

The Effect of Generative Engine Optimization, Omnichannel Marketing, and Social Media Analytics on Digital Marketing Performance on Marketplace Platforms in West Java

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Article Info

Article history:

Received Nov, 2025

Revised Nov, 2025

Accepted Nov, 2025

Keywords:

Generative SEO

Omnichannel Marketing

Social Media Analysis

Digital Marketing Performance

Online Market Platforms

ABSTRACT

This study investigates the effect of Generative Search Engine Optimization (GSEO), Omnichannel Marketing, and Social Media Analysis on digital marketing performance on online market platforms in West Java. A quantitative approach was employed, collecting data from 150 respondents using a Likert scale questionnaire (1–5). Data were analyzed using SPSS Version 25, including descriptive statistics, reliability and validity tests, and multiple linear regression analysis. The results indicate that GSEO, Omnichannel Marketing, and Social Media Analysis each have a significant positive effect on digital marketing performance. The combined application of these strategies explains 62% of the variation in digital marketing performance. These findings provide valuable insights for online businesses in West Java to optimize marketing strategies, enhance consumer engagement, and improve overall performance in competitive digital marketplaces.

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1. INTRODUCTION

In the current digital era, online market platforms have become pivotal for businesses seeking to expand their reach and improve their marketing performance. The rapid growth of e-commerce, particularly in regions such as West Java, has prompted companies to adopt advanced digital marketing strategies to stay competitive and engage consumers effectively [1], [2]. Among these strategies, Generative Search Engine Optimization (GSEO), Omnichannel Marketing, and Social Media Analysis have

emerged as critical tools for enhancing visibility, customer engagement, and overall marketing performance [1], [2].

Generative Search Engine Optimization leverages artificial intelligence to optimize content, improve search rankings, and attract targeted traffic, thus providing businesses with a competitive advantage in crowded online marketplaces [3], [4]. Omnichannel Marketing integrates multiple communication and sales channels, ensuring a seamless and consistent customer experience across platforms, which has been

shown to enhance customer satisfaction and loyalty. Meanwhile, Social Media Analysis enables businesses to understand consumer behavior, preferences, and trends through data-driven insights, allowing for more effective marketing decision-making and campaign optimization [5], [6].

Despite the recognized importance of these digital marketing strategies, empirical studies examining their combined effect on digital marketing performance in the context of online market platforms in West Java remain limited. This study seeks to address this gap by quantitatively analyzing the influence of GSEO, Omnichannel Marketing, and Social Media Analysis on the performance of digital marketing using a sample of 150 respondents. The findings are expected to provide actionable insights for online businesses in West Java to optimize their digital marketing strategies, increase consumer engagement, and enhance overall performance.

2. LITERATURE REVIEW

2.1 *Generative Search Engine Optimization (GSEO)*

Generative Search Engine Optimization (GSEO) is an advanced digital marketing technique that leverages artificial intelligence to optimize website content, improve search engine rankings, and increase online visibility. Unlike traditional SEO, which relies primarily on keyword research and manual optimization, GSEO utilizes AI-driven tools to generate content that aligns with search engine algorithms while meeting user intent [1], [4]. Previous studies have shown that implementing GSEO strategies can significantly increase website traffic, enhance brand awareness, and improve conversion rates in online marketplaces [2]. In the context of West Java, where competition among online sellers is

intensifying, GSEO offers a strategic advantage for businesses seeking to stand out and reach a larger audience effectively.

2.2 *Omnichannel Marketing*

Omnichannel Marketing is an approach that integrates multiple communication and sales channels to provide consumers with a seamless and consistent experience across all touchpoints [5], [7]. By connecting physical and digital channels, businesses can enhance customer engagement, build loyalty, and improve overall marketing performance. Research indicates that firms implementing omnichannel strategies experience higher customer satisfaction, increased purchase frequency, and stronger brand loyalty [5], [6]. In the online marketplace context, omnichannel marketing allows businesses in West Java to engage consumers through websites, social media platforms, mobile applications, and offline interactions, thereby creating a unified brand experience.

2.3 *Social Media Analysis*

Social Media Analysis refers to the process of collecting, monitoring, and analyzing data from social media platforms to understand consumer behavior, preferences, and market trends [8], [9]. Through social media analytics, businesses can identify customer sentiments, optimize marketing campaigns, and make informed strategic decisions. Previous studies have found that effective social media analysis contributes to higher engagement rates, improved targeting of promotional efforts, and enhanced digital marketing performance [10], [11]. For

businesses operating on online market platforms in West Java, leveraging social media insights is crucial for adapting to dynamic consumer trends and increasing competitive advantage.

2.4 Digital Marketing Performance

Digital marketing performance refers to the effectiveness of digital marketing strategies in achieving organizational goals, such as increasing brand awareness, driving online sales, and improving customer engagement [12]–[14]. Performance can be measured through various indicators, including website traffic, conversion rates, customer acquisition, and social media engagement. High digital marketing performance allows businesses to maximize the return on investment (ROI) from marketing campaigns and sustain competitive advantage in digital marketplaces.

2.5 Theoretical Framework and Hypotheses

Based on previous studies, this research adopts the Resource-Based View (RBV) theory, which posits that a firm's unique resources and capabilities, such as GSEO, omnichannel marketing, and social media analysis, can lead to superior performance and competitive advantage (Barney, 1991). Accordingly, the study proposes the following hypotheses:

- H1: Generative SEO has a positive effect on digital marketing performance.
- H2: Omnichannel marketing has a positive effect on digital marketing performance.

- H3: Social media analysis has a positive effect on digital marketing performance.

3. METHODS

This study employs a quantitative research design to examine the effect of Generative Search Engine Optimization (GSEO), Omnichannel Marketing, and Social Media Analysis on digital marketing performance among online market platform users in West Java. The quantitative approach enables objective measurement of the study variables and empirical testing of the proposed hypotheses using statistical procedures. The population consists of online sellers and digital marketing practitioners who actively manage digital promotion activities. From this population, 150 respondents were selected using purposive sampling based on criteria such as active engagement in online marketing and experience with tools related to SEO, omnichannel strategies, and social media analytics. The study focuses on four main variables: GSEO, which involves AI-driven content optimization and keyword integration; Omnichannel Marketing, which emphasizes consistent messaging and integrated customer experiences across channels; Social Media Analysis, which includes monitoring engagement and using analytics for campaign adjustment; and Digital Marketing Performance as the dependent variable, measured through website traffic, conversion rates, social media engagement, and digital marketing ROI.

To measure these variables, data were collected using a structured questionnaire employing a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The questionnaire was distributed online to ensure respondents had relevant expertise in digital marketing activities across various platforms. Each construct included specific indicators aligned with the study objectives—GSEO focusing on AI-driven optimization and visibility improvement, Omnichannel Marketing on integrated customer experiences, Social Media Analysis on

behavioral and trend insights, and Digital Marketing Performance on measurable digital outcomes. This structured approach ensured that the data captured were both relevant and reflective of current digital marketing practices in West Java's online market ecosystem.

Data analysis was performed using SPSS Version 25 with several analytical procedures. Descriptive statistics were used to summarize respondent characteristics and provide an overview of variable distributions. Reliability and validity testing involved Cronbach's alpha to assess internal consistency and factor analysis to confirm construct validity. The core analysis employed multiple linear regression to examine the effects of GSEO, Omnichannel Marketing, and Social Media Analysis on digital marketing performance, with hypotheses considered statistically significant at $p < 0.05$. Through these methods, the study provides empirical insights into how digital optimization strategies contribute to improved marketing outcomes for online sellers in West Java.

4. RESULTS AND DISCUSSION

4.1 Descriptive Statistics

The descriptive statistics provide an overview of respondents' responses to the variables in this study: Generative Search Engine Optimization (GSEO), Omnichannel Marketing (OM), Social Media Analysis (SMA), and Digital Marketing Performance (DMP). The sample consisted of 150 respondents, primarily online sellers and digital marketing practitioners operating on online market platforms in West Java.

The mean scores for each variable indicate a high level of implementation and perception: GSEO scored 4.12, showing that respondents actively implement AI-driven SEO strategies; Omnichannel Marketing scored 4.05, suggesting integration of multiple marketing channels to enhance customer experience; Social Media Analysis scored 4.08, reflecting regular use of social media data for marketing optimization; and Digital Marketing Performance scored 4.10, indicating respondents perceive their digital marketing activities as effective in achieving business goals. The standard deviations for all variables ranged from 0.45 to 0.52, demonstrating moderate variability in respondents' perceptions.

4.2 Validity and Reliability

Reliability and validity tests were conducted to ensure the accuracy of the measurement instruments. The reliability test showed that Cronbach's alpha values for all variables exceeded 0.70, indicating high internal consistency, with GSEO at 0.865, Omnichannel Marketing (OM) at 0.844, Social Media Analysis (SMA) at 0.852, and Digital Marketing Performance (DMP) at 0.883. Validity testing using factor analysis revealed that all indicators loaded strongly (>0.50) on their respective constructs, confirming construct validity. These results indicate that the questionnaire is both reliable and valid for measuring the constructs in this study.

4.3 Multiple Regression

Multiple linear regression analysis was used to examine the effect of GSEO, Omnichannel Marketing, and Social Media Analysis on Digital Marketing Performance.

Table 3. Multiple Regression

Independent Variable	Beta (β)	t-value	p-value	Effect
GSEO	0.343	4.765	0.000	Positive, Significant
Omnichannel Marketing	0.315	4.124	0.000	Positive, Significant
Social Media Analysis	0.292	3.953	0.000	Positive, Significant

The results of the multiple regression analysis, as presented in Table 3, indicate that all independent variables—Generative Search Engine Optimization (GSEO), Omnichannel

Marketing, and Social Media Analysis—have a positive and significant effect on digital marketing performance. Specifically, GSEO has the strongest influence with a beta

coefficient (β) of 0.343 and a t-value of 4.765 ($p = 0.000$), suggesting that AI-driven SEO strategies substantially enhance online visibility and marketing effectiveness. Omnichannel Marketing also shows a significant positive effect with a beta of 0.315 and t-value of 4.124 ($p = 0.000$), indicating that integrating multiple marketing channels and maintaining a consistent customer experience positively contributes to digital marketing performance. Similarly, Social Media Analysis has a beta of 0.292 with a t-value of 3.953 ($p = 0.000$), confirming that analyzing consumer behavior and engagement metrics on social media supports better marketing decision-making and campaign optimization.

These findings demonstrate that all three strategies are crucial for enhancing digital marketing performance on online market platforms in West Java. The positive beta coefficients indicate that increases in GSEO, Omnichannel Marketing, or Social Media Analysis are associated with corresponding improvements in performance. The significance of the p-values (<0.05) confirms that these effects are statistically reliable. Overall, the regression results underscore the importance of combining AI-driven optimization, multi-channel integration, and data-informed social media strategies to achieve superior outcomes in digital marketing efforts.

Discussion

The results confirm that Generative SEO positively influences digital marketing performance, supporting previous research (Lee et al., 2021) which found that AI-driven SEO improves website visibility, attracts targeted traffic, and enhances online sales. Businesses in West Java benefit from implementing GSEO to optimize content and increase their competitiveness in crowded online marketplaces. By leveraging AI tools, online sellers can create more relevant and engaging content that aligns with consumer search intent, leading to higher engagement and conversion rates.

Omnichannel Marketing also shows a significant positive effect on digital marketing performance. This finding aligns with studies

by [5], [6], demonstrating that consistent marketing across multiple channels enhances customer engagement, loyalty, and conversion rates. Online sellers in West Java who integrate website platforms, social media, and offline touchpoints create a seamless customer experience, ensuring that interactions across all channels are consistent, convenient, and value-driven, which translates into better performance outcomes.

Social Media Analysis is another critical factor positively impacting digital marketing performance. By monitoring consumer behavior and analyzing engagement metrics, businesses can adjust marketing strategies and target campaigns more effectively [8], [15]. This data-driven approach allows online sellers in West Java to respond to trends quickly, optimize campaigns in real-time, and maximize the efficiency of marketing efforts. Overall, the findings suggest that the combined application of GSEO, Omnichannel Marketing, and Social Media Analysis provides a comprehensive strategy to enhance digital marketing performance, giving businesses competitive advantages, improving customer satisfaction, and increasing returns on digital marketing investments.

5. CONCLUSION

This study demonstrates that Generative SEO, Omnichannel Marketing, and Social Media Analysis significantly enhance digital marketing performance on online market platforms in West Java. Each strategy contributes positively, with GSEO improving visibility and traffic, Omnichannel Marketing providing a consistent and seamless customer experience, and Social Media Analysis enabling data-driven decision-making. The combined implementation of these strategies explains 62% of the variation in digital marketing performance, highlighting their importance for online business success. These findings suggest that online sellers and digital marketers in West Java should integrate AI-driven SEO, multiple marketing channels,

and social media analytics into their marketing strategies to achieve higher engagement, customer satisfaction, and overall performance. Future research can

explore additional factors such as content personalization, influencer marketing, and mobile marketing to further optimize digital marketing outcomes.

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