

**PROPOSED OMNICHANNEL MARKETING APPROACH FOR INCREASING  
B2C SALES CONVERSION AND REVENUE ON PT. KEN YUKAGEN  
INDONESIA (YUKAGEN ELEVATOR)**

**USULAN PENDEKATAN PEMASARAN OMNICHANNEL UNTUK  
MENINGKATKAN KONVERSI PENJUALAN DAN PENDAPATAN B2C PADA  
PT. KEN YUKAGEN INDONESIA (YUKAGEN ELEVATOR)**

**Naufal Alharits Sadly<sup>1</sup>, Nila Armelia Windasari<sup>2</sup>**

School of Business Management, Institut Teknologi Bandung, Jakarta, Indonesia<sup>1,2</sup>  
naufalalharits@gmail.com<sup>1</sup>

**ABSTRACT**

*The home elevator industry is growing in Indonesia, competition is getting higher between elevator brands. Yukagen Elevator (PT. Ken Yukagen Indonesia) a local home elevator company, faces the challenge of maintaining consistent sales conversion and revenue. This study aims to develop a marketing strategy with an omnichannel approach to increase Yukagen Elevator's B2C sales and revenue. This study was conducted with a qualitative literature study and data collection by means of semi-structured interviews with three stakeholders, namely the internal Yukagen team, existing customers, and potential partners (Architects and contractors). Analysis of the results of data collection was carried out using several marketing frameworks, namely STP, SWOT analysis and TOWS Matrix, Marketing Mix 7Ps, Customer Journey, and Human-Centered Marketing, which were then made into solutions using Omnichannel Marketing theory and its implementation plan. The implementation plan was prepared to be carried out within a 1-year timeline, starting from the initial stage to the collaboration stage. This study contributes to the study of the development of omnichannel marketing strategies for the high-involvement product industry in Indonesia, and provides guidance for similar industries to develop their marketing strategies not only based on product features but also on customer needs and desires.*

*Keywords: Home Lift; Omnichannel; Human-Centered Marketing; Customer Journey; Marketing Mix; STP; TOWS.*

**ABSTRAK**

Industri lift rumah sedang berkembang di Indonesia, kompetisi semakin tinggi antar brand lift. Yukagen Elevator (PT. Ken Yukagen Indonesia) perusahaan lift rumah lokal, menghadapi tantangan untuk menjaga konsistensi konversi penjualan dan revenue. penelitian ini memiliki tujuan mengembangkan strategi marketing dengan pendekatan omnichannel untuk meningkatkan penjualan dan revenue B2C Yukagen Elevator. Penelitian ini dilakukan dengan studi literatur secara kualitatif dan pengambilan data dengan cara wawancara semi-struktur dengan ketiga stakeholder yaitu internal tim yukagen, existing customer, dan partner potensial (Arsitek dan kontraktor). analisa hasil pengambilan data dilakukan dengan menggunakan beberapa kerangka marketing yaitu STP, SWOT analysis dan TOWS Matrix, Marketing Mix 7Ps, Customer Journey, dan Human-Centered Marketing yang selanjutnya dibuat solusi menggunakan teori Omnichannel Marketing dan rencana implementasinya. Rencana implementasi disusun untuk dilakukan dalam rentang waktu 1 tahun timeline, dimulai dari tahap awal hingga tahap kolaborasi. penelitian ini berkontribusi kepada studi pengembangan strategi marketing omnichannel untuk high-involvement product industry di Indonesia, dan memberikan panduan untuk industri sejenis untuk mengembangkan strategi marketingnya bukan hanya berdasarkan fitur produk namun juga kebutuhan dan keinginan dari customer.

Kata kunci: Lift Rumah, Omnichannel; Pemasaran yang Berpusat pada Manusia; Perjalanan Pelanggan; Pemasaran Campuran 7Ps; STP; TOWS.

**INTRODUCTION**

The property industry continues to grow and increase in Indonesia, this has a positive impact on its supporting sectors including the home elevator market. the increasing number of multi-

storey houses, changes in lifestyle, and ease of mobility, products that facilitate accessibility such as home elevators are getting attention for practical needs, not just luxury goods (Frost & Sullivan, 2021; Statista, 2023).

This market growth allows local players to compete in the home elevator industry dominated by foreign brands. Ken Yukagen Indonesia Company took advantage of this opportunity by entering the home elevator industry with the Yukagen Elevator product in 2020. Yukagen Elevator offers customizable home elevator products, flexible after-sales services, and affordable prices, to build a position in the growing home elevator market.

At the beginning of sales, Yukagen Elevator managed to record quite good sales performance until it peaked in 2022. However, in the following years, there was a significant decline in 2023 and 2024. This is a big challenge considering the potential and needs of the home elevator market are still high.

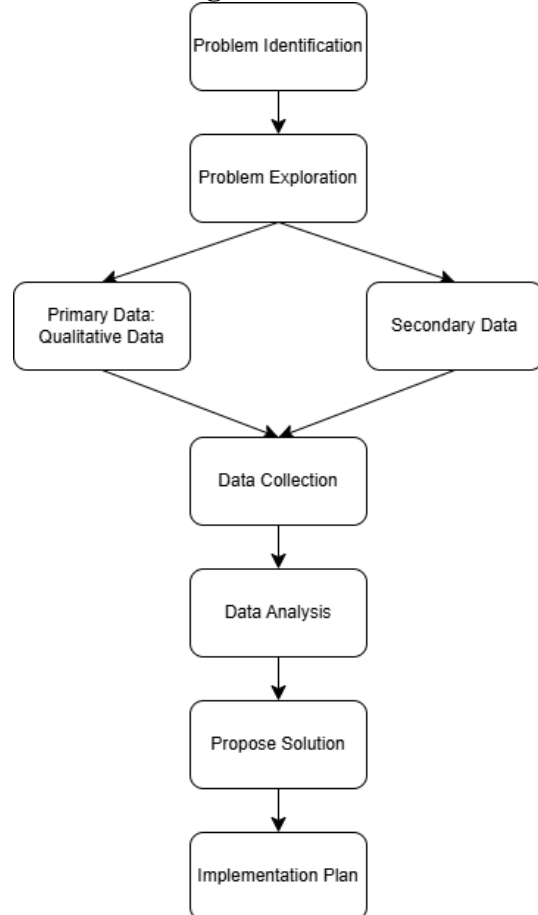
This decline in sales performance is interesting, considering that home lifts are classified as high-involvement products. Products like this usually involve a long and complex purchasing process, customers need a lot of consideration until they are mature and decide to buy (Kotler & Keller, 2021). Therefore, the effectiveness of marketing strategies is becoming increasingly important and cannot only rely on product quality but also on how the company can maintain the quality of customer interactions at various touch points. Companies can effectively convince customers at every stage of their decision-making journey (Lemon & Verhoef, 2016).

Based on these conditions, the main problem of Yukagen Elevator is suspected to be a marketing strategy that is not optimal in communicating the added value of the product clearly to the target market. There is a gap between the large market potential and the realization of home elevator sales that continue to decline, this is a strong indication that there is a problem in the company's

marketing. This study aims to explore more deeply the marketing problems of Yukagen Elevator and identify a more effective and integrated marketing strategy to increase the company's sales and income sustainably.

## RESEARCH METHODS

### Research Design



This research uses a qualitative exploratory approach to help PT. Ken Yukagen Indonesia (Yukagen Elevator) identifies marketing opportunities and challenges. Most of the qualitative data comes from interviews, observations, literature analysis, and internal company data. This study aims to explore and then design an optimal and relevant omnichannel marketing strategy that can be applied to increase B2C sales conversions and Yukagen Elevator revenue.

## 1. Data Collection Method

This study uses explorative qualitative methods to collect data focused on extracting insights from stakeholders who have influence or overlap in Yukagen Elevator's business process. This study aims to obtain a comprehensive contextual understanding to solve the problem of declining sales conversions and revenue using an omnichannel marketing strategy.

Data collection is carried out in two ways, namely primary data collection and secondary data as follows:

### Primary Data:

Primary data were collected using in-depth interviews and informal discussions with key stakeholders. Interviews were semi-structured to remain focused but flexible with the subjectivity of the informants. Some of the key informants interviewed were Yukagen Internal Team, Yukagen Existing B2C Customers, Professional Partners (Architects, Contractors, Developers, etc.)

### Secondary Data:

Secondary data collection is carried out to strengthen and verify the primary data results. Secondary data collection is carried out by using literature review, company Internal documents, company website & social media, industry reports, public articles, and Competitors' Benchmarking.

The data collection method using the interview method aims to capture the nuances, perceptions, and subjectivity of the informants. While the use of secondary data aims to see the industry context and external comparisons with competitors. Both of these methods are crucial in seeing market dynamics to develop an omnichannel marketing strategy to increase sales and revenue

conversions.

## 2. Analytical Tools

This research uses the AFI strategy Framework analysis, which is a methodology that combines three strategic management tasks (Analyze, Formulate, Implement) to improve company performance and give a competitive advantage. The AFI strategy Framework analysis consists of this task:

### Analysis:

STP (Segmentation, Targeting, Positioning) and Smallest Viable Market (SVM): a broad framework to sum up and simplify market segmentation. SVM Used to specify the smallest market with big financial benefit to serve.

SWOT Analysis: guides understanding the company's strengths and weaknesses.

TOWS Matrix: design strategies by combining internal and external factors.

### Strategy Formulation:

Develop a strategy for the company by providing an analysis of the company's marketing strategy.

Marketing Mix 7Ps (Diagnostic Use): a strategic tool used to analyze and develop marketing strategies.

Customer Journey & Trust Trigger: Used to map the customer journey and identify customer trust points.

Human-Centered Marketing: Used to help create Omnichannel marketing strategy by considering the behavior of Yukagen customers.

### Core Strategy:

**Omnichannel Marketing Framework:** the core of the proposed solution to build an implementation plan. This strategy eliminates discontinuities in experiences between channels to increase conversions. This approach

combines digital channels with physical channels in one consistent unified experience. The goal is to increase engagement, build trust, and increase B2C conversion rates through personalized consistent experiences. This strategy is aligned with the company's strengths with customer needs.

**Implementation Plan:**

Explaining how the proposed omnichannel marketing strategy will align with the company's goal to increase B2C sales conversion and revenue.

**4. Validation Methods**

Validation aims to ensure that the findings and strategies formulated are not only theoretical but also applicable to PT. Ken Yukagen Indonesia.. Validation was conducted to ensure the credibility and validity of the findings of this study. Validation was conducted qualitatively, this is because the majority of the data is exploratory, namely in-depth interviews and contextual interpretation. The data triangulation approach was used from Comparison of internal and external interview results, Findings with Yukagen management that can be confirmed, and Matching primary data (interviews with internal and external parties) with secondary data (actual sales data, literature reviews, industry reports, etc.).

**RESULTS AND DISCUSSIONS**

This Sub-chapter analyzes the correlation between primary data collection from interviews with the internal team, customers, and potential partners, with secondary data (literature).

**1. Segmentation, Targeting, Positioning (STP) and Smallest Viable Market**

This research evaluates how Yukagen Elevator market segment define, how it prioritizes its target market, and how Yukagen Elevator positions its brand to its customers. This approach is then equipped with Seth Godin's Smallest Viable Market (SVM) theory to set the most strategic segmentation to implement omnichannel marketing strategy.

**Segmentation:**

From interviewing stakeholders, Yukagen segmentation can be grouped as: Families with elderly parents living together or with disabled members, Aged 50-60 years, Middle to up economic class, High-income couple, or a Company with a small multi-storey office.

**Targeting:**

Yukagen focuses on residential with real needs for the home lift target market. The Target that Yukagen needs to focus on needs to have one of these categories: Customers who are ready to buy a home lift have accessibility issues in their family (elderly people or disabilities) or Customers who are renovating their house and looking for home lift do not need extra product education.

**Positioning:**

Yukagen positions itself as a local home elevator brand with customizable and flexible design. Yukagen's positioning is formulated to: "Yukagen Elevator is a local home lift solution offering personalized design for family accessibility."

**Smallest Viable Market:**

Parameters	Description
Age	50-60 years old, with a multi-storey house.

Needs	have a family member (or themselves) who has experienced or will experience decreased mobility.
Economic	Have spare budget for upgrading house comfort
Communication	Communicate mainly on WhatsApp daily.

change at any time.  
4. Lack of public literacy regarding home lifts.

**TOWS MATRIX:**

**SO: Aggressive Strategies**  
 SO1: Product customization capabilities (S1) can be leveraged for smart living and vertical home segments (O1, O4).  
 SO2: Domestic after-sales service (S3) can be combined with government support (TKDN) (O2) to position itself as a trusted local brand.  
 SO3: Flexibility as a local brand (S4) can facilitate strategic collaboration with developers, contractors & property influencers (O3).  
 SO4: Competitive price (S2) can be used to enter a more senior market (O4).

**2. SWOT Analysis and TOWS MATRIX**  
**SWOT Analysis**

**Strengths (S)**

1. The lift can be customized according to the customer's home/building needs.
2. Competitive prices compared to competitors.
3. After-sales service is easy to do because the lift is made domestically.
4. Flexibility of local companies for consulting and installation needs.

**Weakness (W)**

1. There is no clear marketing strategy yet.
2. Low brand awareness among consumers.
3. Company management is still not carried out professionally.
4. High dependence on imported critical materials.

**Opportunities (O)**

1. The trend of building houses with limited land with more than one floor and smart living.
2. Government policy that supports domestic products (TKDN).
3. Potential collaboration with developers, contractors, and influencers.
4. Elderly population requires accessibility.

**Threats (T)**

1. Competitors with global brands are starting to enter Indonesia.
2. Import material price fluctuations depend on global conditions.
3. Domestic regulations are unclear and can

**WO: Repair Strategies**

WO1: A clear digital marketing strategy is essential to increase brand awareness and reach a wider market (W1, W2 + O1).  
 WO2: More professional company management will make it easier to open networks with developers (W3 + O3).  
 WO3: Using the narrative "domestic products" or "TKDN" can increase public trust in the brand (W2, W3 + O2).

**ST: Defensive Strategies**

ST1: Flexible and accessible after-sales service (S3) can be offered as an advantage over foreign brands (T1).  
 ST2: Flexibility as a local company (S4) can be used to more quickly adjust to government regulations (T3).  
 ST3: Offering competitive prices (S2) counteracts the perception of home elevators as premium products from foreign competitors (T1).  
 ST4: Flexibility for product

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customization (S1) is useful for educating home lifts to the market (T4).

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**WT: Minimal Risk Strategies**

WT1: Finding alternative suppliers is crucial to reduce dependence on material imports (W4 + T2).

WT2: Building a professional team and clear SOPs will prepare for regulatory changes (W3 + T3).

WT3: Education through digital can help increase brand awareness and public literacy (W2 + T4).

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**3. Marketing Mix 7Ps**

**Product**

Yukagen offers home lift that focuses on function, comfort, and ease of maintenance. Yukagen Lift can be customized for customers' building needs, including its dimensions, color, finishing, and door type. The lift is designed to be compact and low in electricity consumption, but still meet the required safety standards. From feature perspective, Yukagen is currently developing IoT technology to help after-sales maintenance scheduling.

**Price**

Based on the interview with Yukagen Internal, Yukagen Price strategy is designed to be competitive and bellow international brand, with maintaining flexibility in lift size customizable and after-sales maintenance. Most of customers say that Yukagen price is reasonable and in accordance with the quality, but also suggested that there should be price transparency at an early stage to make it easier to compare with other brands. From partner perspective, price is not the main factor for customers in determining the choice of a brand, but the company needs to improve their service in consultation, after-sales maintenance,

and warranty, this are crucial to convince potential customers.

**Place**

Yukagen Elevator B2C Place approach are dominated by digital channel such as Instagram, Youtube, Website, and Tokopedia. All of leads than directed to WhatsApp for communicating as the main communication channel. However, Yukagen currently dont have physical showroom, and only rely on its workshop existing customer units to show their products. This cause limitations and doubts for customers in terms of experience in evaluating the choice of home lift.

**Promotion**

Based on interview, Yukagen promotions strategy done organically without paid advertising, almost everything communicate through WhatsApp as the main channel. Based on internal team, there is no structured and tematic campaign. Customer usually discover Yukagen by search engine (Google), but they say that it is not enough to build early convince to Yukagen. Based on partner perspective, they suggest that the brand proactive to promote from emotional perspective such as aesthetic, accessibility, safety, and how lift can impact on quality of life. Partner also suggest that word-of-mouth is powerful to gain instant trust, this can be utilize by give incentive such as discount and referral program for acquaintances and professional partners who can refer yukagen lifts.

**People**

Yukagen Elevator currently has limited human resources, which results in many functions being handled by several people, one of which is in the marketing department. Based on interview with the

internal team, the Marketing function, Sales function, and operating function are still handled by one person (Marketing PIC), with direct support from the company's director in some cases. Customers said that the communication is quite friendly and responsive, however, there are several inconsistencies and lack of technical information in early interactions. From partner's perspective, the Architect said that the presence of the marketing team is very influential in customer purchase decisions, they also said that standardized communication guideline is needed to speed up conversion in the client considering phase.

### **Process**

Based on interview results, Yukagen purchasing process still manual and very dependent to WhatsApp coordination. After customer discover Yukagen in website or Social media, they will directed to WhatsApp for consultation, than followed by site visit, proposed design, proposed price, and purchase decision. This flow is not documented yet and not identifying trust triggers yet, therefore it create inconsistency. Customers said that the communication process was carried out quickly, but they were confused because there was no clear guidance and direct visualization of the product due to the absence of a showroom. From the Partner perspective, they said that Yukagen needs a structured communication process.

### **Physical**

Physical evidence in high-touch product industry like Home lift has a very important role in building customer trust and perception of quality (Kotler & Keller, 2021). Yukagen currently doesn't have a physical showroom, all of customer purchase process is done by

### **Evidence**

using brochure (both physical and digital), and visits to the Yukagen factory and/or asking for permission to visit the homes of nearby existing customers (which is often rejected). Based on the interview, limited budget is the main issue why the company doesn't have a physical showroom yet. Product and project documentation are also lacking in Yukagen case. Customers feel unsure if they don't see a product sample directly, they feel that direct visualization is very important. From partner (architect and contractor) perspective, They said that the existence of a physical showroom is the main key for a brand in dealing with customers, while visual documentation in the form of videos is the most important initial door to generating leads.

## **4. Customer Journey**

Customer Journey is a series of stages of a business from awareness to post-purchase. High-involvement products require an understanding of touch points and triggers to increase conversion and create trust in the brand (Lemon & Verhoef, 2016). Customer journey analysis in the Yukagen elevator business is done by comparing the results of interviews between internal, customers, and professional partners.

### **Awareness**

Awareness stage is the first stage where the customer discover Yukagen Elevator. This stage is very important for creating new potential customers to discover the brand. Based on Internal interview, the main awareness channels are Instagram, YouTube, and Website. Based on customers, they said that they found Yukagen on Google and then went to the website. Acquaintance recommendation also plays an important role in customers finding Yukagen.

From partner's perspective, customer usually found brand using social media (Instagram and TikTok), Pinterest for inspiration, and Architect recommendation. In general, Yukagen still doesn't have a systematic awareness strategy, and the process carried out is still passive.

### **Consideration**

After customer aware about Yukagen, the next step is how to make the customer consider to buy Yukagen lift. In this stage, customer communicate with Yukagen to find out about pricelist, technical specification, and comparing Yukagen with other brands. This stage is the exploratory phase which influenced by information quality and how easy it is to access the information (Lemon & Verhoef, 2016). Based on internal interview, sources of information such as brochure, pricelist, and project documentation has been available, its delivered via WhatsApp however it is still not systematic. From Customer perspective, They feel confused because they have to actively ask about specification and price. Meanwhile, Partner said that visual material and digital catalog can help explaining the advantages of yukagen easier to the customer.

### **Evaluation**

After the customer gets information about Yukagen, they evaluate by comparing to other brands in evaluation stage. Customer will assess whether Yukagen is the best solution for their needs in term of price, technical specification, and aesthetics. Concrete evidence like product quality, design flexibility, and offered solution is very influential at the evaluation stage (Lemon & Verhoef, 2016). Internal interview show that technical communication done manually via

WhatsApp based on each customer needs. There are brochures but they are not yet optimal in terms of visuals and detailed product information. From Customer interview, some of them said that they are difficulty in imagining a lift without seeing a demo unit in person, having doubts about local brands that are not yet well-known, and a lack of documented testimonials. Partners said that product visualisation, such as technical materials and visual documentation that can be compared by customer can help to accelerate evaluation stage.

### **Purchase**

### **Decision**

Purchase decision stage is a crucial point for customers to decide whether to buy a Yukagen lift or choose another brand. Customer trust and clarity on brand are the main factors at the purchase decision stage in the customer journey (Lemon & Verhoef, 2016). Based on internal interview, purchasing process is carried out by sending an invoice and offer via WhatsApp. Customer said that price, clarity, and offers provided must be able to meet their needs and desires. Partner According to partners, the service and professionalism provided by the Brand can convince clients in the middle-upper segment.

### **Post-Purchase**

This final stage is when the lift has been installed and the customer has used the product directly. Communication between the company and the customer does not stop, because this stage has a function to determine loyalty and possible referrals. Post-purchase experience is an important aspect of building a brand image for the long term (Lemon & Verhoef, 2016). Based on the internal interview, Post-installation follow-up is still carried out

situationally via WhatsApp, in general follow-up is only carried out when lift maintenance is to be carried out. Customer convey that what they think is important is ease of maintenance and complaints, apart from that customers are also happy to give testimonials and invite their family or acquaintances to install the lift too if they are satisfied. From partner perspective, This stage is very important to build Yukagen's portfolio and reputation. Project documentation (Photos and videos of completed lifts) are company assets that must be used to attract potential customers. According to them, testimonials can also be done voluntarily if satisfied.

**5. Human-Centered Marketing**

Based on the previous sub-chapter on customer journey analysis, Yukagen's customer experience is still heavily influenced by a reactive and technical approach in communication, product education, and post-installation. Based on interviews with the three stakeholders, there are differences of opinion that indicate that emotional human needs have not been fully accommodated in Yukagen's marketing process.

**6. Omnichannel Marketing**

Yukagen's omnichannel strategy is designed so that customer experiences can be mapped consistently and connected.

Customer Journey Stage	Main Objective	Channel
Awareness	Building customer awareness and brand	Instagram
		YouTube

	presence.	TikTok
		Paid Ads.
		Google Search (SEO)
		Yukagen Website
		E-Commerce (Tokopedia and Shoppee)
Consideration	Provide complete information and answer customer questions.	Stories from existing customer
		Instagram
		YouTube
		Yukagen Website
		Brochure
		WhatsApp
		Stories from existing customer
Evaluation	Helping customers choose Yukagen as	WhatsApp
		Showroom (Demo Unit)

	their lift brand	Customer House Visit Yukagen Website Brochure Project Portfolio
Purchase Decision	Provides an easy and reliable way of transacting	WhatsApp Lift Project Offers Invoice
Post-Purchase	Building customer loyalty, customer testimonials, and referrals for potential new customers.	WhatsApp Testimonial & Documenting project results On-site Lift Maintenance

This omnichannel strategy formulation is designed based on the customer journey stages, each channel has its strategic function. To achieve optimal results, Yukagen needs to strengthen the channels used. Based on this, it is necessary to focus on strategic development on several channels to be able to provide significant contributions in increasing sales conversions and revenue.

### 7. Implementation Plan

The strategy implemented in a 1-year timeline in stages. In the first two months, the focus is directed at forming an initial marketing team, creating a project documentation SOP, and the physical showroom planning process. In this phase, the focus aims to be the starting point for the initial foundation for implementing an omnichannel marketing strategy effectively and professionally.

In the next phase from the second month to the end of the third month, after the team is formed and the initial SOP is created, the initial execution begins starting from creating a content calendar, IG content, Youtube content, TikTok content, and installing paid Ads. In addition, optimization of tools to help the sales process is also carried out such as WhatsApp optimization, creating a digital catalog, and redeveloping the yukagen website. Based on the interview results, it is important to effectively optimize these channels which are customer touch points in the awareness and consideration phases.

Furthermore, the construction of the showroom starts from the beginning of the 4th month (Q2) to the next 6 months (estimate). The showroom is a touch point for building the most crucial trust trigger in the high-touch product industry (Berry et al., 2002). The creation of this showroom will also be used as a marketing office for Yukagen Elevator in the future, which will function as a place for consultation and daily context creation.

Meanwhile, project documentation and customer testimonials are carried out starting in the 3rd month. 92% of consumers believe in recommendations given by other customers rather than in promotions issued by the company

(Nielsen, 2021). Therefore, product documentation and customer testimonials are the main foundation of all Yukagen content and promotional materials. Documentation of old projects and customer testimonials are carried out during lift maintenance for 6 months, while documentation and testimonials for new projects are carried out simultaneously with the start and completion of each project.

In the 5th month (Q2) and so on by iterating and evaluating each month and quarter. Customer Journey-Oriented Implementation manages each touch point seamlessly and consistently to increase brand credibility and loyalty (Lemon & Verhoef, 2016).

## CONCLUSION AND SUGGESTION

This study was conducted to formulate an omnichannel marketing strategy for the B2C Yukagen elevator business line, to increase sales conversion and revenue.

The researcher used a qualitative approach to collect data through semi-structured interviews with three main groups of informants, namely: internal Yukagen companies, existing Yukagen customers, and potential partners with professional backgrounds (architects and contractors). The results of the interviews were then analyzed using various marketing strategy theories, namely STP (segmentation, Targeting, Positioning) and SVM (Smallest viable market), SWOT analysis and TOWS MATRIX, Marketing Mix 7Ps, Customer Journey Mapping and Trust Trigger, and Human-Centered Marketing.

The main result of this study is that Yukagen targets the high-end home segmentation, but there has been no clear study regarding the right segmentation and positioning to be targeted by

Yukagen. The interview results showed that there was a difference in understanding between the company's internal and customer perceptions regarding Yukagen's value proposition. In addition, the digital presence in Yukagen's business process is still minimal and inconsistent, as well as weak integration and effectiveness between existing channels. The absence of a physical showroom is also a weakness of Yukagen in increasing trust and credibility during the purchasing process with customers. According to the results of the Customer Journey Mapping analysis, Yukagen's weak point is at the awareness and consideration stages, this can be seen from the answer that most customers find Yukagen based on personal recommendations rather than from structured marketing channels.

Based on the results of this study, here are some recommendations that the author can provide for the company to consider:

### Managerial Step Recommendations

Yukagen needs to implement this omnichannel strategy in stages and in a focused manner, this is because the company's initial foundation is still weak, especially in terms of marketing. **Recommendations for further research**

There is room for development from the academic side to be used as material for future research:

- Research using quantitative methods,
  - Cross-industry comparison of high-touch products,
  - Further study on After-sales service,
- These recommendations can be implemented by Yukagen's internal team and academic research to increase the potential to build an efficient and sustainable marketing system to support

Yukagen's growth.

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