

ABSTRACT

The rapid development of digital technology has transformed consumer behavior in purchasing electronic products, including Air Conditioners (AC). Consumers no longer rely solely on physical stores but also utilize various digital channels such as social media, marketplaces, and instant messaging applications to obtain information and complete transactions. This shift has encouraged businesses to integrate online and offline marketing through an omnichannel strategy to create a more effective shopping experience. Midea ProShop Semarang, as a specialized AC retailer, implements a combination of online and offline channels to reach customers, making it an interesting case for examining the effectiveness of omnichannel marketing in enhancing customer satisfaction.

From a theoretical perspective, consumer behavior is influenced by information-search processes, evaluation of alternatives, shopping experiences, and perceptions of service quality. An omnichannel strategy enables consumers to benefit from the strengths of each marketing channel, where online channels provide easy access to information and transactions, while offline channels offer direct product experience, product consultation, and stronger consumer trust. The integration of these channels is believed to enhance customer satisfaction by creating a more comprehensive and consistent shopping experience.

This study employed a descriptive qualitative approach. Data were collected through interviews, observations, and documentation involving seven customers of Midea ProShop Semarang. The findings indicate that online channels are effective in providing information, facilitating communication, enabling price comparisons, and supporting transaction convenience. Meanwhile, offline channels play an important role in building trust, providing direct product experiences, offering product consultations, and ensuring installation and after-sales services. The results also reveal that the combination of online and offline channels creates an omnichannel experience that enhances customer satisfaction. The effectiveness of Midea ProShop Semarang's marketing strategy is strongest when both channels are managed in an integrated manner, covering information search, transactions, installation, and after-sales services.

Keywords: *online marketing, offline marketing, omnichannel, customer satisfaction, Air Conditioner (AC).*