THE IMPACT OF OMNICHANNEL STRATEGY ON CUSTOMER EXPERIENCE IN THE DIGITAL ERA

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ABSTRACT

Omnichannel is the latest form of marketing strategy from the terms multichannel and crosschannel. Omnichannel can be explained that business actors carry out marketing from digital channels and also offline. Everything is done in one hand effectively and efficiently. This research method is carried out with a qualitative approach and the Systematic Literature Review (SLR) method. This data source uses secondary data sources, namely from journal articles that have a national and international reputation. Articles that meet the criteria were obtained as many as 12 articles. The results of the study are based on research results with the topic of omnichannel strategy influencing customer experience, most of which state that it has had an influence. Customer experience in making transactions for goods or services can be done online first or can also visit the store offline. Customer experience activities can be carried out efficiently and more effectively because the desired brand or product information has been obtained previously.
Keywords: *omnichannel; customer experience; digitalization.*

1. INTRODUCTION

The development of the world today has explored an era that can be called the digital era. The digital era is a form of development of the era that can change the life of all things digital. Digitalization refers to the process of transforming information, data, or systems from analog to digital format. This digital change can process, store, and share information more easily through storage drives both offline and online. This process not only changes the way we interact with data, but also integrates digital technology into various aspects of life, such as: business, education, and communication. Digitalization can increase efficiency and speed in information processing. Activities that previously required manual effort can now be instantly practically connected and more effective. In addition, digitalization opens up new opportunities for innovation and development in various sectors (Bachri et al., 2023; Tedjakusuma et al., 2024) .

Business actors in the digital era have an impact on the ease and efficiency in managing product and service marketing. Rochmawati et al. (2023) , The digital era encourages business actors to update their strategic mindset and review the principles of strategic planning. Digital transformation has a significant impact that affects the five main domains of business strategy, namely customers, competition, data, innovation, and value. To remain competitive in the midst of an ever-changing business environment, companies must carry out a comprehensive digital transformation to drive growth and create new innovations. Business digitalization refers to the utilization of various digital opportunities through the application of internet-based technology as a driver of digital transformation in the business world. Some of the main technologies that play an important role in this process are *the Internet of Things* (IoT), which connects various devices into complex systems to increase efficiency. In addition, Artificial Intelligence (AI) and cognitive computing enable systems to mimic human intelligence and process signals more intelligently. Advanced robotics also plays a role in using semi-autonomous robots to increase productivity. Cloud technology supports application and platform renovation by providing cloud-based services, while *blockchain* presents a new way to share data between users securely and transparently. On the other hand, big data functions to process and analyze information massively, so that it can help in making better, data-based decisions.

People's behavior in the digital era provides customer experience significantly, namely interacting with customers quickly and accurately and creating a more personal and efficient customer experience (Puterima & Sumar, 2024; Sukarno et al., 2024; Sutriani et al., 2024) . Digital technology enables businesses to better understand consumer needs and preferences through data analysis, which in turn helps provide more elevant and timely services. In addition, digital platforms that are often present such as social media, applications, and *e-commerce* make it easy for customers to interact directly with brands, thereby

accelerating responses, building trust and increasing satisfaction (Andikatama & Willy Arafah, 2024; Liputri & Gosal, 2024; Maftiyanto et al., 2024; Suriansha et al., 2024; Wachyuni & Wiweka, 2020) . The customer experience in the digital era is also increasingly interactive, with features such as artificial intelligence-based chatbots and 24/7 customer support, which ensure services can be accessed at any time. Digital technology innovation, especially the marketing process for products or services, is progressing. This is proven by the sophistication of the marketing process, namely marketing that is connected to all digital and can change the customer experience efficiently and responsively. Customers often use various channels, both physical and digital, that are available through the internet network to search for and make purchases, even for just one product. Omnichannel management refers to the integration of all company channels and customer touch points, which ultimately results in customer satisfaction through a seamless service experience (Lianardo, 2022) . Business actors have innovated by implementing an omnichannel strategy in marketing products or services. Omnichannel is the latest form of marketing strategy from the terms that appeared previously, namely multichannel and crosschannel. Omnichannel can be explained that business actors carry out marketing from all digital channels and also offline. Everything can be done in one hand effectively and efficiently and in determining marketing locations.

Omnichannel is often equated with multichannel marketing. Rahman et al. (2022); Rezaei et al. (2022) explained that omnichannel marketing differs in several dimensions, namely in company strategy and consumer behavior. The striking differences in these dimensions include how the same information and messages are delivered consistently across all available channels, the level of integration of customer and inventory databases, the design of the consumer buying journey, and the effort required for consumers to move between channels. Omnichannel marketing strategy has been proposed as a solution to overcome various problems in modern retail. This strategy creates integration between various communication and distribution channels to meet customer needs and interests by creating synergy between channels. On the other hand, the main purpose of designing and implementing a business strategy, including an omnichannel strategy, depends on how effective the strategy is in attracting, retaining, and meeting customer needs and desires, as well as increasing customer *lifetime value* (CLV). A strategy that is unable to increase customer lifetime value cannot support the achievement of the company's vision and mission.

The interaction between businesses and consumers through various channels, both online and offline, is now getting more attention. Digital technologies such as the internet have provided new opportunities for companies to communicate with customers through websites, social media, and mobile applications, in addition to physical stores. Based on a survey by Nandu in Cui et al. (2022) , 86.3% of physical retailers have utilized online channels, with more than 60% using four or more online channels. As consumers tend to use a combination of online and offline channels when shopping, many retailers are now implementing omnichannel strategies to improve customer satisfaction and add value to services.

This strategy allows consumers to search for product information online before purchasing in an offline store, or get after-sales service after online purchases. Although the omnichannel strategy provides great opportunities for companies to interact and create shared value with customers, little is known about how retailers maximize the use of this channel to encourage consumer participation in creating shared value. This study aims to review the omnichannel strategy on customer experience in the digital era using the *Systematic Literature Review* (SLR) approach.

2. RESEARCH METHODS
This study uses the SLR method. *Literature review* is a critical analysis of research that is being conducted on a particular topic or as an answer to questions in a particular scientific field (Agusantia & Juandi, 2022) . This study uses secondary data in the form of primary studies that have been published in national and international journal articles. Data sources are taken from indexed electronic databases such as Google Scholar, Garuda Portal, ERIC, and direct links to national journals. Article extraction is carried out thoroughly, but only articles that are relevant and meet the inclusion criteria are analyzed further.

The inclusion criteria used in collecting these articles are as follows: (a) Research articles in the field of retail marketing management; (b) Articles published in the last 5 years (2020-2024); (c) Articles with research locations in Indonesia; (d) Articles published by accredited journals; and (e) Articles that focus on omnichannel strategies for customer experience. The analysis technique used uses the Miles Hubberman approach in Sugiyono (2018) , namely; reduction; presentation; and verification/conclusion.

3.   RESEARCH RESULTS AND DISCUSSION

Based on the inclusion criteria set, 12 relevant articles were obtained and met the requirements for systematic review, including the following:

Table 1List of Articles According to Criteria

No	Author, Year	Research result
1.	Pasaribu et al., 2023	The contribution of this study for omnichannel retailers is the recommendation to utilize the TikTok application in managing customer relationships to create a positive experience, although not all dimensions in channel integration have a significant impact on customer experience. Creating an effective affective experience can be done by providing entertainment and fun for customers during the purchase transaction process on TikTok, which can ultimately create a positive experience. Omnichannel retailers need to pay more attention to product and price integration, transaction information, order fulfillment, and customer service. To that end, retailers can improve product descriptions, clarify product categories, and update the customer relationship management system so that online and offline purchase records can be adjusted to the customer's previous purchase history.
2.	Marketibu & Marketibu, 2021	The results of the study indicate that the quality of service configuration does not have a positive and significant effect on the variable of repurchase intention. Integrated interaction has a positive but not significant effect on the variable of repurchase intention. The quality of service configuration and integrated interaction have a positive and significant effect on customer experience. Customer experience has a positive and significant effect on repurchase intention. However, the quality of service configuration and integrated interaction do not have a positive and significant effect on repurchase intention through customer experience as a mediating variable. In this study, customer experience is not able to mediate between the quality of service configuration and integrated interaction on repurchase intention.
3.	Pebiansyah et al., 2023	Through the analysis and assessment of various omnichannel aspects, it is concluded that service-based companies already have the initial capability for channel integration and consistency in providing customer experience. However, to achieve a higher level of omnichannel , improvements are needed, especially in the use of data analytics to gain deeper insights into consumer activity. In addition, periodic omnichannel performance evaluations need to be carried out to ensure that the company continues to make improvements and enhance the customer experience.
4.	Aisha & Harto, 2024	The study found that technologies, such as mobile apps, self-service in coffee shops, and digital queue management systems, significantly improve the customer experience by offering convenience, speed, and more personalized service. In addition, the study revealed that digital technologies enable two-way communication, which helps coffee shops better understand and meet customer expectations, thereby increasing customer satisfaction and loyalty. These findings provide valuable insights for coffee shop owners in designing and implementing effective digital marketing strategies to strengthen the customer experience.
5.	Amelia et al., 2024	The research findings show that there is a positive and significant influence between customer experience on impulsive buying, and customer trust on intention to make a repeat purchase. In addition, impulsive buying acts as a moderator that strengthens the relationship between customer experience and repeat purchase intention. However, the relationship between customer trust and impulsive buying, as well as between customer experience and repeat purchase intention, does not show a significant influence. Likewise, impulsive buying as a moderator in the relationship between customer trust and repeat purchase intention does not have a significant impact.
6.	Wake Up & Hutagaol, 2024	Implementing omnichannel marketing can improve customer experience. Therefore, companies are advised to implement this strategy to improve customer satisfaction. The results of the study show that implementing

No	Author, Year	Research result
		omnichannel marketing has a positive impact on customer experience, including: Convenience: Customers find it easier to interact with the company through various channels. Convenience: Customers feel more comfortable when making transactions. Satisfaction: Customers feel more satisfied with their experience with the company
7.	Dwi Rahayu et al., 2024	The results of the study show that in general, all variables have a significant effect, except for Customer Experience which does not have a direct effect on Customer Retention. The results of the T-Statistics test show a value lower than the significance threshold. Therefore, Customer Experience requires other supporting factors, such as Customer Engagement, to be improved. Thus, this has the potential to increase customer loyalty and ultimately increase Customer Retention.
8.	2024	The results of the study indicate that customer experience has no effect on shopping engagement. However, purchase intention is positively influenced by shopping engagement. This study provides benefits for online food delivery app managers, so that they can offer exclusive offers to users to increase shopping engagement. Although this study shows that good customer experience can increase customer engagement when shopping, it does not necessarily have a positive impact on customer loyalty levels.
9.	Herdy & Luqman, 2024	The results of the study show that PT Serabut Nusa Berdaya's omnichannel strategy consists of six main points: Customer Experience: Focus on customer experience by providing friendly and fast responses, and providing discounts for those who join the Serabut Nusa live streaming channel; Marketing Planning: Developing a marketing plan by understanding the benefits and advantages of your own products, conducting research on competitors, and personalizing each social media platform. This also includes collecting and disseminating information ; Prospect Segmentation and Business Flow Personalization: Using geographic segmentation to reach consumers who have difficulty finding delicious, unique, cheap, and quality food souvenirs; Contextual Marketing: The strategy used is to provide trending content but still reflects the character of Fiber Nusa; Proper Use of Automated Marketing Tools: The automation tool used is Facebook Creator Studio for Facebook and Instagram; Customer-Oriented Business: Serabut Nusa Berdaya considers consumers and potential consumers as partners to build synergistic communication with the aim of increasing customer loyalty.
10.	Indrawati et al., 2024	Customer Experience, Promotion , and Quality Service influential positive and significant to satisfaction customer .
11.	Lestari & Harto, 2024	The success of this strategic integration depends heavily on the retailer's ability to collect, analyze, and leverage customer data in real-time, so that it can deliver engaging content and satisfying shopping experiences.
12.	Saroyini Piartrini et al., 2024	The findings are: Personalized Content Creation: Increases engagement and brand loyalty among millennials by tailoring marketing messages and product recommendations based on individual preferences; Omnichannel Integration: Creates a cohesive brand experience across multiple touchpoints, increasing visibility and customer satisfaction among millennials; Predictive Analytics: Enables proactive adjustments to marketing strategies, aligning with evolving millennial preferences and increasing market responsiveness; Ethical Data Practices: Including transparency, consent, and data security, build trust and credibility, which are essential for long-term relationships with millennial consumers; AI/ML Technologies: Contribute to more sophisticated customer segmentation, predictive modeling, and real-time personalization, increasing marketing effectiveness.

Current technological developments require companies to develop their businesses through various purchasing or shopping channels. One of the popular business models is the omnichannel model.

Omnichannel is a business model in which operations and services are integrated into all sales channels owned by the company in one overall system. This model combines all store marketing channels, both online and offline, which makes it easier for customers to find information, process, and make decisions in purchasing products (Pasaribu & Pasaribu, 2021; Pebiansyah et al., 2023) .

Omnichannel strategies have proven effective in improving customer experience in the digital era. Research shows that the integration of various channels, including the use of technologies such as mobile applications and social media, can increase ease and satisfaction in transactions . (Aisyah & Harto, 2024; Pasaribu et al., 2023) . In addition, the use of data analytics is important to understand consumer behavior and adjust offers to their preferences, which supports a more personalized and relevant customer experience (Pebiansyah et al., 2023; Saroyini Piartrini et al., 2024) . Research also indicates that positive customer experiences contribute to loyalty and repurchase intentions, although not all dimensions of service quality have a significant impact on repurchase intentions (Amelia et al., 2024; Pasaribu & Pasaribu, 2021). Continuous evaluation and improvement of omnichannel strategies are key to increasing customer satisfaction and competitiveness in the market. (Bangun & Hutagaol, 2024; Indrawati et al., 2024) .

Dwi Rahayu et al. (2024) showed that customer experience requires supporting factors such as customer engagement to increase loyalty, while Dwipradhana & Marsasi (2024) emphasized the importance of exclusive offers in increasing shopping engagement. Therefore, continuous evaluation and improvement of omnichannel strategies are key to increasing customer satisfaction and competitiveness in the market (Herdy & Luqman, 2024; Lestari & Harto, 2024).

The results of the study show that the implementation of an omnichannel business model significantly affects customer experience in the digital era. By integrating online and offline sales channels, companies can provide ease in accessing information and transaction processes, which ultimately increases customer satisfaction. In addition, the use of technology and data analytics is crucial in understanding consumer behavior and preferences. Companies that are effective in utilizing data will be able to customize product offerings, creating a more personal and relevant experience for customers.

However, while positive experiences can increase loyalty, not all aspects of service have the same impact on repurchase intentions. This underscores the need for companies to focus on the most influential service dimensions and continuously evaluate their strategies. In addition, deep interactions with customers, such as customer engagement and exclusive offers, have proven to be important in strengthening loyalty. With a holistic approach that takes these factors into account, companies will be better prepared to compete in an increasingly complex market.

Digital transformation of business is the application of technology to build new business models, processes, software, and systems that generate higher profits, more significant competitive advantages, and greater efficiency. Companies achieve this goal by changing business processes and models, increasing workforce efficiency and innovation, and customizing customer or citizen experiences (Rochmawati et al., 2023). Strategy development is seen as a key issue in the context of achieving competitive advantage. There are several approaches to designing strategy, and there is no standard paradigm that is determined by the functional diversity of business sectors. Digital business strategy is similar to corporate, business, and marketing strategy.

Digital business development refers to enhancing an organization's digital capabilities and aligning strategic, marketing, and sales activities to approach markets and customers, and enable growth that creates value. Of course, the level of focus on generating new ideas and turning them into business has increased by a huge factor. Business development used to be seen as an experiment, innovation was marginalized. Consumer behavior is changing and business client behavior in many industries is changing. One of the marketing strategies used is Omnichannel Strategy. Omnichannel strategy is a marketing strategy that integrates various marketing channels, both online and offline, to provide a consistent and seamless experience for customers (Bangun & Hutagaol, 2024).

Consumers make repeat purchases of a product because consumers feel comfortable and have a match in using the product. When consumers feel comfortable and suitable with a product, consumers tend to be loyal to that one brand. When people make purchases offline, there is no need for content consistency and process consistency as is the case with retailers who use omnichannel channels. Content consistency on omnichannel channels is related to price, product information, and promotion. Where most consumers tend to choose prices that are relatively affordable for the lower middle class. Promotions carried out by a

product can use television and internet media which have been able to shape public opinion. Meanwhile, process consistency such as taste, image, and speed of delivery services do not experience obstacles when consumers make purchases offline.

When purchases are made both online and offline, it has given customers a smooth shopping experience but also empowered customers to shape their own customer consumption experience. Therefore, customer experience has a stronger impact on the omnichannel strategy. Then the use of mobile applications by utilizing digital media, significantly enriches the customer experience, increases convenience and efficiency in the ordering and payment process, strengthens customer relationships with brands through more intensive digital interactions, and provides a more immersive and educational shopping experience.

Based on the opinion that has been put forward by (Bangun & Hutagaol, 2024) states that the positive impact of implementing omnichannel on customer experience is:
1. Convenience: Customers find it easier to interact with the company through various channels.
2. Convenience: Customers feel more comfortable transacting with the company.
3. Satisfaction: Customers feel more satisfied with their experience with the company.

4. CONCLUSION

The omnichannel business model has proven effective in improving customer experience by integrating online and offline sales channels, and leveraging technology and data analytics. While a good experience can drive loyalty, companies need to pay attention to the most influential aspects of service to increase repurchase intentions. With a comprehensive and sustainable strategy, companies can strengthen their competitiveness in an increasingly competitive market.

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