THE INFLUENCE OF OMNI-CHANNEL STRATEGY AND CUSTOMER EXPERIENCE ON REPURCHASE INTEREST THROUGH CONSUMER SATISFACTION WITH THE PRODUCT SOMETHINC SUN PLAZA MEDAN

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Abstract

This research aims to see the influence of omnichannel strategy and customer experience on repurchase interest through consumer satisfaction with Somehinc products at Sun Plaza Medan. The type of research used is quantitative research. The population in this study were 154 consumers who had purchased Somethingnc products. The sample size was drawn using non-probability sampling using the purposive sampling method. The data used are primary data and secondary data obtained through a list of statements and documentation studies. The data analysis technique uses structural equation modeling (SEM) with the Smart PLS 3.3 analysis tool. The research results directly show that omnichannel strategy has a positive and significant effect on repurchase interest, omnichannel strategy has a positive and significant effect on consumer satisfaction, customer experience has a positive and significant effect on repurchase interest and customer experience has a positive and significant effect on consumer satisfaction. Consumer satisfaction has a positive effect on repurchase interest. Then the results of tests carried out indirectly show that tourist satisfaction is not able to mediate the relationship between omnichannel strategy and repurchase interest, but consumer satisfaction is able to mediate the relationship between customer experience and repurchase interest..

Keywords: *Omnichannel Strategy, Customer Experience, Consumer Satisfaction, Repurchase Intention.*

1. INTRODUCTION

Economic growth like today means the business world is developing quite rapidly and rapidly. Technology is currently very developed, making it easier for consumers and communication. Technology is increasingly easy to use nowadays, making many people start their businesses. One of the businesses that is growing quite rapidly at the moment is the business in the field of beauty care or what is commonly known as skincare. Skincare is a series of treatments for facial skin that can maintain skin beauty and health. Using skincare results can be seen after regular use, the effects caused by skincare are not immediate, skincare can be said to be an investment in skin health for the future. In the beauty industry, especially skincare, the market share for skincare products in Indonesia is dominated by women, because the need for women to have better facial skin is increasing. The skincare products currently available are very good, they are very helpful, especially for women who want to be practical in dealing with the skin problems that consumers experience. Other beauty industries usually have quite expensive prices and require several treatments for the results to be visible, but not all women have sufficient funds and time to undergo treatment at a beauty clinic. The following is the income from personal care and beauty products in Indonesia.

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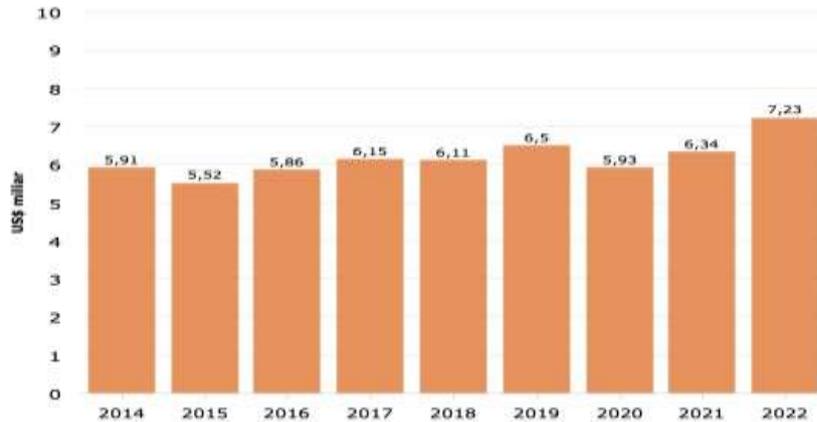
Based on statistical reports, revenue in the beauty and personal care market will reach US$ 7.23 billion or IDR 111.83 trillion in 2022. The market is estimated to grow every year by 5.81%. In detail, the largest market segment is the personal care segment with a market volume of US$ 3.18 billion in 2022. Followed by skincare at US$ 2.05 billion, cosmetics at US$ 1.61 billion and fragrances at US$ 39 million. In connection with the results of the Katadata Insight Center (KIC) and Sirclo survey in 2021, there is a shift in the product categories that are most popular with consumers when shopping online. The number of beauty product transactions increased to 40.1% during the Covid-19 pandemic. This value increased compared to 2019 which was only 29.1%. The increase in health and beauty product transactions surpasses fast moving consumer goods (FMCG). It is recorded that FMCG transactions only grew from 30.5% in 2019 to 31.2% in 2020 or 2021. The high number of beauty and FMCG product transactions is because people spend more time at home.

Customer experience is a comprehensive view or perspective from consumers regarding the customer's experience in using a product or service and related business companies or brands. Customer experience as cognitive recognition or perception to stimulate consumers (Chen & Lin). This experience can be the first time you visit a website or application, when you start making a transaction, navigating the application, talking to customer service, receiving the product and so on. All forms of consumer interaction with an application service become an important assessment of an application service and become an important assessment of their experience, both positive and negative. The better the customer experience, the more positive the customer experience will be towards a company, therefore, if there is a complaint directed at the company's service, it would be better to respond immediately so that the experience of the complaint does not get worse.

Repurchase Intention

According to Palma and Andjarwati (2016), repurchase interest is a representation of whether the end user consumer will use or consume a product in the form of goods or services with the same brand, company or label in the future. According to Hasan (2018), repurchase interest is consumer behavior related to the satisfaction of consumers who have previously purchased products from the company. If consumers are not satisfied, then consumers will not make repeat purchases in the future.

Consumer Satisfaction

According to Cambridge International Dictionaries, a customer is someone who buys a good or service. The word satisfaction comes from the Latin words satis, which means good enough, and facio, which means to do or make. Satisfaction is usually defined as an effort to fulfill something or make something adequate. As a level of service quality performance that meets user expectations. Customer

satisfaction, also known as customer satisfaction, is defined in marketing literature as a customer's overall evaluation of both the experience of purchasing and consuming goods or services (Masroujeh, 2009). Customer satisfaction is also often used as a level of service quality performance that meets consumer expectations (Wang and Shieh, 2006).

Omnichannel Strategy

Kotler et al. (2017) stated that omnichannel marketing is the practice of combining multiple channels to create a seamless and consistent consumer experience. This marketing requires organizations to innovate channels and unify their goals and strategies. This is to ensure that joint efforts are carried out across several online and offline channels to encourage consumers to make a commitment to purchase.

Customer Experience

Customer experience is a comprehensive view or perspective from consumers regarding the customer's experience in using a product or service and related business companies or brands. Customer experience as cognitive recognition or perception to stimulate consumers (Chen & Lin). This experience can be the first time you visit a website or application, when you start making a transaction, navigating the application, talking to customer service, receiving the product and so on.

2. RESEARCH METHODS

Types of research

This type of research is quantitative research

Place and time of research

This research was conducted at Sun Plaza Lower Ground Floor Jalan KH. Zainul Arifin Number 7, Madras Hulu, Medan Polonia District, Medan City, North Sumatra Province. The research period starts from January 2023 to May 2023.

Operational Limitations

To avoid discussions that are not directed and result in inaccurate targets being expected, the next step is for the author to limit the issues discussed, namely only to:
1. Dependent variable, namely repurchase interest (Y)
2. Intervening variable, namely Satisfaction (Z)
3. Independent variables, namely omnichannel strategy (X1) and customer experience (X2) variables

Population and Sample

Population

According to Sugiyono (2016) population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Based on the explanation previously stated, the population in this study are consumers who have purchased Somehinc products at least once.

Sample

Hair et al. (2010) recommends that the minimum sample size be 5 times the number of question items/statements contained in the questionnaire. The total statements in this research were 28 statements so the research sample size was:

$$28 \times 5 = 140 \text{ respondents}$$

Sample selection criteria are as follows:
1. Aged 17 years and over
2. Consumers who have purchased Somethingnc products at least once

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3. RESULTS AND DISCUSSION
Direct Hypothesis Testing (Direct Effect)

Table 3.1 Path Coefficients (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
OCS -> MMU_	0.176	0.182	0.099	1,770	0.077	Rejected
CE -> MMU_	0.415	0.412	0.076	5,451	0,000	Accepted
OCS -> K.K	0.684	0.681	0.106	6,434	0,000	Accepted
CE -> K.K	0.244	0.246	0.112	2,167	0.031	Accepted
CC -> MMU_	0.345	0.343	0.104	3,305	0.001	Accepted

Based on the results in Table 4.10, the following results are obtained:
a. Omnichannel strategy (X1) has a positive and insignificant effect on repurchase interest (Y) with a path coefficient value of 0.176 and is significant with a p value of 0.077>0.05.
b. Customer experience (X2) has a positive and significant effect on repurchase intention (Y) with a path coefficient value of 0.415 and significant with a p value of 0.000<0.05.
c. Omnichannel strategy (X1) has a positive and significant effect on consumer satisfaction (Z) with a path coefficient value of 0.684 and significant with a p value of 0.000<0.05.
d. Customer experience (X2) has a positive and significant effect on consumer satisfaction (Z) with a path coefficient value of 0.244 and significant with a p value of 0.031<0.05.
e. Consumer satisfaction (Z) has a positive and significant effect on repurchase interest (Y) with a path coefficient value of 0.345 and significant with a p value of 0.001<0.05.

Indirect Hypothesis Testing (Indirect Effect)

Table 3.2 Path Coefficients (Indirect Effect)

	Original Sample (O)	Sample Mean (M)	STDEV	T Statistics	Prob	Conclusion
Omnichannel strategy -> Consumer Satisfaction-> Repurchase Intention	0.236	0.230	0.071	3,328	0.001	Accepted
Customer Experience -> Consumer Satisfaction-> Repurchase Intention	0.084	0.088	0.054	1,544	0.123	Rejected

Based on the results in Table 3.2, the following results are obtained:
a. Omnichannel strategy (X1) indirectly has a positive and significant effect on repurchase interest (Y) through consumer satisfaction (Z) with a path coefficient value of 0.236 and is not significant with a p value of 0.001<0.05. In other words, consumer satisfaction (Z) is able to mediate the relationship between omnichannel strategy (X1) and repurchase interest.
b. Customer experience (X2) indirectly has a positive and insignificant effect on repurchase interest (Y) through consumer satisfaction (Z) with a path coefficient value of 0.084 with a p value of 0.123>0.05. In other words, consumer satisfaction (Z) is unable to mediate the relationship between customer experience (X2) and repurchase interest (Y).

Discussion

Based on the validity test carried out, it was stated that the 28 statements representing the variables were valid. This is evident from the r-count on the Corrected Item-Total Correlation which is greater than the r-table (0.361), so that the 28 statements can be used for research. The reliability test carried out obtained a Cronbach's Alpha value of 0.987. According to Situmorang (2019), a construct or variable is declared reliable if it provides a Cronbach's Alpha value greater than 0.80. Validity and reliability testing using all respondents was carried out using PLS tools, the results gave consistent results with validity and reliability tests carried out with samples outside the research respondents. After passing the validity and reliability tests, hypothesis testing is carried out. A summary of the results of hypothesis testing can be seen in table 3.3.

Table 3.3 Path Coefficients (Direct Effect)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Conclusion
OCS -> MMU	0.176	0.182	0.099	1,770	0.077	Rejected
CE -> MMU	0.415	0.412	0.076	5,451	0,000	Accepted
OCS -> K.K	0.684	0.681	0.106	6,434	0,000	Accepted
CE -> K.K	0.244	0.246	0.112	2,167	0.031	Accepted
CC -> MMU	0.345	0.343	0.104	3,305	0.001	Accepted
OCS-> KK> MMU	0.236	0.230	0.071	3,328	0.001	Accepted
C.E-> KK> MMU	0.084	0.088	0.054	1,544	0.123	Rejected

Source: PLS Output (2023)

The Influence of Omnichannel Strategy on Repurchase Intention

Based on the results of the hypothesis test, it is shown that the omni-channel strategy has a positive and insignificant effect on repurchase interest. This is proven based on the path coefficient value of 0.176 with a significant value of 0.007 < 0.05 means that omni-channel strategy has a positive and insignificant effect on interest in repurchasing Somethinc products. So the results of this hypothesis test are rejected. This is because 71.3% of respondents purchased Somethinc skincare products and 28.7% purchased online via integrated channels. Purchase by visiting the physical store at Sun Plaza which has quite complete product availability compared to shopping online.

The Influence of Customer Experience on Repurchase Intention

Based on the results of the hypothesis test, it is shown that customer experience has a positive and significant influence on repurchase interest. This is proven based on the path coefficient value of 0.415 with a significant value of 0.000 < 0.05 means that customer experience has a positive and significant effect on interest in repurchasing Somehinc products at Sun Plaza. So the results of this hypothesis test are accepted.

The Influence of Omnichannel Strategy on Consumer Satisfaction

Based on the results of the hypothesis test, it is shown that the omni-channel strategy has a positive and significant influence on consumer satisfaction. This is proven based on the path coefficient value of 0.684 with a significant value of 0.000 < 0.05 means that omni-channel strategy has a positive and significant effect on consumer satisfaction at Sun Plaza. So the results of this hypothesis test are accepted.

The Influence of Customer Experience on Consumer Satisfaction

Based on the results of the hypothesis test, it is shown that customer experience has a positive and significant influence on consumer satisfaction. This is proven based on the path coefficient value of 0.244 with a significant value of 0.0031< 0.05 means that customer experience has a positive and significant effect on interest in repurchasing Somehinc products at Sun Plaza. So the results of this hypothesis test are accepted.

The Influence of Consumer Satisfaction on Repurchase Intention

Based on the results of the hypothesis test, it is shown that consumer satisfaction has a positive and significant influence on repurchase interest. This is proven based on the path coefficient value of 0.345 with a significant value of 0.001 < 0.05 means that customer experience has a positive and significant effect on interest in repurchasing Somehinc products at Sun Plaza. So the results of this hypothesis test are accepted.

The Influence of Omnichannel Strategy on Repurchase Intention through Consumer Satisfaction

Based on the results of the hypothesis test, it is shown that the omnichannel strategy has a positive and significant influence on repurchase interest through consumer satisfaction. This is proven based on the path coefficient value of 0.036 with a significant value of 0.001 < 0.05 means that omnichannel strategy has a positive and significant effect on interest in repurchasing Somehinc products at Sun Plaza. So the results of this hypothesis test are accepted.

The Influence of Customer Experience on Repurchase Intention through Consumer Satisfaction

Based on the results of the hypothesis test, it is shown that customer experience has a positive and insignificant influence on repurchase interest through consumer satisfaction. This is proven based on the path coefficient value of 0.024 with a significant value of 0.123 > 0.05 means that customer experience has a positive and insignificant effect on repurchase interest through consumer satisfaction with Somehinc products at Sun Plaza. So the results of this hypothesis test are rejected.

4. CONCLUSION

Based on the research results, it can be concluded that:
1. Omnichannel strategy has a positive and insignificant effect on interest in repurchasing Somethinc products at Sun Plaza Medan
2. Customer Experience has a positive and significant effect on interest in repurchasing Somethinc products at Sun Plaza Medan
3. Omnichannel strategy has a positive and significant effect on consumer satisfaction with Somethinc products at Sun Plaza Medan
4. Customer Experience has a positive and significant effect on consumer satisfaction with Somethinc products at Sun Plaza Medan
5. Consumer satisfaction has a positive and significant effect on interest in repurchasing Somethinc products at Sun Plaza Medan
6. Omnichannel strategy has a positive and significant effect on repurchase interest through consumer satisfaction with Somehinc products at Sun Plaza Medan
7. Customer Experience has a positive and insignificant effect on repurchase intention through consumer satisfaction with Somethinc products at Sun Plaza Medan

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