THE IMPACT OF DIGITAL MARKETING APPLICATIONS ON CONSUMER SATISFACTION AND BEHAVIOR IN EVENT MARKETING: A STUDY IN SOUTHEAST ASIA

Rozita Naina Mohamed[1*], Anusara Sawangchai[2], Mohd Saifullah Rusli[3], J.S. Keshminder[4], S.C. Chuah[5], Wanchai Akpornpis[6]

[1] Faculty of Business and Management, Universiti Teknologi MARA (UiTM), Selangor Campus, 42300 Selangor, Malaysia.
Email: rozita449@uitm.edu.my
[2] Faculty of Management Science at Phuket Rajabhat University, Phuket, Thailand
Email: anusara.s@pkru.ac.th
[3] Faculty of Business Accounting and Law, SEGi College Subang Jaya, 47500, Subang Jaya, Selangor Darul Ehsan, Malaysia.
Email: saifullahrusli@segi.edu.my
[4] Faculty of Business and Management, Universiti Teknologi MARA (UiTM), Selangor Campus, 42300 Selangor, Malaysia
Email: keshm967@uitm.edu.my
[5] Faculty of Business and Management, Universiti Teknologi MARA (UiTM), Selangor Campus, 42300 Selangor, Malaysia,.
Email: chuahsc@uitm.edu.my
[6] Deputy Commissioner, Provincial Police Region 8, Royal Thai Police. Phuket, Thailand.
Email: pol.dr.wanchai@gmail.com
[*] Corresponding Author

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Abstract:

This study examines the impact of perceived effectiveness behavior on consumer satisfaction in using digital marketing applications in event marketing across Southeast Asia. By investigating key variables such as the learning environment, accessibility to event organizers, and the degree of app usage, the research aims to understand how these factors influence consumer satisfaction with the app's functionalities. Data were collected from users across Southeast Asia who frequently engage with event marketing applications. The findings reveal that user-friendly learning environments, easy accessibility to businesses, and extensive app usage significantly enhance consumer satisfaction. These insights offer valuable implications for app developers and event marketers seeking to optimize digital tools for improved consumer engagement. Specifically, the results suggest that fostering perceived effectiveness behavior through creating intuitive learning resources,

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improving business accessibility via apps, and encouraging more comprehensive app usage can lead to higher levels of consumer satisfaction within the Southeast Asian event industry.

Introduction

The rapid advancement of digital technology has transformed the way events are marketed and experienced, particularly in the dynamic and diverse region of Southeast Asia (Choi & Song, 2024). Digital marketing applications have become indispensable tools for event organizers, enabling them to reach broader audiences, streamline operations, and enhance the overall consumer experience. However, the effectiveness of these apps in achieving consumer satisfaction is not merely a function of their availability but is deeply influenced by various factors such as perceived effectiveness (Sharma & Bhargav, 2023), the quality of the learning environment provided by the app (Liu et al., 2018), accessibility to event organizers (Aggarwal & Ansari, 2014), and the extent to which consumers engage with the app.

Perceived effectiveness, or the degree to which consumers believe an app meets their expectations (Lok, 2022), plays a crucial role in determining whether users will continue to engage with the app or abandon it for alternatives. This concept is closely tied to the learning environment within the app, which includes how intuitively users can navigate and learn its features (Telkom University, 2023). A user-friendly learning environment is essential for enhancing consumer satisfaction (Liu et al., 2018), as it minimizes frustration and maximizes the utility of the app.

Accessibility is another key factor, particularly in the context of event marketing, where the ability to easily connect with event organizers or access relevant information can significantly impact user experience. If consumers find it difficult to access support or information, their overall satisfaction with the app is likely to diminish (Joe et al., 2024).

The extent of app usage also provides critical insights into consumer satisfaction. Frequent and extensive use of an app often indicates that the app is fulfilling its intended purpose effectively (Fang & Fang, 2016; Joe et al., 2024). On the other hand, limited usage may signal underlying issues with the app's functionality or its perceived value (Kirmani et al., 2022).

This study aims to explore these variables within the context of event marketing in Southeast Asia, a region known for its vibrant event culture and rapidly growing digital economy. By analyzing how perceived effectiveness, learning environment, accessibility, and app usage influence consumer satisfaction, this research seeks to provide valuable insights for app developers and event marketers. The findings will contribute to the optimization of digital marketing tools, ultimately enhancing consumer engagement and satisfaction in the Southeast Asian event industry.

Literature Review

Perceived Effectiveness of Digital Marketing Apps

Perceived effectiveness is a critical determinant of user satisfaction, particularly in the context of digital applications (Yaprak & Eeden, 2023). It refers to the extent to which users believe that an application meets their needs and expectations. In the domain of event marketing, perceived effectiveness encompasses how well an app facilitates event discovery, ticket purchasing, and communication with event organizers. According to the Technology Acceptance Model (TAM) proposed by Davis (Davis, 1989), perceived usefulness and ease of use are fundamental to users' acceptance of technology. When users perceive that a digital marketing app is effective in helping them achieve their goals, their satisfaction with the app is likely to increase (Azmee & Azami, 2023).

In Southeast Asia, where mobile internet usage is rapidly growing, the effectiveness of digital marketing apps is particularly important due to the diverse and dynamic nature of the market. Studies suggest that consumers in this region are highly responsive to mobile applications that offer convenience, relevance, and ease of use (Telkom University, 2023). Therefore, understanding the factors that contribute to the perceived effectiveness of event marketing apps is essential for improving consumer satisfaction.

H_0: Perceived effectiveness of digital marketing apps does not influence consumer satisfaction in event marketing in Southeast Asia.
H_1: Perceived effectiveness of digital marketing apps positively influences consumer satisfaction in event marketing in Southeast Asia.

Learning Environment within Digital Marketing Apps

The learning environment provided by a digital marketing app significantly influences user satisfaction (Yang et al., 2021). A well-designed learning environment ensures that users can easily navigate the app, understand its features, and use it effectively. This is particularly important in the context of event marketing, where users often need to quickly access information and make decisions. The concept of a learning environment extends beyond traditional educational contexts to include any setting where users interact with technology to gain knowledge or skills (Nganji, 2018).

Research indicates that a user-friendly learning environment, characterized by intuitive design and clear instructions, enhances the perceived ease of use and, consequently, user satisfaction (Keller, 2016). In the context of event marketing apps, this could include features such as guided tutorials, help sections, and seamless navigation that make the app accessible to users with varying levels of technical expertise.

H_0: A user-friendly learning environment within digital marketing apps does not affect consumer satisfaction in event marketing in Southeast Asia.
H_1: A user-friendly learning environment within digital marketing apps positively affects consumer satisfaction in event marketing in Southeast Asia.

Accessibility to Event Organizers

Accessibility is a crucial factor in consumer satisfaction with digital marketing apps, particularly in the context of event marketing. Accessibility refers to how easily users can

access information, services, or support within the app (Huu, 2023). In event marketing, this could mean the ease with which users can find event details, purchase tickets, or contact event organizers for inquiries (Munawaroh & Nurjanah, 2023).

Studies have shown that accessibility is closely linked to user trust and satisfaction (Yaprak & Erden, 2023). When users find it easy to access what they need within an app, their overall experience is more positive, leading to higher satisfaction levels. In Southeast Asia, where the event industry is highly competitive, providing seamless access to event-related information and services through digital marketing apps is crucial for maintaining consumer satisfaction and loyalty (Lutfie & Marcelino, 2020).

H₀: Accessibility to event organizers through digital marketing apps does not impact consumer satisfaction in event marketing in Southeast Asia.
H₁: Higher accessibility to event organizers through digital marketing apps positively impacts consumer satisfaction in event marketing in Southeast Asia.

Extent of App Usage
The extent of app usage is often used as an indicator of consumer satisfaction. Frequent and extensive usage of a digital marketing app suggests that users find it valuable and are satisfied with its performance (Adam et al., 2023). On the other hand, limited usage may indicate that the app is not meeting user expectations or that there are barriers to its effective use.

The relationship between app usage and satisfaction is well-documented in the literature. According to DeLone and McLean's Information Systems Success Model (Ojo, 2017), system usage is both a determinant and an outcome of system success. In the context of event marketing apps, the extent of usage can provide insights into how well the app is serving its intended purpose and meeting the needs of users (Putra & Setyawan, 2019).

In Southeast Asia, where consumers are increasingly turning to mobile apps for event-related activities, understanding the factors that drive app usage is essential for improving consumer satisfaction. Marketers and app developers must focus on creating apps that not only attract users but also encourage sustained engagement through continuous improvements and user-centric features.

H₀: The extent of app usage is not associated with consumer satisfaction in using digital marketing apps for event marketing in Southeast Asia.
H₁: The extent of app usage is positively associated with consumer satisfaction in using digital marketing apps for event marketing in Southeast Asia.
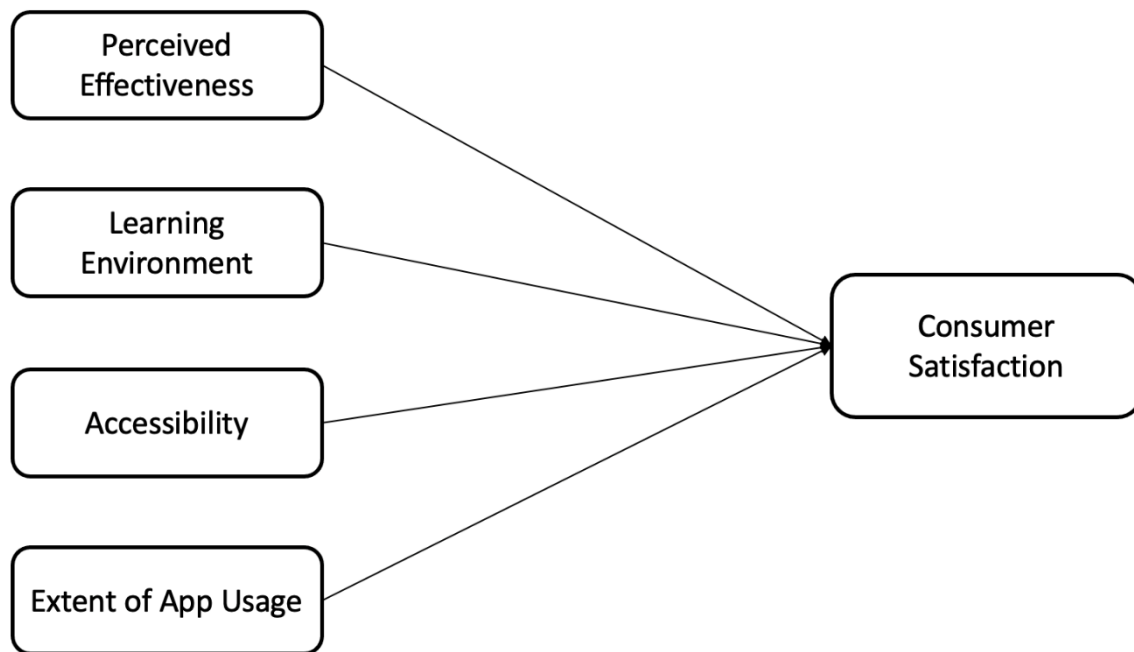
Figure 1: Theoretical Framework.

Methodology

This study employed a quantitative cross-sectional research design to examine the relationships between perceived effectiveness, the learning environment, accessibility to event organizers, the extent of app usage, and consumer satisfaction in the use of digital marketing apps for event marketing in Southeast Asia. The study utilized a convenience sampling method to collect data from consumers who frequently engage with digital marketing apps for event-related activities in Southeast Asia. The sample included users from various countries in the region, reflecting the diverse and dynamic market. Data were gathered through online questionnaires distributed via the Google Forms platform. A total of 115 respondents who use digital marketing apps for event marketing purposes were surveyed. The respondents were recruited through online platforms and social media channels to reach a broad audience of event app users in Southeast Asia. The variables were measured using items adapted from established scales in previous studies. Each variable—perceived effectiveness, learning environment, accessibility, extent of app usage, and consumer satisfaction—was assessed using a five-point Likert scale, where respondents indicated their level of agreement with various statements related to their experience with the apps. Data analysis was conducted using SPSS software. It included descriptive analysis to summarize the demographic characteristics of the sample and the distribution of responses for each variable, reliability testing to assess the internal consistency of the measurement scales using Cronbach's alpha, correlation analysis to examine the relationships between the key variables, and regression analysis to test the hypotheses and determine the extent to which the independent variables predict the dependent variable.

Result Analysis

Demographic Data

The demographic analysis reveals that the majority of respondents are female (73.90%) and predominantly aged between 24-34 years (90.40%). Most participants hold a Bachelor's degree

(76.50%), with a significant portion having academic backgrounds in Business Administration (40.90%) or Marketing (28.70%). The vast majority of respondents are located in private companies (88.70%) across Southeast Asia, with a large representation from Malaysia (63.00%). These demographics indicate a youthful, predominantly female audience with a strong interest in business and marketing disciplines, which is reflective of the broader consumer base engaging with digital marketing apps in the region.

Table 1: Reliability Analysis

Variables	No. of Items	Cronbach Alpha	Strength of Association
Perceived Effectiveness	5	0.877	Good
Learning Environment	5	0.907	Good
Accessibility to Event Organizers	5	0.836	Good
Extent of App Usage	5	0.886	Good
Consumer Satisfaction	5	0.816	Good

The reliability analysis demonstrates strong internal consistency across all measured items, indicating that the constructs used in the survey are reliable. Specifically, the variables of Perceived Effectiveness (5 items, Cronbach's Alpha = 0.877), Learning Environment (5 items, Cronbach's Alpha = 0.907), Accessibility to Event Organizers (5 items, Cronbach's Alpha = 0.836), Extent of App Usage (5 items, Cronbach's Alpha = 0.886), and Consumer Satisfaction (5 items, Cronbach's Alpha = 0.816) all show good reliability. These high Cronbach's Alpha values suggest that the survey items are consistent in measuring the intended constructs, providing confidence in the reliability of the data collected.

Table 2: ANOVA Analysis

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	25.355	4	6.339	52.202	< .001 **b**
Residual	13.357	110	0.121		
Total	38.712	114			

a Dependent Variable: Satisfaction

b Predictors: (Constant), Eo, Ao, LEt, EU

The ANOVA analysis indicates that the regression model significantly predicts consumer satisfaction ($F_{(4, 110)} = 52.202$, $p < 0.001$), with the predictors—Perceived Effectiveness, Accessibility to Event Organizers, Learning Environment, and Extent of App Usage— explaining a substantial portion of the variance in consumer satisfaction (Regression Sum of Squares = 25.355, Residual Sum of Squares = 13.357, Total Sum of Squares = 38.712).

The high F-value and the statistically significant p-value suggest that the combined effect of these predictors on consumer satisfaction is highly significant. This demonstrates that these factors collectively contribute to consumer satisfaction with digital marketing apps in the event marketing context in Southeast Asia. The results underscore the importance of these variables in influencing how consumers perceive and engage with event marketing apps.

Table 3: Correlation Analysis

Variable	EU	LE	Ao	Eo	Si
Ease of Use (EU)	1				
Learning Environment (LE)	.621**	1			
Accessibility to Event Organizers (Ao)	.603**	.503**	1		
Extent of App Usage (Eo)	.653**	.658**	.586**	1	
Consumer Satisfaction (Si)	.626**	.707**	.621**	.723**	1

Note: p < .001 for all
correlations.
Correlation is significant at the 0.01 level (2-
tailed).

The correlation analysis reveals significant positive relationships among all the studied variables. Ease of Use (EU) is strongly correlated with Learning Environment (LE) (r = .621, p < .001), Accessibility to Event Organizers (Ao) (r = .603, p < .001), and Extent of App Usage (Eo) (r = .653, p < .001). Similarly, Learning Environment (LE) is positively correlated with Accessibility to Event Organizers (Ao) (r = .503, p < .001) and Extent of App Usage (Eo) (r = .658, p < .001). Accessibility to Event Organizers (Ao) also shows a strong positive correlation with Extent of App Usage (Eo)(r = .586, p < .001).

Most notably, Consumer Satisfaction (Si) is significantly correlated with Perceived Effectiveness (EU) (r = .626, p < .001), Learning Environment (LE) (r = .707, p < .001), Accessibility to Event Organizers (Ao) (r = .621, p < .001), and Extent of App Usage (Eo) (r = .723, p < .001). These significant correlations at the 0.01 level indicate that higher perceived effectiveness, a more supportive learning environment, greater accessibility, and increased extent of app usage are all associated with higher levels of consumer satisfaction with digital marketing apps in event marketing.

These findings suggest that users who perceive these apps as effective are more likely to positively rate their learning environment, find event organizers more accessible, and use the apps more extensively. The strong positive correlations between these variables underscore the importance of each factor in enhancing consumer satisfaction. Improving perceived effectiveness, optimizing the learning environment, ensuring easy access to event organizers, and promoting extensive app usage are all crucial strategies for improving consumer satisfaction with digital marketing apps in the context of Southeast Asian event marketing.

Conclusion

This study explores the critical factors influencing consumer satisfaction in using digital marketing apps for event marketing across Southeast Asia. Our findings reveal significant correlations between key variables, such as perceived effectiveness, learning environment quality, accessibility to event organizers, and the extent of app usage. These factors collectively contribute to higher levels of consumer satisfaction, demonstrating the importance of a well-rounded approach to app development and marketing strategies in the event industry. The reliability analysis shows strong internal consistency across all measured variables, indicating the robustness of the data collected. The ANOVA results further validate the regression model,

highlighting the substantial predictive power of perceived effectiveness, the learning environment, accessibility, and app usage extent on consumer satisfaction.

Suggestions For Practice

Based on our findings, several practical implications can be drawn to enhance the effectiveness of digital marketing apps in event marketing. App developers and marketers should prioritize improving perceived effectiveness by ensuring that apps meet user expectations in terms of functionality, usability, and relevance to event-related needs. This can be achieved through continuous refinement of app features aligned with consumer preferences. Additionally, creating a user-friendly learning environment is crucial, including intuitive navigation, clear instructions, and accessible help sections that enable users to easily utilize app features. Ensuring prompt access to event organizers or support services through live chat features, comprehensive FAQs, or direct communication channels is vital for maintaining consumer satisfaction. To encourage extensive app usage, event marketers can implement targeted campaigns, such as offering exclusive content or discounts for frequent users. Regular evaluation of consumer feedback is essential for ongoing app improvement, allowing developers to make necessary enhancements to meet evolving market needs. This study offers valuable insights into the digital marketing landscape in Southeast Asia, providing a foundation for future research and practical applications that can improve consumer satisfaction and the overall adoption of digital marketing apps.

Acknowledgment

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