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Linking Digital Retail Strategies to Economic Performance: The Effect of Omnichannel Strategy, E-Service Quality, and Customer Experience on Customer Retention at Sociolla Skincare

Ammalya Ananda Fertansyah [1], Minto Waluyo [2]

Abstract :

This research endeavors to investigate the influence of an omnichannel strategy, customer experience, and e-service quality on customer satisfaction and repurchase intention within the framework of Sociolla e-commerce. The background of this study is driven by the increasing competition in beauty e-commerce and the need for companies to build a consistent consumer experience across channels. Data were gathered through a survey administered to 100 respondents who actively utilized Sociolla within the past six months. The analytical methodology uses the AMOS framework, utilizing Structural Equation Modeling (SEM). The results of the study reveal that the omnichannel strategy, customer experience, and e-service quality have a substantial impact on customer satisfaction. However, it is important to note that these factors do not significantly affect repurchase intention. Additionally, customer satisfaction itself exhibits a notable influence on repurchase behavior. The implications of this study show the importance of seamless multi-channel integration and digital service quality in creating a satisfying experience and driving customer loyalty.

Keywords: *Customer Experience, Customer Satisfaction, E-Service Quality, Omnichannel Strategy, Repurchase Intention, Marketing Strategy*

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1. Introduction

The advancement of digital technology and the internet has prompted a transition in the realm of marketing from traditional methodologies towards digital. Consumers now spend more time online shopping and searching for product information through social media (Kusuma et al, 2022). This participation contributes to the rapid growth of e-commerce in Indonesia, which is projected to reach USD 130 billion by 2025, an increase from USD 77 billion in 2021 (Nasir et al, 2024). The value of Indonesia's e-commerce transactions in 2021 amounted to Rp. 392.6 trillion and is estimated to grow by 24.5% by 2025 (Putri et al, 2024).

This growth has encouraged the emergence of various e-commerce platforms, including those that focus on beauty products. The beauty industry in Indonesia is showing a positive trend along with increasing public attention to appearance and easy access to beauty

[1] *Universitas Pembangunan Nasional 'Veteran' Jawa Timur, Indonesia.* ammalyananda5@gmail.com
[2] *Universitas Pembangunan Nasional 'Veteran' Jawa Timur, Indonesia.* mintow.ti@upnjatim.ac.id

products (Sherli et al., 2023). One of the prominent beauty e-commerce sites is Sociolla. Compared to Beauty Haul and Female Daily, Sociolla has more physical outlets and product variations. However, its ratings on the Play Store and App Store are among the lowest.

Sociolla was founded in 2015 and offers more than 5,000 beauty product variants. To strengthen its digital and physical presence simultaneously, Sociolla implements an omnichannel strategy through the integration of websites, applications, and offline stores (Alifa & Saputri, 2022). This strategy aims to align prices and promotions across channels, but its implementation faces challenges such as data integration and communication consistency (Agustin & Isyanto, 2024; Fitrianingsih et al., 2025).

This omnichannel strategy is expected to improve customer experience, namely customer perception and interaction both physically and emotionally towards products and services (Kartika & Prasetio, 2022). Sociolla has tried to improve this experience through application development and website optimization. However, low application ratings and decreased website visits based on data from Ubersuggest indicate that there are still obstacles in achieving optimal customer experience.

Other contributing factors to problem the is quality digital services or e-service quality. Complaints user related slowness application, cancellation orders, and errors in the system payment show existence issues on aspects efficiency, reliability and security services (Nurmanah & Nugroho, 2021; Safitri et al ., 2022). Quality low digital services No only lower experience customer but also threatening satisfaction and loyalty consumers (Risma et al ., 2024).

Customer satisfaction itself is an important indicator of repurchase intention. According to Kotler, retaining customers depends on their level of satisfaction (Ardianto et al., 2021). Previous research supports this, such as the findings of Marjany & Islam (2025) which stated that omnichannel strategy and customer experience have a significant effect on repurchase intention, and Chandra et al. (2022) which showed the influence of e-service quality and customer experience on satisfaction customers . With Thus, research This proposes a conceptual model that combines three variable exogenous (omnichannel strategy, e-service quality, customer experience) on two endogenous variables (customer satisfaction and repurchase intention) with method SEM analysis (Waluyo & Rachman, 2020). This model expected give contribution in effort Sociolla increase loyalty customers in the industry Indonesian digital beauty .

2. Theoretical Background

Marketing strategy: Marketing constitutes a systematic process involving the analysis, planning, implementation, and evaluation of programs aimed at establishing, nurturing, and sustaining profitable exchanges with targeted consumers to fulfill organizational objectives. In contrast, management encompasses planning, organizing, leading, and supervising resources effectively to ensure the achievement of strategic goals (Reken et al., 2024). Marketing strategies also aim to enhance sales, as sales represent the forefront of the strategy executed within a corporation. Marketing strategies should be grounded in the organization's comprehensive

environmental and internal analysis. This requires a comprehensive evaluation of the company's strengths and weaknesses, alongside a critical analysis of the opportunities and threats posed by external factors environment. Furthermore, previously implemented strategies must undergo regular re-evaluation to determine their relevance and effectiveness in light of prevailing conditions (Sudirman & Musa, 2023).

Omnichannel Strategy: The term "omnichannel" was first defined as the integration of sales experiences that amalgamate physical stores with online shopping information experiences (Sunriasha, 2021). The omnichannel model posits that customers engage with a company through various channels before completing a purchase. For instance, a customer may initially visit a physical store to examine the products and subsequently place an order online. This integrated omnichannel strategy encompasses both offline and online interactions, intending to enhance the overall customer experience (Alifa & Saputri, 2022).

E-Service Quality: E-servqual was conceptualized to assess the quality of services delivered via the Internet. E-service quality encompasses the extent to which a website can effectively and efficiently enhance the processes of shopping, purchasing, and distribution. Thus, e-service quality represents a critical dimension of online services, relating specifically to a platform's capacity to facilitate transactions and interactions in a seamless manner (Fahira dkk., 2022). Assessment in E-Service This quality can be evaluated based on the level of convenience and comfort afforded to customers by the company through the effective utilization of digital platforms (Ibrahim dkk., 2021).

Customer Experience : Customer experience is an attitude of giving memories to consumers and allowing consumers to share experiences with others if other consumers are interested in a product. *Customer Experience* can also be interpreted as events or things that customers have learned from past experiences (Ratag dkk., 2022). A singular factor does not shape customer experience; it results from an intricate interplay among multiple elements, including product, service, brand, channel, and promotion. These components can be systematically categorized into five dimensions of customer experience. This multifaceted approach enables companies to curate experiences for their consumers effectively (Ma'ruf dkk., 2020).

Customer Satisfaction: Consumer satisfaction constitutes an emotional response, either positive or negative, that emerges subsequent to the evaluation of a product's performance against anticipated expectations. It is imperative for companies to comprehend consumer needs and desires, as fulfilling these demands plays a crucial role in ensuring the viability of the business. Moreover, a deep understanding of consumer preferences can enhance a company's competitive advantage in the marketplace (Sarapung dkk., 2020). Customer satisfaction or dissatisfaction is the feedback of a customer's discrepancy evaluation (*disconfirmation*), which becomes an experience of the expectations and actual performance of a product that occurs when intense competition between companies takes place (Ardianti & Waluyo, 2021).

Repurchase Intention : Repurchase denotes the consumer's determination to acquire a product or service once more from the same company, contingent upon the perceived value derived from previous transactions. This decision involves monetary expenditures aimed at obtaining goods and services, and is characterized by a tendency for frequency in such purchases (Pambela & Waluyo, 2023). The presence of loyal customers significantly influences the success of a business, as measured by the customers' intentions to repurchase (Muliawan & Waluyo, 2021).

Research Hypothesis

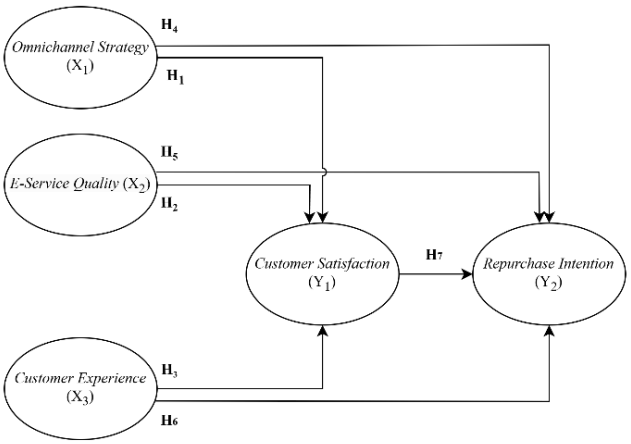

Figure 1. Framework conceptual

Source: Processed primary data (2025)

3. Methodology

This research utilizes a quantitative descriptive methodology that concentrates on consumers of Sociolla who have interacted with the company's omnichannel approach strategy. The target demographic of this research consists of active users of the Sociolla e-commerce platform. Data collection was conducted through questionnaires via Google Forms, which were disseminated through various social media platforms, including WhatsApp, Instagram, and Twitter, beginning in March 2025 and continuing until a sufficient volume of data was obtained. The research population included all users of Sociolla, from which a sample of 100 respondents was determined using purposive sampling techniques to meet specific criteria. These criteria required that respondents had made transactions using Sociolla's omnichannel services within the previous six months. The research employed a questionnaire instrument utilizing a Likert scale from 1 to 5 to evaluate respondents' perceptions of five key variables: omnichannel strategy, e-service quality, customer experience, customer satisfaction, and repurchase intention. The study assessed the validity and reliability of the data through Structural Equation Modeling (SEM) with the latest version of AMOS software, thereby ensuring the robustness of the measurement and the interrelationships among the variables under examination.

4. Empirical Findings/Results

Respondent Stratification

The following is a summary of the research subjects in this study. Including, Gender, Age, Income, Purchase Frequency, and the platform used for shopping.

Table 1. Respondent Stratification

Characteristics	Amount
Gender	
Woman	58
Man	42
Total	**100**
Age	
17-25 years	80
26-33 years	13
34-41 years	4
≥ 42 years	3
Total	**100**
Income	
< Rp3,000,000	74
Rp3,000,000 – Rp5,000,000	12
>Rp5,000,000	14
Total	**100**
Frequency purchase	
1 time	41
2-3 times	44
> 3 times	15
Total	**100**
Platforms used For shopping	
Website & physical store	32
Apps & physical stores	34
Social Media & physical stores	34
Total	**100**

Source: processed primary data (2025)

The total respondents in this study were 100 respondents with diverse characteristics. In the gender category, it is known that the gender of the respondents who made the most purchases at *Sociolla* is female at 58% equivalent to 58 respondents because the total number of respondents is 100. While the male gender is 42% equivalent to 46 respondents. In the age category, the most people who made purchases at *Sociolla* are 17-25 years old at 80%; 26-33 years old at 13%; 34-41 years old at 4%; ≥ 42 years old at 3%. The income of the respondents who made the most purchases at *Sociolla* is in the salary range <Rp3,000,000 at 74%. At an income of Rp3,000,000 - Rp5,000,000 at 12% and> Rp5,000,000 at 14%. The frequency of respondents' purchases at *Sociolla* is the most, namely 2-3 times in the last 6 months as much as 44%, followed by 1 purchase of 41%. The smallest percentage is > 3 times of 15%. The most frequently used platform is a combination of physical stores with Instagram and applications of 34% each, followed by the physical store website of 32%.

Measurement Model

Goodness of fit test of Fit

During the measurement model stage, an evaluation of model fit is conducted by examining various goodness-of-fit criteria and cut-off values. The analysis results indicate that the model currently under review does not adequately represent the latent variables, necessitating further assessment.

Table 2. Goodness Value of fit and Cut off value Measurement model

Criteria	Test Result Value	*Cut Off Value*	Information
X^2 Chi- square	303,329	≤ X^2 critical (df =179, α=0.05) (211,217)	Not good
Probability	0.0000	≥ 0.05	Not good
CMIN/DF	1,695	≤ 2.00	Good
RMSEA	0.084	≤ 0.08	Not good
GFI	0.769	≥ 0.90	Not good
AGFI	0.701	≥ 0.90	Not good
TLI	0.892	≥ 0.95	Not good
CFI	0.908	≥ 0.95	Not good

Source: processed primary data (2025)

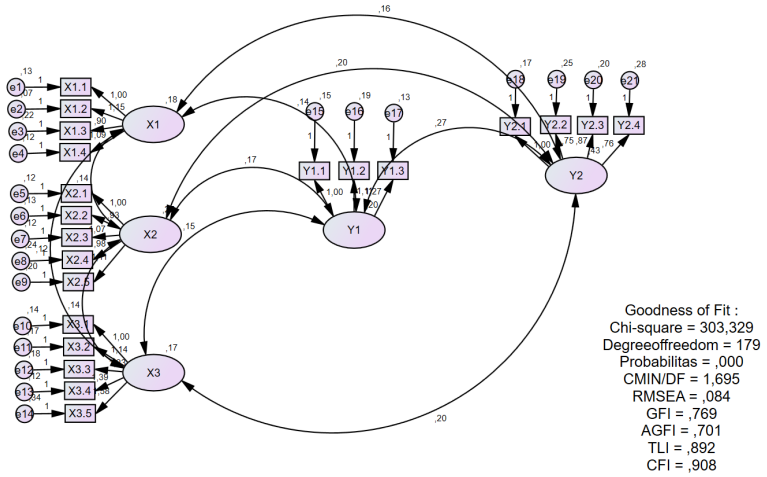

Figure 2. Measurement model of Omnichannel strategy, E-service quality, and Customer experience on Customer satisfaction and Repurchase intention

Instrument Test

Validity & Significance Test

In this study, validity testing aimed to confirm that each indicator accurately and precisely represents the concept being examined. An indicator is deemed valid if the *critical value ratio* (CR) exceeds twice the *standard error* (SE). A CR value greater than 2.SE signifies a strong and meaningful relationship between the assessed indicator and the construct it reflects, indicating that the indicator effectively describes the construct (Waluyo & Rachman, 2020). Significance testing is carried out by comparing *Critical Ratio* (CR) to $t_{table,}$ where CR is equivalent to t_{count} in regression analysis. Based on research (Waluyo & Rachman W, 2020), at a significance level of

0.05 with *a degree of freedom* (df) as many as 21 indicators, the t_{table} obtained was 1.721.

Table 3. Test & Significance Test

	Estimate	SE	CR	2.SE	Valid Note (CR>2.SE)	Note: Significant (CR > 1.721)	Estimated Standardized Regression Weight
X1.1 <--- X1	1						0.76
X1.2 <--- X1	1,149	0.132	8,689	0.264	Valid	Significant	0.885
X1.3 <--- X1	0.895	0.145	6,189	0.29	Valid	Significant	0.632
X1.4 <--- X1	1,087	0.133	8,187	0.266	Valid	Significant	0.804
X2.1 <--- X2	1	0	0	0			0.834
X2.2 <--- X2	0.925	0.102	9,072	0.204	Valid	Significant	0.799
X2.3 <--- X2	1,066	0.108	9,842	0.216	Valid	Significant	0.843
X2.4 <--- X2	0.978	0.124	7,875	0.248	Valid	Significant	0.715
X2.5 <--- X2	1,108	0.125	8,873	0.25	Valid	Significant	0.787
X3.1 <--- X3							0.747
X3.2 <--- X3	1,143	0.147	7,767	0.294	Valid	Significant	0.755
X3.3 <--- X3	1,234	0.161	7.65	0.322	Valid	Significant	0.77
X3.4 <--- X3	1,386	0.181	7,674	0.362	Valid	Significant	0.861
X3.5 <--- X3	1,582	0.242	6,525	0.484	Valid	Significant	0.748
Y1.1 <--- Y1							0.754
Y1.2 <--- Y1	1,107	0.145	7,656	0.29	Valid	Significant	0.75
Y1.3 <--- Y1	1,271	0.148	8,573	0.296	Valid	Significant	0.841
Y2.1 <--- Y2							0.846
Y2.2 <--- Y2	0.748	0.099	7,584	0.198	Valid	Significant	0.7
Y2.3 <--- Y2	0.868	0.096	9,034	0.192	Valid	Significant	0.782
Y2.4 <--- Y2	0.763	0.104	7,373	0.208	Valid	Significant	0.686

Source: processed primary data (2025)

According to Table 3, it is evident that all indicators satisfy the stipulated validity and significance criteria. Therefore, all indicators employed in this model may be regarded as valid measures of the respective variables.

Reliability Test

Following the assessment of model suitability and the evaluation of validity, the subsequent step involves measuring the reliability of each indicator. This assessment is paramount in demonstrating that the indicators utilized within the model exhibit a commendable level of suitability, stability, consistency, and accuracy. A construct is deemed reliable when its reliability value is $\alpha \geq 0.70$ (Waluyo & Rachman, 2020). The findings of the study indicate that all indicators maintain reliability, with construct reliability results exceeding the established threshold.

Table 4. Reliability Test Results

Variables	Reliability of Value	Standard	Information
Omnichannel strategy (X1)	0, 912	≥ 0.70	Reliable
E-service quality (X2)	0, 939		Reliable
Customer experience (X3)	0, 931		Reliable
Customer satisfaction (Y1)	0.894		Reliable
Repurchase intention (Y2)	1		Reliable

Source: processed primary data (2025)

Correlation Test

A correlation test is performed to ascertain if a relationship exists between two variables. According to the results presented in Table 4, all correlation coefficient values (r) between the variables are positive, indicating a unidirectional (positive) relationship between them. Multicollinearity is not considered a serious problem if the correlation between exogenous variables shows a value below 0.80. A variance analysis inflation factor (VIF) will also be performed as an additional step. The model is said to be unaffected by multicollinearity if the VIF of each independent variable shows a value below 10, so that the interpretation of the results remains valid (Anggryeny in Azizah et al., 2020).

Table 5. Correlation Test Results

			Estimate
X1	<-->	X2	0.645
X1	<-->	X3	0.695
X1	<-->	Y1	0.735
X1	<-->	Y2	0.563
X2	<-->	X3	0.642
X2	<-->	Y1	0.742
X2	<-->	Y2	0.59
X3	<-->	Y1	0.796
X3	<-->	Y2	0.742
Y1	<-->	Y2	0.933

Source: processed primary data (2025)

The data from Table 5 indicate that the correlation among the exogenous variables in this model shows no signs of multicollinearity, with all correlation coefficients staying below the threshold of 0.80. Nevertheless, to ensure a comprehensive assessment of multicollinearity within the model, an additional analysis employing the variance inflation factor (VIF) was undertaken.

Table 6. Multicollinearity Test Results

			r	**r^2**	***Tolerance* = 1 - r^2**	**VIF = 1/ *tolerance***
X1	<-->	X2	0.645	0.416	0.584	1,712
X1	<-->	X3	0.695	0.483	0.517	1,934
X2	<-->	X3	0.642	0.412	0.588	1,701

Source: processed primary data (2025)

According to Table 4.7, the Variance Inflation Factor (VIF) values for all pairs of exogenous variables remain below the threshold of 10. This indicates the absence of multicollinearity within the model. Consequently, each independent variable exhibits a lack of excessive interdependence, thereby mitigating any potential issues that could compromise the accuracy of the regression analysis estimations. These findings suggest that the model employed in this study demonstrates a significant degree of stability and efficacy.

Structural Model

Goodness Test of Fit

Measurement Model

The proposed model serves as a framework for structural analysis. Testing was conducted using parameters set at critical values. A summary of the output is presented in Table 7.

Table 7. Goodness of fit test results of fit Structural Model

Criteria	Test Result Value	*Cut Off Value*	Information
X ² Chi- square	401,186	≤ X² critical (df =182, α=0.05) (214,477)	Not good
Probability	0.0000	≥ 0.05	Not good
CMIN/DF	2,204	≤ 2.00	Not good
RMSEA	0.110	≤ 0.08	Not good
GFI	0.721	≥ 0.90	Not good
AGFI	0.645	≥ 0.90	Not good
TLI	0.813	≥ 0.95	Not good
CFI	0.838	≥ 0.95	Not good

Based on Table 7, the results of the model test compared with *the cut- off value* indicates that all criteria have not met the model's *goodness - of - fit standards*. This suggests that the structural model under evaluation necessitates further refinement to attain an optimal level of fit. The image of the structural model is available for review:

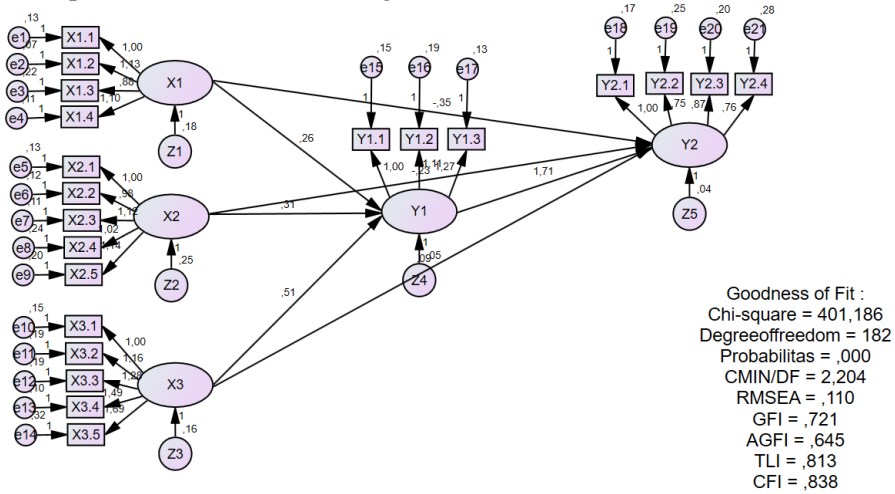

Figure 3. Structural Model of Omnichannel SEM strategy, E- service quality, and Customer Customer experience satisfaction and repurchase intention

Model Modification

Goodness Test of Fit

Table 8. Goodness of fit test results of fit Modification Model

Criteria	Test Result Value	Cut Off Value	Information
X ² Chi-square	170,786	≤ X² critical (df =167, α=0.05) (198,154)	Good
Probability	0.404	≥ 0.05	Good
CMIN/DF	1,023	≤ 2.00	Good
RMSEA	0.015	≤ 0.08	Good
GFI	0.865	≥ 0.90	Marginal
AGFI	0.814	≥ 0.90	Marginal
TLI	0.996	≥ 0.95	Good
CFI	0.997	≥ 0.95	Good

Source: Processed primary data (2025)

Table 8 shows that there are values from the modified fit model in *the output. modification model* . The results show that all criteria have good values except GFI and AGFI which have marginal values (approaching good). Because all criteria have

met the critical values that have been set, the model can be said to be fit. The modified model image can be seen in the following image.

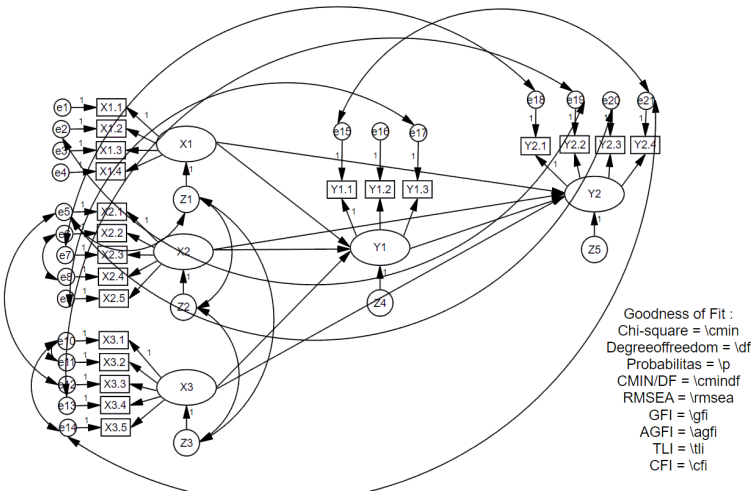

Figure 4. Modification of the Omnichannel SEM Model strategy, E- service quality, and Customer Customer experience satisfaction and repurchase intention

Validity and Significance Test

Each variable is considered valid if the CR is an established value> 2.SE. In this study, two variables are deemed invalid: variable X1 (Omnichannel strategy) and variable X2 (E-service quality). These variables are not suitable for measuring variable Y2 (Repurchase intention). For each other indicator it can be known to be valid for measuring the dimensions being measured.

Table 9. Estimate Standardized Regression Weight Modification Model

	Estimate	SE	CR	2.SE	Valid Note (CR>2.SE)	P	Note: Significant (CR > 1.721)	Estimated Standardized Regression Weight
Y1 <--- X1	0.232	0.117	1,973	0.234	Valid		Significant	0.23
Y1 <--- X2	0.259	0.097	2,668	0.194	Valid	***	Significant	0.3
Y1 <--- X3	0.511	0.138	3,695	0.276	Valid	***	Significant	0.466
Y2 <--- X1	-0.393	0.204	-1,929	0.408	Invalid	***	Not Significant	-0.25
Y2 <--- X2	-0.224	0.173	-1,295	0.346	Invalid	***	Not Significant	-0.166
Y2 <--- X3	0.28	0.269	1,041	0.538	Valid	***	Not Significant	0.164
Y2 <--- Y1	1,681	0.396	4,249	0.792	Valid	***	Significant	1.08
X1.1 <--- X1	1							0.767
X1.2 <--- X1	1,132	0.125	9,051	0.25	Valid	***	Significant	0.885
X1.3 <--- X1	0.88	0.141	6,251	0.282	Valid	***	Significant	0.626
X1.4 <--- X1	1,068	0.128	8,334	0.256	Valid	***	Significant	0.798
X2.1 <--- X2	1							0.817
X2.2 <--- X2	0.936	0.106	8,843	0.212	Valid	***	Significant	0.783
X2.3 <--- X2	1,144	0.112	10,194	0.224	Valid	***	Significant	0.868
X2.4 <--- X2	0.97	0.13	7,474	0.26	Valid	***	Significant	0.687
X2.5 <--- X2	1,169	0.129	9.1	0.258	Valid	***	Significant	0.795
X3.1 <--- X3	1							0.711

	Estimate	SE	CR	2.SE	Valid Note (CR>2.SE)	P	Note: Significant (CR > 1.721)	Estimated Standardized Regression Weight
X3.2 <--- X3	1,093	0.115	9,522	0.23	Valid	***	Significant	0.681
X3.3 <--- X3	1,195	0.172	6.96	0.344	Valid	***	Significant	0.719
X3.4 <--- X3	1,552	0.194	8,021	0.388	Valid	***	Significant	0.898
X3.5 <--- X3	1,795	0.278	6,445	0.556	Valid	***	Significant	0.807
Y1.1 <--- Y1	1							0.734
Y1.2 <--- Y1	1,155	0.154	7,503	0.308	Valid	***	Significant	0.758
Y1.3 <--- Y1	1,316	0.158	8,306	0.316	Valid	***	Significant	0.846
Y2.1 <--- Y2	1							0.859
Y2.2 <--- Y2	0.752	0.092	8,144	0.184	Valid	***	Significant	0.715
Y2.3 <--- Y2	0.882	0.091	9,701	0.182	Valid	***	Significant	0.802
Y2.4 <--- Y2	0.705	0.097	7,269	0.194	Valid	***	Significant	0.652

Source: Processed primary data (2025)

Significance Test

A factor weight analysis, also known as regression analysis, is employed to establish the relationship between a latent variable and other variables. The magnitude of the dimensions contributing to the latent variable can be assessed through the critical comparison ratio (CR), which is analogous to the t-count in regression analysis. A variable is considered significant if the critical value ratio (CR) exceeds the t-table value ($t\text{-}_{count} > t\text{-}_{table}$). For this study, the t value at a significance level of 0.05 with 21 degrees of freedom (corresponding to the number of indicators) is 1.721. The comparison of the $t\text{-}_{count}$ with the critical value indicates that the previously mentioned indicators significantly represent the dimensions of the assessed latent variables. However, it is noteworthy that three variables did not demonstrate significant relationships.

Reliability Test

A construct is deemed reliable when its reliability coefficient for each variable meets or surpasses the threshold of 0.70 (≥0.70). Sufficient reliability suggests that the indicators within the construct consistently and accurately measure the intended variable. Table 10 provides the outcomes of the reliability assessment on the revised model, wherein all constructs satisfy the reliability standards, exhibiting values exceeding the minimum criteria.

Table 10. Reliability Test

Variables	Reliability of Value	Standard	Information
Omnichannel strategy (X1)	0, 911	≥ 0.70	Reliable
E-service quality (X2)	0, 937		Reliable
Customer experience (X3)	0, 925		Reliable
Customer satisfaction (Y1)	0.892		Reliable
Repurchase intention (Y2)	1		Reliable

Simultaneous Equations

The simultaneous equations of the model used in this study assume that all residuals error (Z_1 to Z_5) is zero, which means that the confounding factors or inaccuracies in the model are ignored. In addition, this equation also assumes that *the intercept*

(constant) is zero, in accordance with the standard regression equation applied in this study. Thus, the simultaneous equations constructed will be described as follows:

a. Model 1

$Y_1 = f(X_1) + f(X_2) + f(X_3) + Z_4$

$Y_1 = 0.230X_1 + 0.300X_2 + 0.466X_3 + Z_4$

X_1 represents *omnichannel strategy,* X_2 represents E-service quality, X_3 represents Customer experience, Y_1 represents Customer satisfaction, and Z_4 indicates *Error* or residual. The coefficient for the variable X_1 is 0.230, indicating that an increase of one unit in X_1 results in an increase in Y_1 by 0.230 units, or 23%, while holding all other variables constant. Similarly, the coefficient for X_2 is 0.300, which signifies that a one-unit increase in X_2 leads to an increase in Y_1 by 0.300 units, equivalent to 30%, under the assumption that other variables remain unchanged. Furthermore, the coefficient for X_3 is 0.466, denoting that a one-unit increase in X_3 corresponds to an increase in Y_1 by 0.466 units, or 46.6%, provided that other variables are controlled for.

b. Model 2

$Y_2 = ff(Y_1) + f(X_1) + f(X_2) + f(X_3) + Z_5$

$Y_2 = 1.08\ (0.230X_1 + 0.300X_2 + 0.466X_3) + -0.25X_1 + -0.166X_2 + 0.164X_3 + Z_5$

$Y_2 = (0.2484X_1 + 0.324X_2 + 0.503X_3) + -0.25X_1 + -0.166X_2 + 0.164X_3 + Z_5$

$Y_2 = -0.0016X_1 + 0.158X_2 + 0.667X_3 + Z_5$

X_1 represents *omnichannel strategy,* X_2 states *e-service quality*, X_3 represents *customer experience*, Y_1 represents *customer satisfaction,* $_2$ indicates *repurchase intention,* Z_5 indicates *Error* or residual. The coefficient of the variable X_1, valued at -0.0016, indicates that for each unit increase in X_1, the value of Y_2 is expected to decrease by 0.0016, or 0.16%, assuming that all other variables remain constant. Conversely, the coefficient for X_2, which is 0.158, suggests that a one-unit increase in X_2 will increase Y2 by 0.158, equivalent to a 15.8% increase under the same ceteris paribus conditions. Similarly, the coefficient for X_3 is 0.667, implying that a unit increase in X_3 will increase Y_2 by 0.667, or 66.7%, if all other variables are held constant.

Hypothesis Testing

Hypothesis testing is performed by comparing the calculated t value, also known as the *critical ratio* (CR value), to the critical t value of 1.721. This critical t value corresponds to the value of the regression coefficient. If CR value is found to be less than 1.721, we fail to reject the null hypothesis (H_0). On the other hand, when the CR value exceeds 1.721, we reject the null hypothesis (H_0) in support of the alternative hypothesis (H1). The following section elucidates the findings of the hypothesis testing:

Hypothesis 1

H_0 : There is no significant influence of *omichannel strategy* towards *customer satisfaction*

H_1 : There is a significant influence of *omichannel strategy* on *customers satisfaction*

The findings from the initial hypothesis test indicate that the omnichannel strategy (X1) significantly impacts customer satisfaction (Y_1). This finding is corroborated by

the critical value, where the *calculated ratio* (CR) was 1.973. This value exceeds the table value of 1.721 ($t\_count \geq t\_table$), indicating that H_1 is accepted.

Hypothesis 2

H_0 : There is no significant influence between *e-service quality* to *customers satisfaction*

H_1 : There is a significant influence between *e-service quality* to *customers satisfaction*

The results of the second hypothesis test show that *e-service quality* (X_2) has a significant influence on *customers satisfaction* (Y_1). This is proven by the *critical value The ratio* (CR) obtained was 2.668, which is greater than the t_{table} value of 1.721 ($t_{count} \geq t_{table}$), which means that H_1 is accepted.

Hypothesis 3

H_0 : There is no significant influence between *customers* customer *experience satisfaction*

H_1 : There is a significant influence between *customers* customer *experience satisfaction*

The findings from the third hypothesis test indicate that *customer experience* (X_3) has a statistically significant impact on *customer satisfaction* (Y_1). This assertion is substantiated by the *critical ratio* (CR) value obtained, which is 3.695. This value exceeds the critical t-value of 1.721 (i.e., $t\_count \geq t\_table$), thereby confirming the validity of the alternative hypothesis (H_1).

Hypothesis 4

H_0 : There is no significant influence between *omichannel strategy* against *repurchase intention*

H_1 : There is a significant influence between *omichannel strategy* against *repurchase intention*

The findings from the fourth hypothesis test indicate that the omnichannel variable strategy (X_1) does not exert a statistically significant effect on repurchase intention (Y_2). This conclusion is supported by the computed *critical value*, with the ratio (CR) reaching -1.929, which is less than the t-table value of 1.721 ($t_{count} < t_{table}$). Consequently, we fail to reject the null hypothesis (H_0).

Hypothesis 5

H_0 : There is no significant influence between *e- service quality* against *repurchase intention*

H_1 : There is a significant influence between *e- service quality* against *repurchase intention*

The findings derived from the fifth hypothesis test indicate that the e-service variable quality (X_2) does not exert a statistically significant influence on repurchase intention (Y_2). This conclusion is supported by the *critical ratio* (CR), which was calculated to be -1.295—a value that is less than the t-table threshold of 1.721 ($t_{count} < t_{table}$). Consequently, we fail to reject the null hypothesis (H_0).

Hypothesis 6

H_0 : There is no significant influence between *customers experience* on *repurchase intention*

H_1 : There is a significant influence between *customers experience* on *repurchase intention*

The findings of the sixth hypothesis test indicate that the customer variable *experience* (X_3) does not exert a statistically significant influence on *repurchase intention* (Y_2). This conclusion is supported by the *critical value* analysis, wherein the *calculated ratio* (CR) is 1.041, which is less than the t-table value of 1.721 ($t_{count} < t_{table}$). Consequently, this suggests that the null hypothesis (H_0) cannot be rejected.

Hypothesis 7

H_0 : There is no significant influence between *customers satisfaction* with *repurchase intention*

H_1 : There is a significant influence between *customers satisfaction* with *repurchase intention*

The findings of the seventh hypothesis test indicate that *customer satisfaction* (Y1) exerts a significant influence on *repurchase intention* (Y2). This conclusion is supported by the *critical ratio* (CR), which was calculated to be 4.249, surpassing the table value of 1.721 ($t_{\_count} \geq t_{\_table}$). Consequently, this evidence supports the acceptance of the alternative hypothesis (H1).

5. Discussion

Omnichannel Relationships Strategy to Customer Satisfaction (H1)

The first hypothesis test shows that the omnichannel strategy (X1) significantly influences *customer satisfaction* (Y_1). The calculated CR value of 1.973, which exceeds the threshold of 1.721, along with a regression coefficient of 0.230, suggests that enhancements in an *omnichannel* strategy positively contribute to increased customer satisfaction. These findings align with prior research conducted in the field (Laulita & Dewantara, 2024) The results show that the correlation between omnichannel strategy and customer satisfaction is quite significant and positive. Ease of access and use of integration channels, such as ease of accessing information and performing various activities (transactions, feature searches, etc.), can build trust in *omnichannel*. Integration channels are important in maintaining customer relationships to achieve business goals, with the ultimate goal of maintaining customer satisfaction. The results of observations on *Sociolla show that the integration of Sociolla's* digital and physical channels, such as the click & collect feature, ease of viewing reviews, and flexibility of shopping channels, creates a pleasant experience for customers. This strategy makes customers feel that the technology used is relevant to their needs and increases convenience in shopping.

Relationship of E -Service Quality to Customer Satisfaction (H2)

The second hypothesis test show that *e-service quality* (X_2) also has an effect significant to *customer satisfaction* (Y_1), with CR value of 2.668 and coefficient regression 0.300. This study's findings align with research conducted by (Normanita

dkk., 2021) concerning the connection between *e-service quality* variables and *customer satisfaction*; it was determined that *e-service quality* has a positive and significant impact on *customer satisfaction*. From the results of the field study, it is known that the reliability of the digital system, minimalist application design, delivery tracking features, and flexibility of payment methods increase customer trust and build *customer satisfaction* with *Sociolla services*.

Customer Relations Experience to Customer Satisfaction (H3)
The third hypothesis test shows that customer experience (X_3) significantly influences customer satisfaction (Y_1), with a CR of 3.695 and a regression coefficient of 0.466. This study's findings align with research conducted by (Chandra dkk., 2022) This study examines the link between *customer experience* variables and *customer satisfaction*. The findings reveal that *customer experience* significantly positively impacts *customer satisfaction*. Based on field studies, the comprehensive experience offered by Sociolla—such as certified product safety, interactive experiences, personalized product recommendations, and loyalty systems—fosters an emotional bond with customers. This indicates that customer experience plays an important role in shaping positive customer perceptions of the brand.

Omnichannel Relationships Strategy to Repurchase Intention (H4)
Fourth hypothesis test show that *omnichannel strategy* (X_1) no influential significant to *repurchase intention* (Y_2), with a CR of -1.929 < 1.721 and a coefficient regression -0.250. The results of this study are in line with (Megawati Pasaribu dkk., 2021), which shows that *omnichannel strategy* (X_1) has a negative and insignificant effect on *repurchase intention* (Y_2). Despite the *omnichannel strategy Sociolla* increases customer satisfaction, but it does not necessarily encourage customers to make repeat purchases. Field studies show that the flexibility of shopping channels is not strong enough to build loyalty without other determinants such as price, promotion, or product availability. Moreover, customers in areas without physical *Sociolla outlets* do not experience the full *omnichannel experience, so its impact on repeat purchase intentions is limited.*

Relationship between E-Service Quality and Repurchase Intention (H5)
Fifth hypothesis test show that *e-service quality* (X_2) also does not influential significant to *repurchase intention* (Y_2), with a CR of -1.295 and a coefficient regression -0.166. This is show that although quality essential digital services in to form perception positive, thing the Not yet capable stand Alone as trigger purchase repeat . The research results are in line with (Jogja & Widowati, 2023), which shows *e- service quality* (X_2) has a negative and insignificant effect on *repurchase intention* (Y_2). Field studies show that some customers still prefer to buy *offline* because they want to try the product directly or consider the credibility of the delivery. In other words, the reliability of digital services does not guarantee a decision to buy again, especially in a competitive market.

Customer Relations Experience to Repurchase Intention (H6)
Hypothesis 6 shows that *customer experience* (X_3) does not influential significant to *repurchase intention* (Y_2), with a CR of 1.041 and a coefficient of regression 0.164.

The results of this study are in line with (Ayu dkk., 2022), which shows that *customer experience* (X_3) does not have a significant effect on *repurchase intention* (Y_2). According to (Aziizah dkk., 2024), people can have a good experience when using a particular product or service, but it is not a guarantee that they will use the same product again. Field studies show that even though *Sociolla* provides an easy and convenient shopping experience, customers still compare prices and promotions before deciding to repurchase. This reflects that a pleasant experience is not yet dominant enough to beat consumers' economic considerations.

Relationship between Customer Satisfaction and Repurchase Intention (H7)
the seventh hypothesis test show that customer satisfaction (Y_1) has influence significant on repurchase intention (Y_2), with a CR of 4.249 > 1.721 and a coefficient regression 0.300. The results of this study are in line with research conducted by(Chandra dkk., 2022) customer satisfaction has a significant positive effect on repurchase intention . Positive experiences that result in satisfaction have been shown to drive repeat purchases. Field studies show that easily accessible features, complete product information, and responsive customer service are triggers for customer loyalty. This confirms that customer satisfaction is an important factor in converting positive perceptions into repeat purchases.

In general overall, *omnichannel strategy, e-service quality,* and *customer experience* proven own influence significant to *customer satisfaction,* but No influential direct to *repurchase intention* . This result show that effort company in build service and experience customer need focused For produce satisfaction comprehensive, because only capable satisfaction push intention purchase repeat .

To strengthen the research results, it is known based on data from the Central Statistics Agency (BPS) 2025, economic growth in the first quarter of 2025 stagnated at 4.87% and household consumption only grew by 4.89%. In addition, the unemployment rate increased to 7.28 million people, indicating pressure on people's purchasing power. In conditions like this, consumers tend to postpone the purchase of secondary products such as *skincare* and prioritize primary spending.

The results of the study are also supported by the results of the stratification of respondents, the majority of whom are in the income category below IDR 3 million. With limited purchasing power, consumers become more selective and place price and promotion as the main considerations. In addition, based on purchase frequency data, only 15% of respondents purchased more than 3 times in 6 months, while 44% purchased 2-3 times, and 41% only 1 time. This reinforces that loyalty has not been formed strongly, and repeat purchases are still highly dependent on economic conditions and perceptions of product value.

With limited income and primary needs that must be met first, *skincare products* that are included in the secondary needs category, become an option that will not be purchased routinely every month. Therefore, the decision to repurchase does not depend on channel integration, *e-service quality,* and *customer experience* but rather on customer satisfaction. This happens because customers prefer to make repeat

purchases from brands that have provided a positive experience. Customer satisfaction binds emotionally. If customers are satisfied, they will be more comfortable spending money even in difficult economic conditions.

With Thus, the most effective strategy for *Sociolla* in increase *repurchase intention* is with strengthen factors that increase *customer satisfaction* . Companies need to ensure that every aspect from services, products and experiences lead to satisfaction real, because only through high satisfaction, decision purchase repeat can mediated in a way effective. In addition, companies also need to notice aspect economy customer with pricing strategy, promotion, and flexibility appropriate transaction with Power buy main market segments them. However, the Company remains must increase *omnichannel strategy, e-service quality,* and *customer experience* to form satisfaction customer comprehensive .

6. Conclusion

Research result This show that omnichannel strategy, e-service quality, and customer experience have influence positive and significant towards customer satisfaction. Customer satisfaction in turn proven influential significant towards repurchase intention, making it variable key in to form loyalty customers . However, the third variable independent the No show influence significant direct to intention buy repeat. This means that satisfaction customer play a role as an important mediator in bridge influence service and experience to decision purchase repeat . Equation simultaneous in study This, namely $Y2 = -0.0016X_1 + 0.158X_2 + 0.667X_3 + Z_5$, confirms that the effectiveness of an omnichannel strategy is necessary repaired to provide impact positive .

Sociolla recommended For strengthening omnichannel strategy by integrate online and offline services more optimal in order to create experience consistent shopping experience . customer need improved through services that are personal, interactive and supported friendly technology User . Quality digital services must also be guarded through security transaction, presentation accurate information, as well as fast and responsive service . For increase intention buy repeat, company need build loyalty through award programs, education products, and approaches emotional bonding connection with Customers . Researchers furthermore recommended For add other variables such as brand trust, price, perceived value, or promotion to get understanding more wide about factors that influence loyalty customer .

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