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OMNICHANNEL RETAILING AND CONSUMER DECISION IN BEAUTY PRODUCTS: SOCIOLLA'S EXPERIENCE

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ABSTRACT

This study investigates the influence of omnichannel experiences on the repurchase intention of beauty products, with customer satisfaction and trust serving as mediating variables. The study's data were gathered via an online poll of 180 participants in Indonesia. The survey results were examined using Structural Equation Modeling techniques with SmartPLS 3.0. The findings confirm that omnichannel experiences directly influence repurchase intention, customer satisfaction, and trust in the beauty product purchasing process. Furthermore, trust and customer satisfaction mediate The relationship between consumers' repurchase intentions and omnichannel experiences.

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INTRODUCTION

Retail is a key business sector contributing significantly to Indonesia's economic development. It serves as a critical indicator of the population's purchasing power. Data from the Coordinating Ministry for Economic Affairs of the Republic of Indonesia indicates that retail sales grew 15.42% in 2022, representing a substantial gain relative to the prior year. This growth has been accompanied by diversifying retail formats, including specialty retailers and outlet stores focusing on specific product categories.

In particular, beauty and personal care products have become increasingly popular as they are essential for enhancing one's appearance. Sales of these products have continued to soar over time. According to 2022 statistics, total revenue from the beauty and personal care sector reached USD 7.23 billion (Statista, 2024). This sector is anticipated to expand significantly during the next five years. However, the rapid development of the retailing industry has intensified competition, pushing retailers to adopt innovative strategies to meet evolving consumer needs.

The rise of digital technologies, including e-commerce platforms, social media, and the internet, has profoundly transformed consumer behavior. Digital technologies enable customers to purchase products anytime and anywhere. However, one major limitation is

that customers cannot physically touch or examine items before buying, an experience only available in brick-and-mortar outlets. Consequently, many consumers prefer multiple channels to enhance their shopping experience. A study by Harvard University involving 46,000 consumers found that 73.00% of consumers use more than one channel when shopping (Dee, 2024).

Unfortunately, different retailers often own these multichannel retailing systems, competing for market share, leading to inconsistent shopping experiences across channels. Such inconsistencies frequently confuse customers (Huang et al., 2019). To address this issue, beauty and personal care retailers are increasingly adopting integrated omnichannel strategies to serve a seamless purchasing experience.

Sociolla, an aspiring leading cosmetics and skincare retailer in Indonesia, exemplifies the success of omnichannel retailing in the beauty industry. Founded in March 2015, Sociolla began by offering a wide array of trusted local and international beauty brands through its website (<https://www.sociolla.com>). By 2019, the company expanded its reach by opening its first offline store in Jakarta, marking a significant step toward integrating offline and online retail experiences. Sociolla's strategy has always been clear: its physical stores are not intended to replace online platforms but to complement and enhance them.

As a major player in Indonesia's beauty commerce sector, Sociolla employs a competitive strategy centered on brand diversity, direct partnerships, and targeted marketing. By collaborating directly with brand owners, Sociolla ensures a wide range of beauty products, including cosmetics, skincare, haircare, and beauty tools, catering to its primary target audience of women aged 18-30. Sociolla leverages social media platforms like Instagram for promotions and provides detailed product information on its website to engage and educate customers. However, to maintain its market position against competitors like Sephora, the company must address declining monthly website traffic and focus on strategies to boost customer retention and repeat purchases.

The retailer's omnichannel approach has been highly effective, with its physical stores fully integrated with its online platform. Customers can buy online and choose in-store pickup, or they may purchase in-store and choose home delivery, offering flexibility in their shopping preferences. This seamless integration ensures that customers enjoy a consistent and convenient shopping experience, whether online or offline. Sociolla's commitment to omnichannel retailing is evident in its investment in infrastructure that connects its physical and digital stores.

In addition to its website and physical stores, Sociolla launched a mobile application called SOCO, designed to enhance the shopping experience further. The app allows customers to earn reward points for every purchase made, both online and offline. These points can be redeemed for discounts on future purchases, incentivizing repeat business and strengthening customer loyalty. Sociolla's loyalty program has contributed to its growing customer base, with over 3 million app users as of 2023. Integrating technology and rewards is crucial to Sociolla's omnichannel success, as it offers customers a personalized and engaging shopping experience.

Sociolla has also used social media platforms such as Instagram and YouTube to engage with its customer base and advertise its goods, enhancing the integration of digital and physical channels. To connect with its customer base and promote its products, further integrating digital and physical channels. The company often uses these platforms for live-streamed product demonstrations and beauty tutorials, creating an interactive experience that blends shopping with entertainment. In 2022, Sociolla reported a 40.00%

increase in sales from social commerce efforts, showcasing the power of digital engagement in driving retail growth. Drawing on past studies in the omnichannel experience model (Verhoef et al., 2015; Yang et al., 2017), this study analyzes how omnichannel experiences influence consumer repurchase intention. It also examines the mediating roles of trust and customer satisfaction in this relationship.

The study focuses on Sociolla customers' omnichannel experiences, offering insights that can be lessons for other beauty retailers. Sociolla's innovative products and business strategies have enabled it to maintain a strong reputation in Indonesia despite the rapid growth of competing brands and retailers. Omnichannel retailing is an emerging strategy integrating all customer touchpoints into a seamless, unified (Asmare & Zewdie, 2022). Salvietti et al. (2022) define omnichannel retailing as a system in which customers can interact with a brand across multiple channels, with the retailer maintaining partial or complete control over these channels. This strategy reflects a shift toward a consumer-centric approach, emphasizing access to information that facilitates purchase decisions and ensures smooth transaction processes (Thaichon et al., 2022). The term "omnichannel experience" refers to an integrated shopping experience that combines the advantages of physical stores with extensive information offered by internet platforms (Massi et al., 2023; Verhoef et al., 2015). It encompasses offline and online services and coordinated communication across channels (Lisnawati et al., 2021). Other researchers describe the omnichannel experience as a multichannel approach that delivers consistent, integrated, seamless interactions across all channels (Riaz et al., 2021).

This study introduces customer satisfaction as a mediator since an excellent omnichannel experience enhances customers' overall satisfaction (Mofokeng, 2021). Satisfied customers, in turn, are more likely to repurchase because they already had a positive experience and do not want to risk being dissatisfied by switching to another retailer. Customer satisfaction is the degree to which an individual's emotions after evaluating a product or service's performance against their expectations (Kotler et al., 2021). Customer satisfaction encompasses real-time and post-purchase evaluations, influencing repurchase decisions (Haverila & Haverila, 2022).

Trust is similarly positioned as a mediator because seamless integration across various channels increases customers' confidence that the retailer is consistent, reliable, and secure (Utami, 2015). When trust is strengthened (for example, through clear product information, secure payment systems, and transparent online and offline policies), it removes psychological barriers that can discourage repurchasing. Customers who trust a retailer are more inclined to make repeat purchases. Then, repurchase intention is defined as an individual's decision to repurchase a particular product or service from the same brand, considering their current and potential future circumstances (Miao et al., 2022). This intention is crucial for a company's sustainability. Retailers must understand the factors influencing repurchase intention, including satisfaction, trust, and loyalty (Bulut, 2015).

Omnichannel retailing enables customers to interact with a brand through their preferred channels, offering a smooth and convenient shopping experience (Ryu et al., 2023). Customers are more inclined to have buy intentions when they have a favorable experience across many channels (Al-Adamat et al., 2024). Previous studies have demonstrated that integrated channels that create an omnichannel experience are crucial in shaping consumer repurchase intentions (Yang et al., 2017). The hypotheses for this study are as follows:

H₁ : Omnichannel experience has a positive influence on repurchase intention

A seamless transition between shopping channels creates frictionless and optimized purchasing experience expectations. Based on Torrico et al. (2020), an omnichannel experience that facilitates smooth interactions positively impacts repurchase intentions.

H₂ : Omnichannel experience has a positive influence on customer satisfaction

Omnichannel experiences that allow for seamless interaction between platforms positively influence customer satisfaction. Cotarelo et al. (2021) found that omnichannel experiences simplify shopping, enabling customers to switch between platforms effortlessly. As a result, customers perceive this process as intuitive and convenient.

H₃ : Omnichannel experience has a positive influence on trust

Privacy concerns and online payment security issues often lead to customer distrust, prompting many customers to shop in physical stores rather than online (Arora & Sahney, 2018). Introducing an integrated omnichannel experience can address these concerns by building trust. Lestari & Nugroho (2023) argue that the perceived seamlessness and the integration of omnichannel retailing strongly influence customer trust.

H₄ : Customer satisfaction has a positive influence on repurchase intention

Integrated retail channels allow customers to select their preferred channel at any phase of the purchasing process, such as information search, purchase, returns, delivery, and after-sales service (Torrico et al., 2020). Positive interactions and seamless experiences increase customer satisfaction, motivating repurchase intentions (Miao et al., 2022). Satisfied customers are more inclined to maintain loyalty to a retailer and avoid switching to alternatives that may lead to dissatisfaction (Ibzan et al., 2016).

H₅ : Trust has a positive influence on repurchase intention

A retailer's reputation and ability to foster trust are critical in influencing repurchase intention. Susanto et al. (2018) highlight that retailers must eliminate customers' difficulties using omnichannel platforms to build trust and ensure secure transactions. Bahri et al. (2023) add that customers with an established trust-based relationship with a retailer are less likely to switch to competitors.

H₆ : Customer satisfaction mediates the relationship between omnichannel experience and repurchase intention

A customer-centric omnichannel strategy enhances customer satisfaction by offering a more convenient and enjoyable shopping experience. Previous studies have confirmed that customer satisfaction mediates the relationship between omnichannel experience and repurchase intention (Hsu et al., 2024; Mishra et al., 2022; Prassida & Hsu, 2022).

H₇ : Trust mediates the relationship between omnichannel experience and repurchase intention

Trust in a retailer's competence, product quality, and reliability strongly influences repurchase behavior (Mahliza, 2020). An integrated omnichannel experience fosters convenience and smoothness, enhancing trust and ultimately increasing loyalty and repurchase intentions (Putra & Pramudana, 2021). The stronger the trust, the higher the likelihood of repeat purchases.

The research framework of this study is described as follows, based on the development of the hypotheses (figure 1).

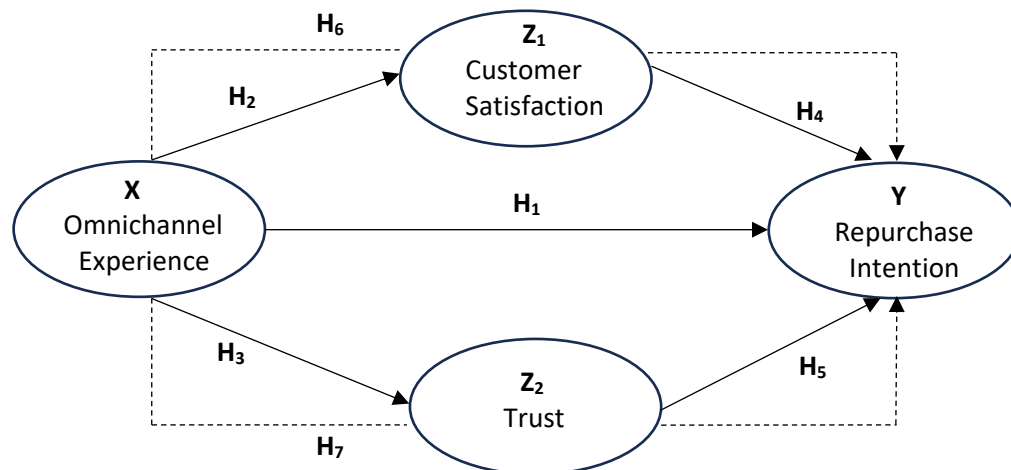


Figure 1. Research framework

Source: Data Processed, 2024

RESEARCH METHODS

This study employs a quantitative methodology to measure the correlational relationships between several variables, including omnichannel experience, customer satisfaction, trust, and repurchase intention. The population for this study consists of individuals who have shopped on Sociolla's omnichannel platform at least three times in the past six months. A non-probability purposive sampling technique was used to select participants. Several 180 respondents took part in the survey, which was conducted in 2024. Data were collected using a questionnaire comprising 25 questions and used SMART PLS 3.0 software and Structural Equation Modeling-Partial Least Squares (SEM-PLS) to analyze the data. Respondents were asked to express their degree of agreement using a Likert scale, from "strongly disagree" to "strongly agree". SEM enables researchers to simultaneously model and estimate complex interactions between multiple dependent and independent variables. PLS, in particular, is recognized as a "causal-predictive" approach to SEM (Hair et al., 2021), making it well-suited for this study's objectives.

RESULTS AND DISCUSSION

The survey, which included 180 respondents, indicated a predominance of female participants, comprising 76.00% of the total sample. This demographic distribution aligns with established market trends, as women have historically constituted the primary consumer base for beauty and personal care products. This gender disparity can be attributed to longstanding societal norms and cultural expectations emphasizing beauty and skincare as integral aspects of femininity. However, it is noteworthy that recent years have witnessed a gradual increase in male engagement with grooming and personal care products, signaling a potential shift in consumer behavior.

The predominant age group of respondents was between 18 and 25 years. This age group represents a critical market segment for the beauty and personal care industry, as younger consumers are often characterized by their willingness to experiment with new products and trends. The heightened interest in skincare and cosmetics among this

demographic can be linked to several factors, including social media's pervasive influence, the prominence of beauty influencers, and the growing emphasis on early adoption of skincare routines. Furthermore, this cohort's propensity for digital engagement makes them particularly receptive to online marketing campaigns and e-commerce platforms, underscoring the importance of digital strategies in capturing their attention and loyalty. The occupational profile of the survey respondents indicated that a significant proportion were students. The student population's reliance on digital platforms for information gathering and purchasing further highlights the necessity of robust online engagement strategies, including social media marketing and collaborations with e-commerce retailers.

The results of the reliability test are thereafter provided in table 1. Two widely accepted methods were employed in assessing reliability within the Partial Least Squares (PLS) framework: Cronbach's Alpha and composite reliability. Cronbach's Alpha, a measure of internal consistency, evaluates the extent to which items within a construct are correlated. A threshold value of 0.70 is considered acceptable. This threshold ensures that the items collectively measure the underlying construct consistently. Composite reliability, on the other hand, provides a more robust assessment of reliability by accounting for the actual factor loadings of the indicators rather than assuming equal weighting as in Cronbach's Alpha. A composite reliability value exceeding 0.70 is considered adequate, as in Cronbach's Alpha, as it indicates that the construct is reliably measured by its indicators.

Table 1 illustrates that the composite reliability values and Cronbach's Alpha values for all variables in this study surpass the 0.70 threshold. It demonstrates strong internal consistency and reliability across the constructs, suggesting that the measurement items consistently capture the intended theoretical dimensions. The high-reliability values imply that the constructs are well-defined and that the survey instruments used in this study are robust and dependable. It is a critical foundation for further analysis, as reliable measures reduce measurement error and enhance the validity of the findings.

The results demonstrate high reliability and practical significance. First, they ensure data quality, essential for valid conclusions and informed recommendations. Second, the strong reliability values indicate construct stability, supporting replication in future studies and contributing to the research domain. However, reliability alone is insufficient; future research should assess discriminant and convergent validity to confirm construct accuracy. These findings affirm the robustness of the measurement method, enhancing the credibility of the analysis and providing a solid foundation for exploring relationships between constructs.

Table 1. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's Alpha	Composite Reliability
Omnichannel Experience	0.85	0.92
Customer Satisfaction	0.90	0.89
Trust	0.86	0.89
Repurchase Intention	0.85	0.90

Source: Data Processed, 2024

The results of the inner model test are presented in table 2. The analysis reveals that the omnichannel experience significantly influences customer satisfaction, trust, and repurchase intention, as evidenced by the R^2 values. Specifically, the R^2 value for customer satisfaction is 0.66, indicating that 66.10% of the variability in customer satisfaction may be ascribed to the customer's omnichannel experience.

This finding highlights the essential role of seamless and integrated omnichannel strategies in shaping customer perceptions and satisfaction. A well-executed omnichannel experience provides consistency and convenience across multiple touchpoints and is key to customer satisfaction. This aligns with existing literature, which suggests that customers value cohesive and personalized interactions, whether they engage with a brand online, in-store, or through other channels. Similarly, the R^2 value for trust is 0.55. It implies that the omnichannel experience accounts for 54.70% of the variance in trust. This outcome underscores the significance of providing consistent and dependable experiences across various purchasing channels, as trust is a critical element of consumer relationships. The R^2 value for repurchase intention is 0.68, indicating that the omnichannel experience, customer satisfaction, and trust influence 68.40% of its variance. This high explanatory power emphasizes the interconnectedness of these constructs in driving repurchase behavior. Customers with positive omnichannel experiences are more likely to experience satisfaction and cultivate trust in the brand, increasing their likelihood of repurchasing.

Table 2. R-Square Value

	R-Square level	R-Square Adjusted
Customer Satisfaction	0.66	0.66
Trust	0.55	0.54
Repurchase Intention	0.68	0.68

Source: Data Processed, 2024

Notably, all R^2 values exceed 0.50, indicating a moderate to substantial level of predictive accuracy for the model. It suggests that the constructs included in the model are meaningful and relevant in explaining the outcomes of interest. However, it is important to acknowledge that customer satisfaction, trust, and repurchase intention may be influenced by other variables not accounted for in the model. Overall, the inner model assessment outcomes highlight the importance of the omnichannel experience in enhancing customer satisfaction, trust, and repurchase intention. While some unexplained variance exists, the high R^2 values highlight the importance of adopting integrated and seamless omnichannel strategies to enhance customer outcomes. Retailers aiming to improve customer loyalty and increase repurchase behavior should refine their omnichannel experiences, ensuring customers have positive and consistent interactions across all touchpoints.

Turning to the results of the hypothesis testing. The overall results are presented in table 3. The criteria for accepting a hypothesis include a T-statistic more than 1.96 and a P-value less than 0.05. Hypotheses that fail to meet these thresholds are rejected. As shown in Table 3, all T-statistics exceed 1.96, and all P-values are below 0.05, indicating that all hypotheses are accepted. It implies that the proposed relationships between the variables in the study are consistently supported by robust evidence.

Table 3. Hypothesis Testing

Hypothesis		Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Values	Results
H ₁	OE → RI	0.21	0.08	2.49	0.01	Accepted
H ₂	OE → CS	0.81	0.04	21.58	0.00	Accepted
H ₃	OE → TR	0.74	0.04	19.19	0.00	Accepted
H ₄	CS → RI	0.40	0.09	4.60	0.00	Accepted
H ₅	TR → RI	0.28	0.08	3.38	0.00	Accepted

Table 3. Hypothesis Testing (continuous)

Hypothesis		Original Sample (O)	Standard Deviation (STDEV)	T Statistics	P Values	Results
H ₆	OE → CS → RI	0.33	0.07	4.52	0.00	Accepted
H ₇	OE → TR → RI	0.21	0.07	3.10	0.00	Accepted

Source: Data Processed, 2024

Influence of Omnichannel Experience on Repurchase Intention (H₁)

The analysis demonstrates that the omnichannel experience significantly influences repurchase intention ($T = 2.49$, $P = 0.01$). A well-executed omnichannel strategy creates a seamless shopping journey that fosters trust and satisfaction, driving shoppers to make repeat purchases. Key features of Sociolla, like "buy-online-and-pick-up-in-store" and personalized recommendations, significantly distinguish omnichannel retailing from traditional multichannel approaches. This finding aligns with Bahri et al. (2023), who emphasized the positive influence of well-integrated omnichannel strategies on customer retention and repurchase behavior. Verhoef et al. (2015) also highlighted the significance of seamless channel integration for enhancing customer loyalty. It implies that consumers are more inclined to continue purchasing from the brand when seamlessly transitioning between online and offline channels.

Recent empirical studies in other industries further corroborate these findings. For instance, Wang & Jiang (2022) found empirical evidence from omnichannel retailers in China. Similarly, Lee et al. (2019) observed that channel integrations in two omnichannel retailers in the US, Apple and Kroger, favorably impacted consumer engagement, resulting in more repurchase intention and word-of-mouth. In the beauty and cosmetics sector, the seamless integration of Wardah's app with in-store services, such as virtual try-ons and loyalty tracking, increased repurchase rates. It is observed in the study of Pasaribu & Pasaribu (2021).

Influence of Omnichannel Experience on Customer Satisfaction (H₂)

The study confirms that the omnichannel experience strongly influences customer satisfaction ($T = 21.578$, $P = 0.00$). Shoppers tend to evaluate their shopping experience based on expectations and prior experiences, and a consistently integrated and interactive omnichannel strategy plays a pivotal role in exceeding these expectations. This finding aligns with the work of Zhang et al. (2018) and Pambudi et al. (2022), who emphasized the significance of seamless connection across multiple channels in driving customer satisfaction. Zhang et al. (2018), in their study on omnichannel retailers in China, confirmed the significant mediating role of consumer empowerment and highlighted its positive influence on customer satisfaction through channel integration. Similarly, Pambudi et al. (2022) analyzed data from 160 young consumers in Indonesia. They demonstrated that omnichannel integration enhances consumer empowerment and satisfaction, ultimately positively influencing purchasing intentions.

The results of this study also support the study of Cotarelo et al. (2021), which conducted a comprehensive study involving a representative sample of Spanish consumers who had experiences with the Click and Collect system. The findings of Cotarelo et al. (2021) underscore the importance of integrating convenience-driven omnichannel solutions to foster customer satisfaction and brand loyalty.

The role of consistency across touchpoints in omnichannel retailing is also highlighted by Torrico et al. (2020). Findings in the study confirmed that an omnichannel seamless interaction experience positively influences customer satisfaction. Similarly, the study by Chang & Li (2022) shows that the seamless experience of omnichannel retailing in China significantly impacts consumer behavior and enhances customer satisfaction.

Influence of Omnichannel Experience on Trust (H₃)

Omnichannel experience significantly affects trust ($T = 19.19$, $P = 0.00$). When shoppers interact with seamlessly connected channels, their confidence in the retailer grows. Sociolla's system ensures consistency and personalization, fostering a sense of reliability among shoppers. This is aligned with the study of Huang et al. (2019), who emphasized that a transparent and integrated system increases trust levels. Furthermore, high levels of omnichannel integration quality can significantly enhance consumer trust, enabling retailers to cultivate and sustain strong, long-term customer relationships. The findings of this study lend credence to the investigation of Lestari & Nugroho (2023), who studied the behavior of coffee consumers in Indonesia. The study of Lestari & Nugroho (2023) confirmed that the arrangement of service channels positively influences purchase intentions mediated by consumer trust.

Furthermore, this study's findings align with the insights provided by Arora & Sahney (2018). Their research highlighted that "access to online reviews" is a key motivator for shoppers to access an online store initially. Conversely, factors such as "the ability to touch and feel the product," "superior post-purchase services offered offline," and "immediate possession of the product" play a crucial function in establishing consumer trust and driving them to complete their purchases in physical stores. The influence of omnichannel experience on customer trust is also discussed in Bahri et al. (2023). Their study revealed that a seamless omnichannel experience positively impacts trust. These findings indicate that developing an omnichannel strategy focused on fostering trust can significantly enhance repurchase intention among retail consumers. In a subsequent study by Riaz et al. (2024), data collected from 300 omnichannel customers revealed that every aspect of the omnichannel customer experience except connectivity positively influences customer trust. The research also revealed that consumer trust mediates the link between omnichannel experience and customer satisfaction.

Influence of Customer Satisfaction on Repurchase Intention (H₄)

Customer satisfaction significantly and positively influences repurchase intention ($T = 4.598$, $P = 0.000$). When satisfied, shoppers develop a favorable psychological connection with the brand, which fosters repeat purchases. Sociolla's seamless and user-friendly shopping experience further enhances customer satisfaction, driving higher repurchase intentions. The result supports previous studies. Integrated retail channels empower customers to choose their favored channel during purchasing, including information search, purchase, returns, delivery, and after-sales service (Torrico et al., 2020). Furthermore, content consumers are more predisposed to maintain loyalty to a retailer and are less likely to transition to alternatives that may lead to discontent (Ibzan et al., 2016). Similar insights are found in Wang & Jiang (2022).

Positive interactions and seamless omnichannel experiences enhance customer satisfaction, strengthening repurchase intentions (Miao et al., 2022). Based on data collected from 415 respondents in Pakistan, this study examines the determinants affecting the B2C e-commerce industry's e-customer satisfaction, e-trust, perceived value, and repurchase intention. Additionally, it investigates the moderating influence of prior purchasing experiences and the mediating functions of e-trust, e-customer

satisfaction, and perceived value in determining repurchase intention. The study reveals a strong positive relationship between customer satisfaction and repurchase intention. In addition, Khalid, (2024) investigated consumers' omnichannel fashion retail purchasing behaviors in Thailand and identified a strong correlation between customer satisfaction and omnichannel shopping experiences. Grounded in the UTAUT theory, the study emphasized the significance of seamless coordination and synchronization across customer service channels. The findings indicate that retailers in the fashion industry can enhance customer satisfaction by optimizing their omnichannel strategies, ensuring a cohesive and integrated shopping experience.

Influence of Trust on Repurchase Intention (H₅)

Trust significantly impacts repurchase intention ($T = 3.38$, $p = 0.00$). When shoppers trust a retailer to deliver high-quality products and protect their data consistently, they tend to make repeat purchases. It aligns with the findings of Sullivan & Kim (2018), who emphasized that trust plays a vital role in fostering sustainable customer relationships in omnichannel retailing. Susanto et al. (2018) and Bahri et al. (2023) draw similar conclusions. Susanto et al. (2018) highlighted that retailers must eliminate customers' difficulties using omnichannel platforms to build trust and ensure secure transactions. Bahri et al. (2023) add that customers with an established trust-based relationship with an omnichannel retailer are less likely to purchase from competitors. Huang et al. (2019) applied the commitment-trust theory to study the impacts of omnichannel integration quality. After analyzing data from 194 respondents, the findings reveal that high-quality omnichannel integration enhances consumer trust, enabling retailers to foster and sustain strong customer relationships. Additionally, a study by Wu & Tang (2022) evaluated the impact of trust in omnichannel retailers and mobile payment systems on customer loyalty to both the retailers and the providers of mobile payment services.

Mediating Effect of Customer Satisfaction on Omnichannel Experience and Repurchase Intention (H₆)

Customer satisfaction mediates the relationship between omnichannel experience and repurchase intention ($T = 4.52$, $P = 0.00$). Positive omnichannel experiences create lasting impressions, enhancing satisfaction and driving repurchase behavior. Sociolla's shoppers will likely remain loyal to retailers that provide unique and credible experiences, which helps them avoid the costs and inconvenience of switching to competitors. While studies by Pambudi et al. (2022), Martin et al. (2015), and Blom et al. (2021) do not provide direct evidence of the mediating effect of customer satisfaction, prior research has consistently demonstrated that customer satisfaction mediates the relationship between omnichannel experience and repurchase intention (Hsu et al., 2024; Mishra et al., 2022; Prassida & Hsu, 2022). According to Hsu et al. (2024), satisfaction is a mediating factor in the interactions with the omnichannel service convenience of the Japanese apparel company Uniqlo.

Expanding upon the stimulus—organism—response (S-O-R) theory, Prassida & Hsu (2022) explored how omnichannel integration at IKEA impacts customer satisfaction and repurchase intention. The findings revealed that logistics service quality is a precursor to channel integration quality. Together, these factors positively influence customer satisfaction, which drives repurchase intention. In addition, Mishra et al. (2022), in their study on the omnichannel experiences of young Indian consumers, found that customers' perceived integration of online and offline channels directly enhances their plan to

purchase. Additionally, this relationship is augmented via customer empowerment and satisfaction intermediary influences.

Mediating Effect of Trust on Omnichannel Experience and Repurchase Intention (H₇)

Trust strongly mediates the connection between omnichannel experience and repurchase intention ($T = 3.10$, $p = 0.00$). Retailers providing integrated and consistent information across all channels strengthen customer trust, increasing the likelihood of repeat purchases. For instance, Sociolla's transparent and reliable practices have effectively reassured shoppers, fostering long-term loyalty. The result supports previous studies. Trust in a retailer's competence, product quality, and reliability significantly influences repurchase behavior (Mahliza, 2020). An integrated omnichannel experience enhances convenience and seamless interactions, strengthening customer trust and boosting loyalty and repurchase intentions (Putra & Pramudana, 2021). Similarly, trust mediates the connection between omnichannel experience and repurchase intention. This mediation suggests that the level of trust customers significantly channels the impact of omnichannel experience on repurchase intention in the retailer (Bahri et al., 2023; Riaz et al., 2024).

CONCLUSION

This research examined the impact of the omnichannel experience on repurchase intention, mediated by customer satisfaction and trust, within the context of the Indonesian beauty retailer Sociolla. The results underscore the vital importance of omnichannel strategies in influencing consumer satisfaction, trust, and repurchase intention. Retailers must prioritize seamless integration across all channels to serve evolving consumer expectations and stay competitive in the Internet age. A seamless and integrated omnichannel experience enhances customer satisfaction by offering convenience and meeting customer expectations at every touchpoint. Moreover, consistent messaging and personalized experiences across channels build trust, reducing perceived risks and fostering long-term engagement with the retailer. In today's marketplace, trust is a powerful driver of customer loyalty. The findings underscore the importance of businesses like Sociolla adopting a cohesive, customer-centric omnichannel strategy. By delivering a superior experience across all touchpoints online, in-store, or mobile retailers can cultivate satisfaction, build trust, and drive customer loyalty and repurchase behavior.

For beauty retailers like Sociolla, integrating personalized recommendations, loyalty programs, and smooth transitions between offline and online experiences is key to boosting customer satisfaction and trust; furthermore, ensuring that customers' data is securely handled and not misused is essential in promoting a positive omnichannel experience. Customers trust and engage with the retailer When they feel their data is respected and protected. Additionally, promoting the benefits of loyalty points and offering a seamless, enjoyable shopping experience can increase brand loyalty and encourage repeat purchases. While this study provides some insights, it has several limitations. The sample predominantly consists of young female consumers, mainly students, and using non-probability purposive sampling may introduce selection bias. As such, the findings may not be generalizable to broader demographic groups, including older individuals or professionals. Additionally, this investigation implemented a cross-sectional design to accumulate data instantly. It restricts the ability to evaluate how

consumer behavior or attitudes evolve, particularly in a fast-changing retail environment. As a result, the findings reflect associations rather than definitive cause-and-effect relationships.

Future studies could explore the long-term impact of omnichannel experiences on customer lifetime value. Investigating potential moderating factors such as age, product category, and shopping frequency could yield valuable insights into how different segments respond to omnichannel strategies. Additionally, qualitative studies could provide a deeper understanding of customer perceptions and motivations within omnichannel environments, helping retailers refine their strategies and enhance customer experiences even further.

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