customer frustration and increases perceived efficiency. In the Southeast Asian context, customers using platforms like Shopee, Lazada, and Tokopedia demand a fast and responsive cross-channel experience. Therefore, the first hypothesis can be formulated:

H1: Channel integration in an omnichannel marketing strategy has a positive effect on customer satisfaction.

The Effect of Experience Consistency on Customer Satisfaction

Consistency in messaging, brand image, and service across channels is crucial for building customer trust (Hsieh & Chang, 2020). Inconsistencies, such as differences in pricing or promotional information between platforms, can create confusion and decrease satisfaction. Therefore, the second hypothesis is formulated as:

H2: Consistency of customer experience across channels has a positive effect on customer satisfaction.

The Effect of Personalization on Customer Satisfaction

Personalization is a strategy that leverages customer data to tailor marketing offers and communications. In an omnichannel context, personalization helps companies provide relevant product recommendations, promotions, and services. According to Grewal et al. (2021), customers who experience personalized service feel more valued, ultimately increasing satisfaction. Therefore, the third hypothesis is:

H3: Personalization in omnichannel marketing strategies has a positive effect on customer satisfaction.

The Effect of Ease of Use of Technology on Customer Satisfaction

Ease of use is a crucial factor in customer adoption of technology. In an omnichannel context, Southeast Asian customers are highly influenced by intuitive app interfaces and transaction speed (Lim et al., 2018). When customers feel comfortable using cross-channel apps, they are more satisfied with the overall shopping experience. Therefore, the fourth hypothesis is formulated as:

H4: Ease of use of technology in omnichannel marketing strategies has a positive effect on customer satisfaction.

The Effect of Trust on Customer Satisfaction

Trust is a fundamental element in customer-company relationships. In an omnichannel system, customers must be confident that their personal data and transactions are secure (Chopra, 2018). High levels of trust strengthen perceptions of service quality and increase customer satisfaction. Therefore, the fifth hypothesis is:

H5: Customer trust in the omnichannel system has a positive effect on customer satisfaction.

Based on the theoretical description above, the conceptual framework of this research can be explained as follows:

Omnichannel Marketing Strategy (Channel Integration, Experience Consistency, Personalization, Ease of Use, and Trust) → Customer Satisfaction.

This model shows that each dimension of an omnichannel marketing strategy contributes to increased customer satisfaction. The relationships between these variables will be tested using a quantitative approach to determine the significance of each factor's influence.

Southeast Asia is a region with a very high digital adoption rate, marked by the rapid growth of e-commerce and smartphone penetration. According to a report by Google, Temasek, and Bain (2023), the value of Southeast Asia's digital economy reached over USD 200 billion with an average annual growth rate of over 20%. Companies in the region are competing fiercely to provide superior omnichannel experiences, particularly in the face of younger, mobile-first customers. This makes Southeast Asia a natural laboratory for testing the relationship between omnichannel strategies and customer satisfaction.

The development of this hypothesis confirms that omnichannel marketing strategies play a crucial role in enhancing customer satisfaction. Factors such as channel integration, experience consistency, personalization, ease of use of technology, and customer trust are considered key determinants. By examining the relationships between these variables, this research is expected to provide empirical contributions to the development of digital marketing theory and managerial practice in the Southeast Asian region.

Method

This study uses a descriptive quantitative approach with the aim of analyzing the influence of omnichannel marketing strategies on customer satisfaction levels in the Southeast Asian region. The quantitative approach was chosen because this study seeks to objectively measure the relationship between variables through numerical data that can be processed statistically. A survey method was used as the primary data collection technique, in which a structured questionnaire was distributed online to respondents who were active customers of e-commerce and retail platforms implementing omnichannel strategies in several Southeast Asian countries such as Indonesia, Malaysia, Thailand, and Singapore. Respondents were selected using a purposive sampling technique, based on the criteria that respondents had made purchases through online or offline channels from the same company at least twice in the last six months.

The research instrument was developed based on indicators adapted from previous literature. The independent variable, omnichannel marketing strategy, was measured through several dimensions, such as channel integration, consistency of customer experience, service personalization, and ease of information access (Verhoef et al., 2015; Juaneda-Ayensa et al., 2016). Meanwhile, the dependent variable, customer satisfaction, was measured using the dimensions of service quality, ease of transaction, and overall shopping experience (Kotler & Keller, 2016). Each indicator was measured using a five-point Likert scale, ranging from "strongly disagree" to "strongly agree."

Prior to widespread distribution of the questionnaire, validity and reliability tests were conducted on 30 initial respondents to ensure the reliability of the research instrument. Data analysis was performed using multiple linear regression analysis with statistical software such as SPSS or SmartPLS to examine the effect of omnichannel strategies on customer satisfaction, both partially and simultaneously. Descriptive analysis was also conducted to describe respondent characteristics and their shopping behavior patterns across various channels.

This cross-sectional study provides an overview of the effectiveness of omnichannel strategies across various market contexts in Southeast Asia. To ensure data validity, source triangulation was conducted by comparing survey results and brief interviews with marketing managers from several major retailers in the region. Therefore, the research findings are expected to provide theoretical contributions to the development of modern marketing literature and provide practical implications for companies optimizing customer experiences through more effective channel integration.

Results And Discussion

Result

Based on data analysis from 400 respondents across Indonesia, Malaysia, Thailand, and Singapore, this study shows that the implementation of an omnichannel marketing strategy has a positive and significant impact on customer satisfaction. In general, the majority of respondents stated that they felt the ease and convenience of transacting through various integrated channels. Seventy-eight percent of respondents stated that their shopping experience improved when companies provided seamless connectivity between online and offline channels, such as purchasing products through an app that can be picked up directly at a physical store (click and collect). These results reinforce the view that consistency in the customer experience across channels is a key factor in building satisfaction in the digital marketing era.

The multiple linear regression test results obtained a coefficient of determination (R^2) of 0.67, indicating that 67% of the variation in customer satisfaction can be explained by omnichannel marketing strategies, while the remainder is influenced by other factors such as price, promotion, and product quality. The channel integration dimension has the strongest influence with a coefficient value of $\beta = 0.41$, followed by service personalization ($\beta = 0.33$) and ease of access to information ($\beta = 0.29$). These findings confirm that customers in the Southeast Asian region place a high value on a company's ability to provide an integrated, fast, and personalized shopping experience. Therefore, the better the integration between channels, the higher the level of customer satisfaction achieved.

Furthermore, the descriptive analysis revealed differences in customer behavior patterns across countries. In Indonesia and Thailand, respondents tended to utilize online channels for product exploration and price promotions, then made purchases in physical stores. Conversely, in Singapore and Malaysia, customers more often completed the entire purchasing process digitally, with expectations for fast delivery and technology-based customer service support such as chatbots and real-time tracking. These differences suggest that omnichannel strategies must be tailored to local market characteristics for optimal effectiveness.

The discussion of the results of this study aligns with the findings of Verhoef et al. (2015) who stated that integration between channels can increase customer satisfaction through a more consistent and efficient shopping experience. This also supports the research of Juaneda-Ayensa et al. (2016) who found that the adoption of omnichannel technology increases repurchase intentions because customers feel more trust and comfort with the brand. In the context of Southeast Asia, implementing an omnichannel strategy is not only a marketing tool, but also a business strategy that increases long-term loyalty. This is because customers in this region increasingly value flexibility, ease of access, and personalization of the shopping experience.

Practically, the results of this study indicate that retail and e-commerce companies in Southeast Asia need to strengthen technological integration between online and offline channels, improve customer service consistency, and leverage consumer behavior data to provide relevant recommendations. By optimizing these three aspects, companies can strengthen customer satisfaction and loyalty in an increasingly competitive market. Overall, the results of this study confirm that an omnichannel marketing strategy is a key element in building valuable and sustainable customer experiences in today's digital era.

Discussion

The results of this study demonstrate that omnichannel marketing strategies play a crucial role in enhancing customer satisfaction in Southeast Asia. Proper integration between online and offline channels has been shown to provide a more efficient, personalized, and enjoyable shopping experience for consumers. Customers no longer see the boundaries between physical stores and digital platforms, but instead view them as a unified, complementary experience. These findings suggest that consistent cross-channel service delivery is a key

factor in building positive company perceptions and strengthening long-term customer relationships. This aligns with the findings of Verhoef et al. (2015), who emphasized that the success of an omnichannel strategy lies in a company's ability to create a seamless customer experience across all touchpoints.

Furthermore, the channel integration dimension emerged as the variable with the strongest influence on customer satisfaction. This indicates that consumers in Southeast Asia increasingly value the convenience of seamless channel switching, such as the ability to order products online and pick them up in a physical store (click-and-collect), or return online purchases directly to a retail outlet. These features enhance customers' perceptions of efficiency and sense of security toward a brand, as they demonstrate the reliability of the system and the company's commitment to customer convenience. These results support the findings of Juaneda-Ayensa et al. (2016), who stated that the adoption of omnichannel technology increases customers' perceptions of value and trust in service providers.

In addition to channel integration, service personalization is also a crucial factor in shaping customer satisfaction. Companies that intelligently leverage customer data to provide product recommendations, special promotions, or shopping experiences tailored to individual preferences tend to have higher levels of customer satisfaction. In the Southeast Asian context, where cultural diversity and consumer behavior are highly diverse, personalization is an effective strategy for creating emotional closeness between brands and customers. This reinforces the theory of Kotler and Keller (2016), which states that personalized experiences are a key element in building long-term customer loyalty.

Differences in consumer behavior across Southeast Asian countries are also an interesting finding. People in Indonesia and Thailand tend to conduct online research and purchase offline (ROPO), while customers in Singapore and Malaysia tend to transact entirely through digital channels. These differences suggest that omnichannel strategies need to be adapted to local conditions, including the level of digitalization, technological infrastructure, and consumer shopping habits. This approach aligns with Bryman and Bell's (2015) view that the effectiveness of a global business strategy depends heavily on a company's ability to adapt its practices to local social and cultural contexts.

Overall, the results of this discussion confirm that omnichannel marketing strategies are not just a trend, but rather a strategic necessity in addressing changing consumer behavior in the digital age. By integrating channels, strengthening personalization, and tailoring approaches to local market characteristics, companies can create more meaningful and satisfying customer experiences. This research provides theoretical implications that customer satisfaction in the digital age is no longer solely determined by product quality or price, but also by the quality of an integrated and consistent cross-channel experience.

Conclusion

Based on the research results and discussions conducted, it can be concluded that the implementation of an omnichannel marketing strategy has a significant and positive impact on customer satisfaction levels in Southeast Asia. Good integration of online and offline channels can create a consistent and efficient shopping experience, as well as increase customer convenience and trust in the brand. Channel integration proved to be the most dominant dimension in influencing satisfaction, followed by service personalization and ease of information access. This indicates that customers judge companies not only based on product quality alone, but also based on the extent to which the company is able to provide a connected and relevant shopping experience across various channels.

Furthermore, this study reveals differences in consumer behavior across Southeast Asian countries, influenced by the level of digitalization and shopping culture of their populations. Customers in countries with more advanced digital infrastructure, such as Singapore and Malaysia, tend to be highly satisfied with fast and responsive digital channels, while customers in Indonesia and Thailand value a combination of online and offline experiences. Therefore, companies need to adapt their omnichannel strategies to local market characteristics for optimal effectiveness.

Theoretically, the results of this study reinforce the concept that customer satisfaction in the digital era is significantly influenced by the quality of integration and consistency of cross-channel experiences. Practically, these findings emphasize the importance of companies investing in developing technology systems that support channel integration, enhancing data-driven personalization, and designing aligned communication

strategies across online and offline platforms. Therefore, implementing an appropriate omnichannel marketing strategy not only improves customer satisfaction but also serves as a crucial foundation for building loyalty and long-term competitive advantage in the dynamic Southeast Asian market.

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