Analysis of the influence of Multichannel Marketing Strategy in the 5.0 era: Integrating Online and Offline for Optimal Results

Fuji Santoso[1*], Sudarmiatin[2]
Universitas Nazhatut Thullab Al-Muafa Sampang, Indonesia[1]
Universitas Negeri Malang, Indonesia[2]
Corresponding Email: siregarfuji93@gmail.com*

Abstract

This research aims to analyze the influence of multichannel marketing strategies in the 5.0 era that integrate online and offline to achieve optimal results. Multichannel marketing has become an important approach in the face of advances in digital technology and growing connectivity. The integration of online and offline in a multichannel marketing strategy allows companies to reach a wider range of consumers, provide consistent and holistic experiences, and leverage data and analytics to understand consumer preferences and behaviors. However, implementing a multichannel marketing strategy is not easy and requires adequate technological infrastructure, skilled human resources, and good coordination. This research method will use a quantitative approach by collecting data from respondents consisting of consumers who have interacted with multichannel marketing strategies. The results of this study provide insights into the importance of online and offline integration in multichannel marketing strategies in the 5.0 era, as well as practical implications for companies in optimizing their marketing efforts. This research can be an important reference for companies that want to improve their marketing performance by leveraging the power of both channels.

Keywords: Influence, Multichannel Marketing Strategy, 5.0 era, Integrating Online and Offline, Optimal Results

Introduction

In an increasingly advanced digital era like now, multichannel marketing has become the main key in achieving optimal results (Rochmawati, D. R., Hatimatunnisani, H., & Veranita, M. (2023). Integrating online and offline marketing strategies can provide significant benefits to businesses. Economic globalization is a process in which economic and trade activities between countries become increasingly integrated, without the limitations of state territorial

boundaries (Maulidya, G. P., & Afifah, N. (2021). In economic globalization, the boundaries between countries become less clear, and the relationship between the national economy and the international economy becomes more competitive. On the other hand, globalization also opens opportunities for global products to enter the domestic market. This change in the flow of globalization also has an impact on the economy with the emergence of more new companies, thus offering a variety of products in the market (Ramin et al., 2023).

According to Philip Kotler and Kevin Keller (2016), Digital Marketing is the process of marketing products (goods/services) by utilizing available digital technology, especially through the Internet, as well as with the support of the use of cell phones, image advertising, and other digital media. In this sense, Philip Kotler and Kevin Keller explain that digital marketing involves the use of digital tools and platforms to harness the power of the internet and other digital media to reach consumers in a timely, relevant, personalized, and cost-effective manner. This definition emphasizes the importance of using digital technology to interact with consumers more personally and efficiently (Kotler et al., 2018; Puriwat & Tripopsakul, 2021).

According to Neil Patel (2020), Digital Marketing includes all marketing efforts supported by the use of electronic tools and the internet. It includes various tactics and channels, such as search engine optimization (SEO) and search engine marketing (SEM), social media, content marketing, email, and others, to interact with existing and potential customers. This definition emphasizes that digital marketing involves a variety of diverse digital marketing strategies and channels to achieve marketing goals. Neil Patel also highlights the importance of utilizing available digital tools and platforms to communicate with target audiences and build strong engagement with them (Sharma & Sharma, 2021).

Hence, the integration of online and offline in a multichannel marketing strategy opens up opportunities to reach a wider and more diverse audience. In a digitally connected world, consumers have access to various online platforms such as websites, social media, and online marketplaces (Bahri, R. S. (2020). However, not all consumers are solely in the digital world. Many of them still rely on offline interactions, such as physical stores or exhibition events, to make purchasing decisions (Marbun, S. N., Pasaribu, R., Damanik, N. M., & Sianipar, L. L. R. (2023).

To maximize the benefits of a version 5.0 multichannel marketing strategy, it is important for businesses to ensure effective integration across all channels (Baker & Geraldini, 2014). This includes maintaining consistent branding and messaging across touchpoints (Baker & Geraldini, 2014), as well as implementing technologies such as customer relationship management (CRM) systems and marketing automation tools to manage data and streamline processes (Baker & Geraldini, 2014). In addition, businesses should invest in staff training to effectively manage multiple channels and provide excellent customer service across all touchpoints (Baker & Geraldini, 2014).

By integrating these two channels, businesses can capitalize on the strengths of each channel and provide a consistent experience to consumers. This integration can also increase

consumer trust by providing physical evidence or direct interaction with the products or services offered (Felix, A., & Rembulan, G. D. (2023).

The first step in developing a multichannel marketing strategy is to identify the target audience. Who are they? Where are they located? How do they interact with online and offline channels? With a clear understanding of the target audience, it can design the right campaign and determine the most effective channels to reach them.

Ensure branding is consistent across all marketing channels. This includes visual design, brand messaging, and communication style (Johan, 2024). In a digitally connected world, consumers expect consistency when interacting with brands across multiple channels. If there is a big difference between the online and offline brand image, consumers may feel confused or doubt the authenticity of the brand (Sholeh, M. I. (2023).

Online and offline integration can be done in several ways. For example, if you have a physical store, make sure to promote your online presence by including your website address or social media accounts on product packaging or promotional materials. Conversely, on online channels, provide information about the physical store, such as the location or special events held at the store.

Ensure that communication between online and offline channels is integrated and mutually supportive. Use online channels to promote offline events, such as special discounts that only apply in physical stores or invitations to visit stores (Kurniawati, M., Riwu, Y. F., Amtiran, P. Y., & Fa'ah, Y. S. (2023). Instead, use offline channels to introduce consumers to an online presence, such as by including links to websites or social media on brochures or product packaging. Finally, analyze and measure the effectiveness of the multichannel marketing strategy. Use analytics tools to track and understand how consumers interact with different marketing channels. This will help find out which channels are most effective in reaching the target audience and optimize resource allocation (Bangun, C. S., & Purnama, S. (2023).

Effectively identifying a target audience is a critical step in developing a successful marketing strategy (Anas & Ashari, n.d.). Various ways can be used to increase the effectiveness of identifying target audiences (Ramin, 2023).

First, conducting comprehensive market research is indispensable. Through this research, it is possible to understand the demographics, preferences, and behaviors of potential consumers. Utilize available data and resources, such as online surveys, interviews, or external data analysis, to get a clearer picture of who the target audience is (Bahri, 2023).

Second, review your internal data, such as sales data, customer data, or online interaction data. Identify patterns or trends that emerge from this data to understand who is already a customer and what factors drive them to interact with the brand (Kadir et al., 2024). Next, create an ideal customer profile (buyer persona) that includes demographic characteristics, preferences, needs, and problems faced by the target audience. Based on existing research and data, describe the ideal customer as a "persona" that represents the group most likely to be interested in the product or service being offered. Also, review the competition and their

customers. Identify who the competitors' key customers are and why they choose that brand. This information can provide valuable insights into market segments that may have been overlooked or uncover opportunities that have yet to be explored (Bahri, 2024).

Also monitor social media to monitor conversations and interactions related to the industry and the products offered. Discover what consumers are talking about and how they interact with other brands. This information can help understand the preferences and interests of the target audience. Next, conduct surveys or interviews with relevant target groups to gain insights directly from them. Ask detailed questions about preferences, needs, and problems encountered in the context of the product or service being offered. Also make use of analytics tools such as Google Analytics or other measurement tools to track the behavior and interaction of website visitors. This data can provide valuable insights into the demographics, preferences, and behavior of website visitors. Finally, test and evaluate existing marketing campaigns. Observe the response and performance of the campaign against different segments. By collecting data and analyzing the results, it can identify the segments that are most responsive to marketing efforts. By combining the various methods above, it is possible to identify target audiences more effectively. It is important to continuously monitor and update the understanding of the target audience over time, as consumer behavior and preferences may change.

The development of information technology is very rapid. Various businesses, both small and large scale, utilize this development to run their business. The large number of competitors is a consideration for entrepreneurs to join the fierce competition. The right marketing strategy and media are used to reach the intended market so that sales volume always increases and profits (Pradiani, T., 2017).

The rapid development of technology, the digital world, and the internet certainly also has an impact on the world of marketing. Marketing trends in the world are shifting from conventional (offline) to digital (online) (Ainun, F. P., Mawarni, H. S., Sakinah, L., Lestari, N. A., & Purna, T. H. (2022). This digital marketing strategy is more prospective because it allows potential customers to obtain all kinds of information about products and make transactions via the internet. Digital marketing is a promotional activity and market search through digital media online by utilizing various platforms such as social networks. The virtual world is now not only able to connect people with devices, but also connect people with other people around the world (Sulaksono, 2020).

This study aims to analyze the influence of multichannel marketing strategies in the 5.0 era, specifically the integration between online and offline channels, with the aim of achieving optimal results. In this study, multichannel marketing strategies relevant to the 5.0 era will be analyzed as well as the importance of integrating online and offline channels to achieve optimal marketing results.

Literature Review

Multichannel Marketing

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Multichannel marketing is a marketing approach that involves using multiple distribution and communication channels to reach customers and deliver marketing messages to them (SHADRINA, K. N. (2017). In multichannel marketing, companies do not rely on just one single channel, but integrate various relevant marketing channels, both online and offline, to reach a wider audience and provide a unified customer experience (Nugroho, A. Z. (2015).

Marketing channels in a multichannel context can include various platforms and media, such as physical stores, websites, social media, email, catalogs, print ads, mobile apps, and so on. The main goal of multichannel marketing is to make it easier for customers to interact with brands and buy products or services, and to optimize communication and customer experience to be consistent across all channels (Wardani, S. (2023).

In multichannel marketing, it is important to provide alignment and coordination between the channels used. Customer information and data must be accessible and used in an integrated manner across all channels. In addition, marketing messages and offers must also be tailored to the characteristics and preferences of customers in each channel.

By adopting a multichannel marketing approach, companies can achieve benefits such as increasing brand visibility, reaching a wider audience, increasing customer engagement, expanding market share, and improving the effectiveness of marketing campaigns. The integration of online and offline in multichannel marketing also enables companies to provide a consistent customer experience, from product browsing to purchase and after-sales service.

Online and Offline Integration

Online and offline integration is the process of combining or bringing together marketing and operational channels that are internet-based (online) with channels that are not internet-based or traditional (offline) in an effort to create a unified and consistent customer experience across all touchpoints or interactions (Nugraha, D. M. D. P. (2020).

In the context of marketing, online and offline integration involves coordinating and combining marketing strategies, tactics and activities across multiple channels to create alignment and consistency in brand communications, product offerings and customer experiences. This involves the use of digital technologies, online platforms, customer data, as well as offline channels such as physical stores, catalogs, print advertising, and live events (Murti, B. K., & Madhani, S. (2015).

Online and offline integration aims to address the split or gap that often occurs between customer experiences in online and offline channels. By integrating these two channels, companies can create a seamless customer experience, where customers can interact with brands and products consistently, no matter whether they are in an online or offline environment (Kusuma, T. B).

The integration of online and offline also allows companies to capitalize on the strengths of each channel. Online channels can provide global access, shopping convenience, and the ability to track customer data more accurately. Meanwhile, offline channels can provide

physical experiences, direct interaction with products, and opportunities to build personal relationships with customers (Ikhwana, A., & Ritonga, S. (2021).

Thus, online and offline integration in marketing aims to achieve synergy between online and offline channels, create a unified customer experience, and improve the effectiveness and efficiency of marketing campaigns.

Customer Journey

Customer journey refers to the series of steps or stages that a customer takes when interacting with a brand or company from the beginning to the end of the purchase process or experience with a product or service. It includes all touchpoints or interactions that a customer goes through, be it through online or offline channels (Rosenbaum, M. S., Otalora, M. L., & Ramírez, G. C. (2017).

The customer journey focuses on the overall customer experience, including how customers find out about the brand, conduct research, make purchasing decisions, interact with the product or service, and provide feedback after the experience.

The customer journey can vary depending on the industry, brand, and specific context. However, there are some common stages in the customer journey that are often encountered, including (Micheaux, A., & Bosio, B. (2019):

1. Awareness: Customers first learn about a brand or product through advertising, friend recommendations, online searches, or other marketing channels.

2. Research: Customers search for more information about the brand or product, read reviews, compare prices, and find out more about the features or benefits offered.

3. Consideration: Customers consider the available options and evaluate brands or products based on their preferences, needs, and purchase criteria.

4. Purchase: Customers make a purchase decision and execute the transaction, either online or offline.

5. Experience: Customers interact with the purchased product or service, use it, and have a real experience with the brand. This experience can include product use, customer service, post-sales support, and other interactions.

6. Loyalty: Customers provide feedback about their experience, provide reviews or recommendations to others, and reconsider buying from the brand or company again.

The customer journey can be linear or non-linear, depending on customer behavior and the type of product or service offered. It is important for companies to understand the customer journey and create a positive and consistent experience at each stage, so as to build long-term relationships with customers, increase retention, and drive business growth.

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Omnichannel Marketing

Omnichannel marketing is a marketing approach that integrates and brings together all available marketing channels in a seamless and coordinated manner to provide a uniform and consistent customer experience across all touchpoints or interactions (Suriansha, R. (2021).

In omnichannel marketing, companies focus on understanding that customers can interact with brands through various channels, such as physical stores, websites, social media, email, mobile applications, and others. The main goal of omnichannel marketing is to create alignment and unity among these channels, so that customers can experience a unified experience, regardless of the channel they use (Manser Payne, E., Peltier, J. W., & Barger, V. A. (2017). A. (2017). Some important characteristics and principles in omnichannel marketing include:

1. Channel integration: Omnichannel marketing involves the integration of different marketing channels, so that information, data, and marketing messages can move seamlessly between them. This allows customers to switch between channels easily without experiencing inconvenience or loss of continuity.

2. Brand consistency: Omnichannel marketing emphasizes the importance of delivering consistent brand messages across all channels. This includes similar brand messages, visual styles, brand values, and customer experiences across all touchpoints. With strong brand consistency, companies can build a solid brand impression and increase customer loyalty.

3. Unified customer experience: Omnichannel marketing aims to provide a unified and seamless customer experience across all channels. Customers should be able to move between channels smoothly and seamlessly, and get consistent information, service and support at every touchpoint. This allows customers to stay connected to the brand and experience consistency in every interaction.

4. Personalization: Omnichannel marketing leverages customer data and technology to apply personalization in communication and customer experience. By understanding customers' individual preferences, behaviors, and needs, companies can deliver customized messages and relevant experiences across every channel.

5. Cross-channel data analysis: Omnichannel marketing involves collecting and analyzing customer data from multiple channels to holistically understand customer behavior, identify trends, and optimize marketing strategies. Data from online and offline channels are collected, linked, and analyzed together to gain a more complete insight into customers.

By adopting an omnichannel marketing approach, companies can create a unified customer experience, increase customer engagement, strengthen brand loyalty, and achieve better marketing results overall.

Research Method

The endogenous variable in this study is consumer repurchase intention, while the exogenous variables consist of content marketing strategy, mobile marketing, and social media marketing. consumer satisfaction is an intervening variable (Nofrita, R. (2013).

In marketing communication strategies through online media, marketing activities that use everything on the internet to increase sales and connect with customers more closely are known as marketing communication strategies through online media. Despite using different media, the concept of internet marketing is basically the same. Therefore, as described by Ashari, R. G. (2018), markets, products, websites, traffic, and credibility remain the focus of marketing activities. Components of an online marketing strategy include (Creswell, J. W. (2002):

1. Content Marketing (X_1) is a marketing strategy that aims to distribute, plan, and create interesting content with the aim of attracting target markets and encouraging them to become company customers. Content marketing indicators include:

    a. Education: Content must provide educational value to the audience.

    b. Information: The content should provide information to the audience.

    c. Entertainment: The content should have entertainment qualities that appeal to the audience.

    d. Trust: The content should build trust with the audience.

2. Mobile Marketing (X_2) is online marketing through websites, online advertising, opt-in emails, interactive kiosks, interactive TV, or mobile phones. Mobile marketing allows companies to build closer relationships with customers, understand them, and maintain interaction with them. Indicators of mobile marketing include:

    a. Information Standard Type: Mobile marketing applications that provide various information for consumers related to products/services or other information such as news, weather forecasts, horoscopes, etc.

    b. Entertainment Standard Type: Provides entertainment through humor, music, and videos that can attract consumers' emotional interest.

    c. Raffle Standard Type: A mobile marketing app that offers lucky draws or raffles as an added value for consumers.

    d. Coupon Standard Type: Offers coupons in the form of free discounts or promotions via SMS/MMS that can be used by consumers at the company's point of sale.

3. Social Media Marketing (X_3) is a marketing strategy through online social networks. Social media marketing indicators include:

    a. Online Communities: Building communities around interests in certain products or businesses through social media.

      b. Interaction: Enables greater interaction with online communities and obtains up-to-date and relevant information from customers.

      c. Accessibility: Ease of access and minimal cost to use social media.

      d. Sharing of Content: The exchange, distribution, and reception of content within the rules of social media.

4. Consumer Satisfaction (Y_1) is an attitude based on the experience felt by consumers. Indicators of customer satisfaction include:

      a. Product or Service Quality

      b. Responsive to Consumer Needs.

      c. Timeliness of Delivery.

      d. Ease of Transaction.

5. Repeat Order Interest (Y_2) can be identified through the following indicators:

      a. The tendency to always repurchase products that have been consumed.

      b. Recommend products that have been consumed to others.

      c. Not switching to another brand or company.

      d. Invite others to review a product.

These indicators will then be described in the form of statements with a certain size set on alternative answers in the questionnaire. Data analysis was carried out using structural models in PLS (Partial Least Squares).

Result/Findings

Based on age, it can be concluded that the majority of consumers in the 5.0 era have the following characteristics:

1. The majority of consumers are generations born and raised in the era of digital technology, such as millennials and generation Z. They tend to have extensive access to digital technology, such as smart phones, tablets, and computers.

2. They tend to have extensive access to digital technology, such as smartphones, tablets and computers.

3. They are familiar with the use of the internet and social media in their daily lives.

4. They have a high level of technological skills and are able to access information easily through the internet.

5. They tend to be more open to the use of digital platforms in shopping and interacting with brands or companies.

6. They also tend to seek personalized and relevant experiences in interactions with brands, and expect easy and quick access through digital channels.

However, keep in mind that these characteristics are generalized and may vary depending on geographic location, culture, and other factors. It is important to conduct more in-depth research to gain a more specific understanding of consumer characteristics in the 5.0 era.

This measurement model (outer model) analysis describes the relationship between each indicator and the associated latent variable. The initial stage of this analysis is to assess the convergent validity criteria. An indicator is considered valid if it has a loading factor value greater than 0.7. However, a loading factor value between 0.6 to 0.7 is still acceptable if the indicator is not the only indicator of a construct, and there are other indicators that can be used as a comparison.

Based on the estimation results using the Smart PLS 3.0 program, the results of the output are analyzed as follows.

The convergent validity value is the loading factor value on the latent variable with its indicators. The standardized loading factor indicates the extent of the correlation between each measurement item (indicator) and its construct. A loading factor value > 0.7 is considered an ideal value, indicating that the indicator validly measures the construct. However, in empirical research experience, a loading factor value of > 0.5 is still acceptable. Therefore, indicators with a loading factor value <0.5 should be removed from the model.

In addition, the squared value of the loading factor is called communalities. This value indicates the percentage of variation in the indicator that can be explained by the construct.

Convergent validity aims to evaluate the validity of each relationship between indicators and constructs or latent variables. Convergent validity of the measurement model with reflective indicators is assessed based on the correlation between the item score or component score and the latent variable score or construct score estimated using the PLS method.

The following is a table of the calculation results of the SEM PLS model, in which the loading factor value for each indicator in each variable is then examined.

Table 1. Outer Loading Value (Outer Model) Indicator Variable

Variabel		Indikator		*Outer*		Keterangan	
Content Marketing (X_1)		$X_{1.1}$		0.763		Valid	
		$X_{1.2}$		0.862		Valid	
		$X_{1.3}$		0.758		Valid	
		$X_{1.4}$		0.751		Valid	
Mobile Marketing (X_2)		$X_{2.1}$		0.742		Valid	
		$X_{2.2}$		0.882		Valid	
		$X_{2.3}$		0.712		Valid	
		$X_{2.4}$		0.759		Valid	
Social Media Marketing (X_3)		$X_{3.1}$		0.717		Valid	
		$X_{3.2}$		0.759		Valid	
		$X_{3.3}$		0.871		Valid	
		$X_{3.4}$		0.715		Valid	
Kepuasan (Y_1)		$Y_{1.1}$		0.824		Valid	
		$Y_{1.2}$		0.854		Valid	
		$Y_{1.3}$		0.815		Valid	
		$Y_{1.4}$		0.787		Valid	
Minat beli ulang (Y_2)		$Y_{2.1}$		0.834		Valid	
		$Y_{2.2}$		0.769		Valid	
		$Y_{2.3}$		0.860		Valid	
		$Y^{2.4}$		0.791		Valid	

Source: Primary data, processed 2024

Based on table 1, all indicators are declared valid because they have an outer loading value above 0.7. This indicates that these indicators can be used effectively in measuring the variables measured, and meet convergent validity, so they can be used for further analysis.

Discriminant validity refers to the extent to which the attributes not measured by the measuring instrument correspond to theoretical concepts about the variable. Discriminant validity of the reflective measurement model can be calculated based on the cross loading value between the manifest variable and each latent variable. If the correlation between the latent variable and each of its indicators (manifest variables) is greater than the correlation with other latent variables, then the latent variable can be said to be better at predicting its indicators than other latent variables.

In addition, discriminant validity can also be calculated by comparing the square root value of the average variance extracted (AVE). Discriminant validity can be considered achieved if the AVE value is greater than 0.5.

Cross loading factor is a value that is useful for determining whether a construct has adequate discriminant. This is done by comparing the loading value on the intended construct with the loading value on other constructs. The second criterion for discriminant validity is that the loading for each indicator is expected to be higher than its cross-loading. If the Fornell-Larcker criterion is used to assess discriminant validity at the construct level (latent variable), then cross-loading allows at the indicator level.

The discriminant validity test aims to test the validity of the indicator block. Discriminant validity test of indicators can be seen through cross loading between indicators and their constructs, as shown in table 2. The indicator block is considered valid if the value of each indicator in measuring the construct variable is dominant and higher than the correlation value with other indicators.

Tabel 2. *Discriminant Validity*

Indikator	Content Marketing (X_1)	Mobile Marketing (X_2)	Social Media Marketing (X_3)	Kepuasan (Y_1)	Minat Beli Ulang (Y_2)
$X_{1.1}$	0.763	0.592	0.485	0.442	0.427
$X_{1.2}$	0.862	0.570	0.565	0.585	0.595
$X_{1.3}$	0.752	0.535	0.510	0.595	0.576
$X_{1.4}$	0.751	0.547	0.569	0.448	0.555
$X_{2.1}$	0.497	0.724	0.634	0.651	0.529
$X_{2.2}$	0.651	0.882	0.715	0.582	0.597
$X_{2.3}$	0.536	0.712	0.520	0.434	0.540
$X_{2.4}$	0.549	0.759	0.610	0.502	0.577

Indikator	Content Marketing (X_1)	Mobile Marketing (X_2)	Social Media Marketing (X_3)	Kepuasan (Y_1)	Minat Beli Ulang (Y_2)
$X_{3.1}$	0.543	0.630	0.717	0.565	0.538
$X_{3.2}$	0.522	0.547	0.759	0.558	0.539
$X_{3.3}$	0.510	0.526	0.871	0.611	0.621
$X_{3.4}$	0.651	0.882	0.715	0.582	0.597
$Y_{1.1}$	0.597	0.588	0.643	0.824	0.635
$Y_{1.2}$	0.501	0.553	0.553	0.854	0.611
$Y_{1.3}$	0.582	0.551	0.570	0.815	0.655
$Y_{1.4}$	0.518	0.692	0.654	0.787	0.751
$Y_{2.1}$	0.610	0.685	0.694	0.720	0.834
$Y_{2.2}$	0.552	0.529	0.559	0.526	0.769
$Y_{2.3}$	0.528	0.557	0.654	0.679	0.860
$Y_{2.4}$	0.512	0.532	0.498	0.515	0.791

Source: PLS Data Management 3.0, 2024

From table 2, the cross loading value shows the dominant discriminant validity results for each indicator block. In addition, it also shows that the indicators in each construct variable provide convergent validity values greater than 0.7. In other words, all indicators used in this study are valid as measures of each construct variable, because all of these indicators have a discriminant validity value above 0.7.

There are 4 valid items that can be used to measure and express content marketing. The item that has the largest outer loading is $X_{1.2}$ with a value of 0.826, which states "I get info on various products offered in an application". This statement is the strongest statement in measuring and expressing content marketing.

Meanwhile, there are also 4 valid items that can be used to measure and express mobile marketing. The item that has the largest outer loading is $X_{2.2}$ with a value of 0.828, which states "I am interested in using the application, it is easy and easier". This statement is also the strongest statement in measuring and expressing mobile marketing.

There are 4 valid items that can be used to measure and express social media marketing. The item that has the largest outer loading is $X_{3.3}$ with a value of 0.817, which states "I use product ordering applications in all the brands we want". This statement is the strongest statement in measuring and expressing social media marketing.

Furthermore, there are also 4 valid items that can be used to measure and express satisfaction. The item that has the largest outer loading is $Y_{1.3}$ with a value of 0.851, which states "I feel suitable for products in all the brands we want". This statement is also the strongest statement in measuring and expressing satisfaction.

In addition, there are 4 valid items that can be used to measure and express repeat order interest. The item that has the largest outer loading is $Y_{2.1}$ with a value of 0.843, which states "I feel compatible with the products in all the brands we want". This statement is also the strongest statement in measuring and expressing repurchase intention.

In this study, the Average Variance Extracted (AVE) value is used to evaluate the discriminant validity of each construct or latent variable. The expected AVE value is greater than 0.5. The average AVE value for each construct is presented in this study.

Tabel 3. *Average Variance Extracted* (AVE)

Variabel		*Average Variance Extracted* (AVE)		Keterangan	
Content Marketing (X_1)		0.588		Valid	
Mobile Marketing (X_2)		0.579		Valid	
Social Media Marketing (X3)		0.651		Valid	
Kepuasan (Y_1)		0.688		Valid	
Minat Beli Ulang (Y_2)		0.682		Valid	

Source: PLS 3.0 data management, 2024

Based on table 3, it is known that the AVE value for each construct is above 0.5. Therefore, there is no problem with convergent validity in the tested model. Thus, the constructs in this research model can be said to have good discriminant validity.

Furthermore, data that has a composite reliability above 0.7 indicates a high level of reliability, although a value of 0.6 is also acceptable. In addition to assessing convergent validity and discriminant validity, the outer model can also be assessed by looking at the reliability of constructs or latent variables. This can be seen by looking at the composite reliability value in table 4 as follows.

Tabel 4. Reliabilitas Komposit

Variabel	Reliabilitas Komposit	Keterangan
Content Marketing (X$_1$)	0.805	Reliabel
Mobile Marketing (X$_2$)	0.855	Reliabel
Social Media Marketing (X$_3$)	0.846	Reliabel
Kepuasan Konsumen (Y$_1$)	0.889	Reliabel
Minat Beli Ulang (Y$_2$)	0.817	Reliabel

Source: PLS Data Processing, 2024

From Table 4, it can be seen that all constructs have a composite reliability value above 0.7. Based on this value, it can be concluded that all constructs have good reliability and meet the required minimum value limits.

	Alpha	Keterangan
Content Marketing (X$_1$)	0.756	Reliabel
Mobile Marketing (X$_2$)	0.747	Reliabel
Social Media Marketing (X$_3$)	0.719	Reliabel
Kepuasan (Y$_1$)	0.894	Reliabel
Minat Beli Ulang (Y$_2$)	0.820	Reliabel

Source: PLS Data Processing, 2020

The reliability test is strengthened by using Cronbach Alpha. For all constructs, the Cronbach Alpha value is expected to exceed 0.7, although a value of 0.6 is still acceptable. In addition to assessing convergent validity and discriminant validity, the outer model can also be assessed by looking at the reliability of the construct or latent variable using the Cronbach Alpha value of the indicator block that measures the construct. A construct is considered reliable if the Cronbach Alpha value is greater than 0.6.

The results of the analysis are given as follows:

1. Content Marketing (X$_1$) has a positive and significant effect on Customer Satisfaction (Y$_1$). The original sample value is 0.263 with a TStatistic of 2.977, which is greater than 1.960, and a P Value of 0.003, which is less than 0.050.

2. Mobile Marketing (X$_2$) has a positive but insignificant effect on Customer Satisfaction (Y$_1$). The original sample value is 0.153 with a TStatistic of 1.505, which is smaller than 1.960, and a P Value of 0.133, which is greater than 0.050.

3. Social Media Marketing (X$_3$) has a positive and significant effect on Customer Satisfaction (Y$_1$). The original sample value is 0.421 with a TStatistic of 4.040, which is greater than 1.960, and a P Value of 0.000, which is less than 0.050.

4. Content Marketing (X$_1$) has a positive and significant effect on Repurchase Interest (Y$_2$). The original sample value is 0.159 with a TStatistic of 1.989, which is greater than 1.960, and a P Value of 0.047, which is smaller than 0.050.

5. Mobile Marketing (X_2) has a positive and significant effect on Repurchase Interest (Y_2). The original sample value is 0.180 with a TStatistic of 2.213, which is greater than 1.960, and a P Value of 0.027, which is smaller than 0.050.

6. Social Media Marketing (X_3) has a positive and significant effect on Customer Satisfaction (Y_1). The original sample value is 0.180 with a TStatistic of 2.133, which is greater than 1.960, and a P Value of 0.033, which is smaller than 0.050.

7. Consumer Satisfaction (Y_1) has a positive and significant effect on Repurchase Interest (Y_2). The original sample value is 0.438 with a TStatistic of 6.572, which is greater than 1.960, and a P Value of 0.000, which is smaller than 0.050.

Discussion

Multichannel marketing refers to a marketing approach that uses various channels and platforms to reach target audiences more effectively. Era 5.0 is an era where digital technology and connectivity are advancing and influencing the way we interact with brands and consumers (Erwin, E., Ardyan, E., Ilyas, A., Ariasih, M. P., Nawir, F., Sovianti, R., ... & Munizu, M. (2023). In this era, it is important for companies to integrate online and offline marketing strategies in order to achieve optimal results (Sembiluh, D., & Sulistiadi, W. (2022).

First of all, the integration of online and offline in a multichannel marketing strategy allows companies to reach a wider audience. By using online channels such as social media, websites, and digital advertising, companies can reach potential consumers in various geographic locations and efficiently. On the other hand, offline channels such as physical stores, exhibition events, and print advertisements still have an important role in building direct relationships with consumers and providing a unique physical experience (Astuti, M., MM, M., Dewi, F. I. R., Mardiatmi, A. B. D., & MM, C. (2023).

In addition, the integration of online and offline also allows companies to provide consumers with a consistent and holistic experience. For example, consumers can explore products online and see reviews from other consumers before deciding to buy offline at a physical store. Or vice versa, they can view the product in a physical store and then make a purchase online. In both cases, the integration of online and offline ensures that consumers get a seamless and consistent experience across channels (Anggraini, K., & Sunarsih, D. (2022).

In addition, by integrating online and offline marketing strategies, companies can leverage data and analytics to better understand consumer preferences and behavior. Data obtained from online and offline channels can be used to identify trends, personalize marketing messages, and optimize marketing strategies. For example, data from social media can provide insights into consumer preferences and help companies direct online advertising campaigns more precisely. Data obtained from physical stores can also be used to understand in-store consumer behavior and optimize product layouts (Bob, F., Muhamad, D. J., & Marwondo, M. (2021).

However, it is important to remember that the integration of online and offline in a multichannel marketing strategy is not an easy task. Companies need to have adequate technological infrastructure, skilled human resources, and good coordination between online and offline marketing teams. In addition, companies also need to deeply understand the preferences and needs of their target audience in order to strategize accordingly.

Overall, the analysis of the influence of multichannel marketing strategies in the 5.0 era that integrate online and offline shows that this approach can deliver optimal results. By combining the strengths of online and offline channels, companies can expand their reach, provide consistent experiences, and utilize data to understand consumers better. It is important for companies to continuously monitor trends and innovations in multichannel marketing and adapt to dynamic changes in consumer behavior and technology to stay relevant and competitive in the 5.0 era.

Conclusion

A multichannel marketing strategy that integrates online and offline can deliver optimal results for businesses. By understanding the audience, maintaining brand consistency, performing channel integration, implementing unified communications, and conducting careful analysis, companies can increase overall brand presence and reach consumers across multiple channels. This strategy allows companies to leverage the power of online channels, such as social media and websites, to reach consumers globally and efficiently. On the other hand, offline channels such as physical stores and exhibition events still have an important role in building direct relationships with consumers and providing unique physical experiences.

By integrating these two channels, companies can provide consumers with a consistent and holistic experience, which can enhance brand impressions and strengthen relationships with consumers. It is also important to conduct careful analysis of market data and trends, so that companies can optimize their marketing strategies and identify new opportunities. By implementing an integrated multichannel marketing strategy, companies can maximize their marketing potential and achieve optimal results in an increasingly connected and digital business era.

1. Reaching a Wider Audience

    The integration of online and offline allows businesses to reach a wider audience. Consumers have diverse preferences in how they interact with brands and products. By integrating these two channels, businesses can cater to consumer preferences by providing shopping options that suit their needs.

2. Increasing Consumer Engagement

    The integration of online and offline enables increased consumer engagement with brands. Online channels such as websites, social media, or digital advertising can be used to build brand awareness and attract consumer interest. Then, consumers can be directed to physical stores or attend offline events such as product launches or live

demonstrations. In this way, a holistic experience that combines online and offline interactions can increase consumer engagement and loyalty.

3. Increase Consumer Trust

Online and offline integration can also help increase consumer trust in brands. Some consumers still prefer to see, touch, or try physical products before making a purchase decision. By having an offline presence such as a physical store or exhibition location, businesses can give consumers the opportunity to interact directly with the product. This can build consumer trust and confidence in the quality of the product.

4. Strengthen Marketing Strategy

Online and offline integration can reinforce each other in marketing strategies. For example, online channels can be used to promote events or special offers that will be held in physical stores. Conversely, offline channels such as brochures or print ads can be used to direct consumers to websites or online platforms. By utilizing these channels synergistically, businesses can increase brand awareness and expand marketing reach.

5. Analysis and Measurement

It is important to conduct analysis and measurement of the multichannel marketing strategy. Using analytics tools, businesses can track and understand how consumers interact with their marketing channels. This data can help in evaluating the performance of each channel and make necessary adjustments to achieve better results.

The integration of online and offline in a multichannel marketing strategy is an important step in achieving optimal results. By reaching a wider audience, increasing consumer engagement, building trust, strengthening marketing strategies, and conducting careful analysis, businesses can create a holistic marketing experience and increase their success in an increasingly connected marketplace.

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