

# Analisis Pengaruh Antecedent Omnichannel Integration Quality terhadap Customer Engagement, Relationship Program Receptiveness, dan Customer Loyalty Pada Omnichannel Retailing = Analysis of Antecedent Effects of Omnichannel Integration Quality on Customer Engagement, Relationship Program Receptiveness, and Customer Loyalty in Omnichannel Retailing

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## Abstrak

Model bisnis omnichannel mulai diadopsi oleh beberapa retailer di Indonesia sebagai strategi dalam meningkatkan customer experience dan menjangkau pelanggan lebih luas dengan memanfaatkan berbagai saluran distribusi yang terintegrasi. Penelitian ini memfokuskan Alfamart sebagai objek penelitian karena memiliki saluran distribusi yang banyak, minimarket kedua terbesar, dan mempunyai gerai toko tersebar luas di Indonesia. Namun, dalam prosesnya terdapat peran omnichannel integration quality (channel-service configuration, interaction consistency, dan assurance quality) yang mempengaruhi customer engagement, dan relationship program receptiveness yang mendorong customer loyalty. Pengambilan data dilakukan dengan metode non-probability sampling dengan teknik judgmental dan snowball sampling. Penelitian ini menggunakan survei yang dibagikan kepada responden yang berada di usia 26 - 42 tahun di seluruh Indonesia yang pernah berbelanja di Alfamart melalui minimal dua saluran distribusinya. Responden yang terkumpul sebanyak 182 responden yang diolah menggunakan Partial Least Square-Structural Equation Model (PLS-SEM). Hasil penelitian ini menunjukkan bahwa data mendukung beberapa hipotesis, yaitu channel-service configuration, dan interaction consistency berpengaruh positif terhadap customer engagement dan relationship program receptiveness, customer engagement berpengaruh positif terhadap relationship program receptiveness, customer engagement dan relationship program receptiveness berpengaruh positif terhadap customer loyalty. Penelitian ini dapat membantu manajer dalam merumuskan strategi omnichannel retailing.

.....Most retailers in Indonesia have adopted an omnichannel business model as a strategy to improve customer experience and reach a wider range of customers by utilizing various integrated distribution channels. This study focuses on Alfamart as the object of research because it has many distribution channels, the second largest minimarket, and has a wide range of store outlets in Indonesia. Meanwhile, in the process, there is a role of omnichannel integration quality (channel-service configuration, interaction consistency, and assurance quality) which affects customer engagement, and relationship program receptiveness that encourages customer loyalty. Data were collected by a non-probability sampling method with judgmental and snowball sampling techniques. This study uses a survey which is distributed to respondents aged 26 - 42 years in Indonesia who have shopped at Alfamart through at least two distribution channels. This study has collected respondents by 182 respondents who were processed using Partial Least Square-Structural Equation Model (PLS-SEM). The outcomes of this study indicate that the data support some hypotheses, including channel-service configuration and interaction consistency have a positive effect on customer engagement and relationship program receptiveness, customer engagement has a positive effect on relationship program receptiveness, customer engagement and relationship program receptiveness have a

positive effect on customer loyalty. This research can assist managers in formulating an omnichannel retailing strategy.