

ABSTRACT

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Title : *The Impact Of Omnichannel Integration And Individual Characteristics On Shopping Intention And Customer Retention Through Customer Experience*

(xviii + 173 pages; 11 pictures; 20 tables; 3 attachments)

This study examines the impact of omnichannel integration and individual characteristics on Customer Experience, and its subsequent effect on Shopping Intention and customer retention in e-grocery services in Indonesia. By adopting the Stimulus-Organism-Response (SOR) and Theory of Planned Behavior (TPB) frameworks, this study employs a quantitative approach through a survey of 290 e-grocery users in the Jabodetabek area. Using SEM-PLS analysis, the results reveal that Customer Experience significantly influences Shopping Intention, where consistent, enjoyable, and seamlessly integrated experiences across both digital and physical channels enhance customer satisfaction. Furthermore, individual characteristics, particularly digital literacy, play a strong role in shaping the quality of Customer Experience. The study also finds that Customer Experience mediates the effect of omnichannel integration and individual characteristics on Shopping Intention and customer retention. These findings are expected to provide practical insights for e-grocery management in designing more effective omnichannel strategies to enhance sustainable customer satisfaction and retention.

Keywords: *Customer Experience, customer retention, e-grocery, omnichannel integration, Individual Characteristics, purchase intention*

Reference: 88 (1989-2025)

ABSTRAK

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Progam Studi : Magister Ilmu Komunikasi
Judul : Pengaruh Integrasi *Omnichannel* dan Karakteristik Individu Terhadap Niat Berbelanja (*Shopping Intention*) dan Retensi Pelanggan (*Customer Retention*) Melalui Pengalaman Pelanggan (*Customer Experience*)

(xviii + 173 halaman: 11 gambar; 20 tabel; 3 lampiran)

Penelitian ini mengkaji pengaruh integrasi *omnichannel* dan karakteristik individu terhadap pengalaman pelanggan (*Customer Experience*), serta dampaknya terhadap niat berbelanja (*Shopping Intention*) dan retensi pelanggan (*customer retention*) pada layanan *e-grocery* di Indonesia. Dengan mengadopsi kerangka teori *Stimulus–Organism–Response (SOR)* dan *Theory of Planned Behavior (TPB)*, penelitian ini menggunakan pendekatan kuantitatif melalui survei terhadap 290 pengguna *e-grocery* di Jabodetabek. Dengan menggunakan analisis SEM-PLS, hasil penelitian ini menunjukkan bahwa pengalaman pelanggan memiliki pengaruh yang signifikan terhadap niat berbelanja, dimana pengalaman yang konsisten, menyenangkan, dan terintegrasi secara mulus antar *channel* digital dan fisik meningkatkan kepuasan pelanggan. Selain itu, karakteristik individu, khususnya literasi digital, cenderung memberikan pengaruh yang kuat dalam menentukan kualitas pengalaman pelanggan. Penelitian ini juga mengungkapkan bahwa pengalaman pelanggan memediasi pengaruh integrasi *omnichannel* dan karakteristik individu terhadap niat berbelanja dan retensi pelanggan. Temuan ini diharapkan memberikan wawasan praktis bagi manajemen *e-grocery* untuk merancang strategi *omnichannel* yang lebih efektif, guna meningkatkan retensi dan kepuasan pelanggan yang berkelanjutan.

Kata Kunci: *e-grocey*, integrasi *omnichannel*, karakteristik individu, niat berbelanja, pengalaman pelanggan, retensi pelanggan

Referensi: 88 (1989-2025)