

# Omnichannel Integration in Beauty Retail: Its Impact on Consumer Shopping Experience (Case Study of Sociolla)

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## Abstract

The rapid digital transformation in the retail industry has encouraged businesses to adopt omnichannel strategies to enhance the consumer shopping experience. This study examines the impact of omnichannel integration, online and offline channel synchronization, and key influencing factors on the consumer shopping experience in the beauty retail industry, with Sociolla as a case study. This research employs a quantitative approach, using primary data collected through an online survey distributed to Sociolla consumers. The study analyzes the relationship between Omnichannel Strategy, Online and Offline Integration, and Factors Influencing Consumer Shopping Experience on Consumer Shopping Experience at Sociolla. The findings indicate that these factors play a crucial role in shaping consumer perceptions and satisfaction when shopping in an omnichannel environment. The results confirm that a well-executed omnichannel strategy, seamless online and offline integration, and a personalized shopping experience significantly enhance consumer shopping satisfaction. This study highlights the growing importance of integrating digital and physical retail experiences in the beauty industry to meet evolving consumer expectations.

**Keyword:** *Omnichannel Strategy, Consumer Shopping Experience, Online and Offline Integration*



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## Introduction

In the rapidly evolving digital era, the beauty retail industry in Indonesia has undergone significant transformation. Changes in consumer behaviour, which increasingly prioritize convenience and seamless integration between online and offline platforms, have driven companies to adopt omnichannel strategies. One company that has successfully implemented this strategy is Sociolla, a leading beauty e-commerce platform in Indonesia.

Founded in 2015, Sociolla has grown into a comprehensive beauty ecosystem, offering a seamless shopping experience through the integration of online and offline stores. The company not only provides an e-commerce platform but has also established Sociolla Stores in major cities across Indonesia. These stores are designed to provide an interactive shopping experience, incorporating digital elements such as in-store tablets that allow customers to read product reviews and receive personalized recommendations.

Moreover, Sociolla leverages data analytics to personalize the shopping experience for its customers. By analyzing purchase history and browsing behaviour, Sociolla offers tailored product recommendations and targeted marketing campaigns. This data-driven approach ensures that customers receive relevant suggestions, enhancing their overall shopping experience and increasing conversion rates.

Sociolla's commitment to authenticity and product quality is also one of its competitive advantages. By partnering directly with brands and official distributors, Sociolla ensures that all products offered are genuine and high-quality. This builds trust among Indonesian consumers and differentiates Sociolla from other e-commerce platforms.

Through the implementation of an innovative omnichannel strategy, Sociolla has successfully created a seamless and satisfying shopping experience for consumers. However, it is essential to gain a deeper understanding of how this integration impacts consumer shopping experiences as a whole. Therefore, this study aims to analyse the impact of omnichannel integration on consumer shopping experiences in the beauty retail industry, focusing on the case study of Sociolla.

## Literature Review

### The Omnichannel Concept in Retail

Omnichannel can be defined as a synchronized operational model, where there is alignment between all of a company's communication channels, enabling the company to present a "single face" to customers while maintaining consistency in business operations (Accenture, 2013). Omnichannel is not just about technology, platforms, and tools; it also encompasses a company's ability to understand how to deliver an exceptional customer journey by effectively utilizing these tools. (TM Forum, 2015).

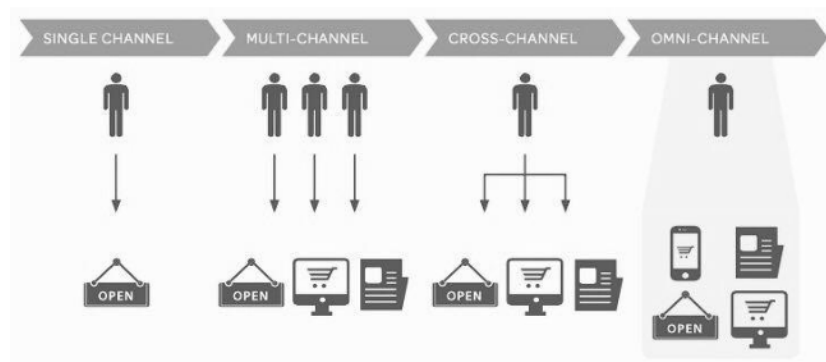


Figure 1 The Evolution of Corporate Communication Channels from Single-Channel to Omnichannel

Omnichannel describes a consistent and coordinated strategy, particularly in interacting with customers and potential customers, and in delivering the best service using the most suitable channels, at the right time, and in the right situation (TM Forum, 2015). Figure 1 illustrates the evolution of corporate communication systems with customers, from Single-Channel to the most advanced approach, Omnichannel.

- Omnichannel is an approach that integrates multiple communication and distribution channels to create a seamless and consistent shopping experience across both online and offline platforms. In this strategy, consumers can move between different channels, such as mobile apps, websites, social media, and physical stores, without disruptions in their shopping experience (Verhoef et al., 2017).
- Multichannel, unlike omnichannel, refers to the existence of multiple channels, but these channels are not well integrated, which may cause difficulties for consumers when switching between them.
- Single-Channel is an approach where a company relies on only one channel to sell products, such as only a physical store or only an e-commerce website.

### Benefits and Challenges of Implementing Omnichannel in the Retail Industry

The implementation of an omnichannel strategy in the retail industry provides significant benefits but also presents several challenges that companies must address. The increasing use of technology to integrate online and offline channels enables businesses to create a seamless and connected shopping experience; however, this requires substantial investment and a deep understanding of consumer preferences.

## Benefits of Implementing Omnichannel

1. **Enhancing Consumer Shopping Experience**  
One of the greatest benefits of implementing an omnichannel strategy is its ability to improve the consumer shopping experience. Consumers can interact with brands across multiple channels, both online and offline, in a flexible and consistent manner. For example, they can purchase products online and pick them up at a physical store, or they can shop in-store while checking product availability online.
2. **Providing a More Personalized and Relevant Experience**  
Omnichannel enables a more personalized and relevant experience for consumers. By utilizing consumer data collected from multiple channels, businesses can offer better product recommendations, enhance service personalization, and strengthen customer relationships. Customers who feel valued and understood tend to be more loyal and more likely to return for future purchases.
3. **Reaching a Broader Consumer Base**  
By integrating online and offline channels, businesses can reach a larger audience, including consumers who prefer in-store shopping and those who favor digital shopping. Omnichannel implementation allows businesses to accommodate diverse consumer preferences and expand their market reach.
4. **Increasing Sales and Reducing Abandoned Carts**  
A well-integrated omnichannel strategy can contribute to higher sales. Consumers who feel comfortable and satisfied with their shopping experience are more likely to make repeat purchases and buy more products. Additionally, offering multiple purchasing options—such as buying online and picking up in-store—can help businesses reduce abandoned shopping carts and minimize lost sales opportunities.
5. **Enhancing Consumer Data Collection and Marketing Strategies**  
With the integration of multiple channels, businesses can gather more comprehensive and detailed consumer data, which can be used to understand consumer behaviour and preferences. This data can also help businesses refine marketing strategies, product offerings, and more targeted campaigns to improve overall customer engagement.

## Challenges of Implementing Omnichannel

1. **Complexity in Managing and Coordinating Multiple Channels**  
Integrating both online and offline channels requires complex management and strong coordination across various departments and systems within the company. This includes inventory alignment, payment system integration, customer data management, and synchronization between digital and physical platforms. Failure to properly integrate channels can result in an inconsistent shopping experience and harm the company's brand reputation.
2. **High Investment in Technology and Infrastructure**  
Implementing an omnichannel strategy requires significant investment in technology and infrastructure, such as integrated inventory management systems, e-commerce platforms, mobile applications, and software for data analysis and personalization. Additionally, businesses must ensure that all channels are well-connected and function smoothly without technical issues.
3. **Maintaining Consistency Across All Channels**

Providing a consistent shopping experience across all channels is one of the biggest challenges. Consumers expect a seamless transition between digital and physical channels, meaning that product information, pricing, and promotions must be uniformly accessible across all platforms. If there are discrepancies between in-store and online experiences, it can lead to consumer confusion and dissatisfaction.

4. Keeping Up with Market Competition and Innovation

Omnichannel is increasingly being adopted by both large and small retailers. As a result, businesses must continuously innovate and refine their omnichannel strategies to stay competitive. This intense competition also pressures businesses to deliver an even better and more personalized customer experience to maintain their market position.

5. Managing and Utilizing Consumer Data Effectively

While omnichannel provides greater access to consumer data, businesses must be able to analyze and leverage this data effectively to understand consumer preferences. The challenge arises because consumers interact with brands through multiple touchpoints, generating highly diverse data. If this data is not properly managed, businesses may struggle to create truly personalized experiences that meet consumer expectations.

6. Human Resource Readiness and Training

The successful implementation of an omnichannel strategy also depends on the readiness of human resources to manage different sales channels, both digitally and physically. Adequate employee training, especially in physical stores, is essential to ensure they can deliver a service experience that aligns with the company's omnichannel strategy. Additionally, businesses must prepare their teams to understand and use new technologies effectively to optimize customer engagement.

Retailers adopting the omnichannel concept must have both offline and online stores, which are then integrated so that consumers can use a single digital account to make purchases across any shopping channel and receive product offers tailored to their needs. Implementing this concept helps companies offer products that match consumer preferences, based on their search history and past purchases across all shopping channels. This approach allows retailers to build stronger relationships between brands and consumers.

Omnichannel consumers can freely move between distribution channels throughout a transaction process, while retailers strive to enhance customer purchases by utilizing multiple channels (Kazancoglu & Aydin, 2018). According to Berman et al. (2017), one of the most popular logistics-related strategies in omnichannel marketing is "Buy Online, Pick Up in Store" (BOPIS).

With the emergence of omnichannel, new retail requirements have been established, such as:

- BOPIS (*Buy Online, Pick Up in Store*)
- BORIS (*Buy Online, Return in Store*)
- mPOS (*Mobile Point of Sale Services*)
- Showrooming (*Gathering product information in-store and purchasing online*)
- Webrooming (*Gathering product information online and purchasing in-store*) (Byrne, 2016).

The adoption of omnichannel is driven by service attributes, including varied customer touchpoints, diverse payment methods, and enhanced customer value. (Kim, 2019).

*Table 1 Omni-Channel Marketing Concept*

Omni-Channel Marketing	
Concept	Integration of all widely distributed channels
Level of Integration	Total
Channel Coverage	Retail channels: stores, websites, mobile, social media, customer touchpoints
Focus of Customer Relationship	Retail channels and brands
Objective	All channels work together to offer a holistic and comprehensive customer experience.
Channel Management	Synergistic management across channels and customer touchpoints aimed at optimizing the holistic experience.
Customer	Can fully engage. Uses multiple channels simultaneously.
Retailer	Full control over integration across all channels.

## Consumer Shopping Experience

Consumer shopping experience refers to all interactions between consumers and a brand or company throughout their shopping journey. This includes both experiences that occur directly in physical stores and those that take place through digital channels such as websites or mobile applications. This experience involves every touchpoint between consumers and the company, from product information search, purchase process, to post-purchase interactions. This comprehensive experience shapes consumers' perceptions of the brand and influences their decision to make repeat purchases (Kumar & Shah, 2018).

According to Schmitt (2003), consumer shopping experience can be categorized into several dimensions:

- Sensorial: Experiences that engage consumers' five senses, such as seeing products, smelling the store's fragrance, or hearing sounds in a physical store.
- Emotional: Experiences that affect consumers' feelings, such as satisfaction or disappointment during the shopping process.
- Cognitive: Experiences related to consumers' thinking and reasoning when making shopping decisions.
- Behavioural: Experiences associated with consumers' actions and reactions during shopping.

In the omnichannel context, consumer shopping experience is not limited to a single channel but encompasses all touchpoints used by consumers in their shopping journey. This experience becomes increasingly relevant when various online and offline channels are integrated to create a smoother and more connected shopping journey.

## Factors Influencing Consumer Shopping Experience

1. Online-Offline Integration
  - Online-offline integration is a crucial concept in omnichannel strategy, where companies combine physical and digital channels to create a seamless, consistent, and connected shopping experience.

- The goal of this integration is to allow consumers to move between channels without obstacles, ensuring a unified shopping experience across all touchpoints with the brand.
2. Ease of Navigation and Access
    - Consumers' ability to switch between shopping channels (online and offline) easily is crucial for creating a pleasant shopping experience.
    - A smooth purchasing process without technical issues enhances consumer convenience and satisfaction.
  3. Service Quality Across Channels
    - The quality of service across different channels—whether in physical stores, websites, or mobile applications—affects consumers' perceptions of the brand.
    - Fast, responsive, and friendly service contributes to an excellent consumer shopping experience.
  4. Personalization of Shopping Experience
    - Personalization refers to the effort to customize product offers and recommendations based on consumers' preferences and past behaviours.
    - By leveraging data collected from various channels, companies can offer more relevant and satisfying shopping experiences.

### **Sociolla in the Omnichannel Context**

#### **a. Company Profile: Sociolla as a Case Study**

Sociolla is an e-commerce platform focused on beauty and personal care products in Indonesia. Since its establishment in 2015, Sociolla has grown into one of the leading players in the online beauty industry, offering a wide range of products from both international and local brands.

With a commitment to providing a convenient and trustworthy shopping experience, Sociolla operates not only online but also integrates physical stores known as "Sociolla Stores." The combination of online shopping experiences and direct in-store interactions makes Sociolla an interesting example of omnichannel strategy implementation in the beauty industry.

Sociolla has successfully created a seamless shopping experience for customers, catering to both those who prefer online shopping and those who want to try products in-store before purchasing.

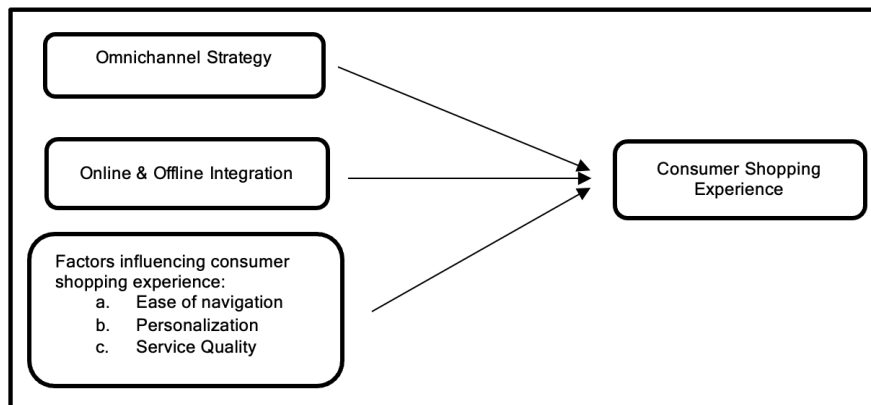
#### **b. Implementation of Omnichannel Strategy by Sociolla: Online and Offline Channels Used**

Sociolla integrates online and offline channels to create a more holistic and connected shopping experience.

Here are some ways Sociolla implements its omnichannel strategy:

- **Website and Mobile Application:** Customers can purchase products online through Sociolla's website or mobile app, which offers various features such as product recommendations, customer reviews, and an easy product search experience.
- **Sociolla Stores:** In addition to online shopping, Sociolla also has physical stores, known as Sociolla Stores, where customers can experience in-store shopping firsthand. In these physical stores, customers can try products, consult with beauty advisors, and receive recommendations on products that suit their needs.
- **Click and Collect:** One of the key features of Sociolla's omnichannel strategy is Click and Collect, where customers can purchase products online and choose to pick them up at a physical store. This feature provides flexibility for customers who want the convenience of online shopping while still being able to collect their products in-store.

- **Beauty Consultation Services:** At Sociolla Stores, customers can also receive beauty advisor services, where they get personalized beauty advice, enhancing the personalization aspect of their shopping experience.



*Figure 2 Conceptual Framework*

## Hypothesis

- H1 : The omnichannel strategy has a significant positive impact on the consumer shopping experience.
- H2 : The integration of online and offline channels within the omnichannel strategy significantly contributes to enhancing the consumer shopping experience.
- H3 : Factors such as service quality, personalization and ease of navigation in the omnichannel strategy have a significant positive impact on the consumer shopping experience.

## Methods

This study employs a quantitative approach. The study was conducted on Sociolla consumers in Indonesia, with primary data obtained through an online questionnaire that was publicly distributed on the internet for Sociolla consumers to fill out. The questionnaire was created using Google Forms and utilized a five-point Likert scale to measure respondents' perceptions of the variables studied. In addition to primary data, this study also relies on secondary data, such as books, scientific journals, and related articles, to understand how omnichannel marketing, product assortment, and factor influence consumer shopping experiences influence Sociolla consumers' purchase intentions. The sampling method used is incidental sampling, which is a technique where respondents are selected based on their availability and willingness to voluntarily fill out the questionnaire. With this method, any Sociolla consumer who comes across the online questionnaire can participate in the study. A total of 200 respondents were successfully collected.

## Result and Discussion

### Validity Test

Validity test is a procedure aimed at determining whether the statements included in the questionnaire accurately reflect reality. The Pearson Product Moment correlation coefficient (also known as "r-count") is compared with the predetermined r-table value to conduct this test. The r-table value for this validity test is 0.113. Items with an r-count greater than the r-table value ( $r\text{-count} > r\text{-table}$ ) are considered valid. In this study, all

questionnaire items are deemed valid and appropriate, as their r-count values exceed 0.113.

*Table 2 Validity Test Results*

Research Variable	Question	r-Count Value	r-Table Value	Description
Consumer Shopping Experience (Y)	Y1	0.681	0.113	Valid
	Y2	0.713	0.113	Valid
	Y3	0.695	0.113	Valid
	Y4	0.775	0.113	Valid
	Y5	0.778	0.113	Valid
	Y6	0.743	0.113	Valid
	Y7	0.758	0.113	Valid
	Y8	0.798	0.113	Valid
Omnichannel Strategy (X1)	X1.1	0.776	0.113	Valid
	X1.2	0.796	0.113	Valid
	X1.3	0.756	0.113	Valid
	X1.4	0.768	0.113	Valid
Online & Offline Integration (X <sub>2</sub> )	X2.1	0.746	0.113	Valid
	X2.2	0.735	0.113	Valid
	X2.3	0.695	0.113	Valid
	X2.4	0.79	0.113	Valid
	X2.5	0.801	0.113	Valid
	X2.6	0.804	0.113	Valid
Factors influencing consumer shopping experience (X <sub>3</sub> )	X3.1	0.744	0.113	Valid
	X3.2	0.749	0.113	Valid
	X3.3	0.812	0.113	Valid
	X3.4	0.727	0.113	Valid
	X3.5	0.755	0.113	Valid
	X3.6	0.81	0.113	Valid
	X3.7	0.804	0.113	Valid
	X3.8	0.723	0.113	Valid

Source : Data Processing

### **Reliability Test**

The Cronbach's Alpha value for each variable was examined to determine reliability. If a variable has a Cronbach's Alpha score of 0.70 or higher, it is considered reliable (Ghozali, 2018). The reliability test results indicate that the questionnaire used in this study

can be considered reliable, as all statement items across all variables obtained a Cronbach's Alpha value above 0.70

*Table 3 Reliability Test Result*

Variables	Cronbach Alpha	Description
Omnichannel Strategy (X <sub>1</sub> )	0.775	Reliabel
Online & Offline Integration (X <sub>2</sub> )	0.855	Reliabel
Factors Influencing Consumer Shopping Experience (X <sub>3</sub> )	0.899	Reliabel
Consumer Shopping Experience (Y)	0.882	Reliabel

Source : Data Processing

### Classical Assumption Test

#### Normality Test

The Kolmogorov-Smirnov test is used to determine whether the data follows a normal distribution. The results of the Kolmogorov-Smirnov test, as shown in Table 3, indicate that the Asymp. Sig. (2-tailed) value is 0.200. Since the significance value (Sig.) is greater than 0.05, it can be concluded that the data is normally distributed, and the model meets the normality assumption.

*Table 4 Normality Test Result*

One-Sample Kolmogorov-Smirnov Test		
Unstandardized Residual		
N		160
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	1.19940683
Most Extreme Differences	Absolute	.055
	Positive	.044
	Negative	-.055
Test Statistic		.055
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

**A.** Test distribution is Normal.

**B.** Calculated from data.

**C.** Lilliefors Significance Correction.

**D.** This is a lower bound of the true significance.

#### Multicollinearity Test.

The results of the multicollinearity test indicate that there is no multicollinearity among the independent variables in the dataset. The Variance Inflation Factor (VIF) values obtained are 1.018 for the Omnichannel Strategy (X<sub>1</sub>) variable, 3.218 for the Online and Offline Integration (X<sub>2</sub>) variable, and 3.219 for the Factor Influence Consumer Shopping Experience (X<sub>3</sub>) variable. The tolerance values obtained are 0.982 for Omnichannel Strategy (X<sub>1</sub>), 0.311 for Online and Offline Integration (X<sub>2</sub>), and 0.311 for Factor Influence Consumer Shopping Experience (X<sub>3</sub>). Since all VIF values are below 10 and all tolerance values exceed 0.10, it can be concluded that there is no multicollinearity in the model.

Table 5 Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Omnichannel Strategy	.982	1.018
	Online & Offline integration channel	.311	3.218
	Factor Influence Consumer Shopping Experience	.311	3.219

a. Dependent Variable: Customer shopping experience

### Heteroscedasticity Test

The results of the Glejser test for heteroscedasticity show that the significance values (Sig.) are above 0.05, with Omnichannel Strategy at 0.951, Online and Offline Integration at 0.309, and Factor Influence Consumer Shopping Experience at 0.996. Since all significance values exceed 0.05, it can be concluded that there is no heteroscedasticity in the model.

Table 6 Heteroscedasticity Test Results

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.723	.385		4.478	.000
	Omnichannel Strategy	-.013	.206	-.010	-.062	.951
	Online & Offline integration channel	-.174	.171	-.142	-1.020	.309
	Factor Influence Consumer Shopping Experience	-.001	.209	-.001	-.005	.996

a. Dependent Variable: ABS\_RES

## Multiple Linear Regression Analysis

Table 7 Results of Multiple Linear Regression Test

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.768	.648		1.185	.237
	Omnichannel Strategy	.220	.087	.110	2.544	.012
	Online & Offline integration channel	.935	.048	.725	19.521	.000
	Factor Influence Consumer Shopping Experience	.172	.044	.165	3.902	.000

a. Dependent Variable: Customer shopping experience

The following regression equation is obtained based on:

$$Y = 0.768 + 0.220X_1 + 0.935X_2 + 0.172X_3$$

1. The obtained constant coefficient is 0.768, which means that if the variables Omnichannel Strategy (X1), Online and Offline Integration (X2), and Factors Influencing Consumer Shopping Experience (X3) have a value of zero (0), then Consumer Shopping Experience will have a constant value of 0.768.
2. The coefficient of the Omnichannel Strategy (X1) variable is 0.220, indicating that if the Omnichannel Strategy increases by one unit, the Consumer Shopping Experience will increase by 0.220 units. In other words, the greater the implementation of the omnichannel strategy, the more enhanced the consumer shopping experience will be.
3. The coefficient of the Online and Offline Integration (X2) variable is 0.935, meaning that each one-unit increase in Online and Offline Integration (X2) will increase Consumer Shopping Experience by 0.935 units. This indicates that the better the integration between online and offline channels, the more improved the consumer shopping experience will be.
4. The coefficient of the Factors Influencing Consumer Shopping Experience (X3) variable is 0.172, which means that each one-unit increase in X3 will enhance Consumer Shopping Experience by 0.172 units. In other words, the better the factors influencing consumer shopping experience, the higher consumer satisfaction will be in the shopping process.

## Hypothesis Testing t-Test

Table 8 t-Test Result

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.768	.648		1.185	.237
	Omnichannel Strategy	.220	.087	.110	2.544	.012
	Online & Offline integration channel	.935	.048	.725	19.521	.000
	Factor Influence Consumer Shopping Experience	.172	.044	.165	3.902	.000

a. Dependent Variable: Customer shopping experience

Based on Table 8, a t-test was conducted, and the results obtained are as follows:

1. The significance value of the Omnichannel Marketing (X1) variable is 0.012, which is less than 0.05. Thus, the Omnichannel Marketing (X1) variable has a direct effect on Consumer Shopping Experience (Y), indicating that H1 is accepted. It can be concluded that Omnichannel Marketing (X1) has a positive effect on Consumer Shopping Experience (Y).
2. The significance value of the Online and Offline Integration (X2) variable is 0.000, which is less than 0.05. Therefore, the Online and Offline Integration (X2) variable has a direct effect on Consumer Shopping Experience (Y), confirming that H2 is accepted. It can be concluded that Online and Offline Integration (X2) has a positive effect on Consumer Shopping Experience (Y).
3. The significance value of the Factors Influencing Consumer Shopping Experience (X3) variable is 0.000, which is less than 0.05. Thus, the Factors Influencing Consumer Shopping Experience (X3) variable has a direct effect on Consumer Shopping Experience (Y), confirming that H3 is accepted. It can be concluded that Factors Influencing Consumer Shopping Experience such as ease of navigation, personalisation and service quality (X3) have a positive effect on Consumer Shopping Experience (Y).

## F-Test

Table 9 F-Test Result

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3817.943	3	1272.648	871.321	.000 <sup>b</sup>
	Residual	286.277	196	1.461		
	Total	4104.220	199			

a. Dependent Variable: Customer shopping experience

b. Predictors: (Constant), Factor Influence Consumer Shopping Experience, Online & Offline integration channel, Omnichannel Strategy

The results show that the significance value of the F-test is  $0.000 < 0.05$ , while the calculated F-value (F-count) is 1272.648, which is greater than the critical F-table value (F-table) of 2.65. Based on the significance value ( $< 0.05$ ) and the fact that  $F\text{-count} > F\text{-table}$ , it can be concluded that the regression model is statistically significant, meaning that the independent variables (Omnichannel Marketing, Product Assortment, and Factors Influencing Consumer Shopping Experience) collectively have a significant positive effect on Consumer Shopping Experience at Sociolla. In summary, Omnichannel Marketing, Product Assortment, and Factors Influencing Consumer Shopping Experience such as ease of navigation, personalization and service quality have a positive and significant impact on Consumer Shopping Experience at Sociolla.

## Coefficient of Determination Test ( $R^2$ )

Table 10 Coefficient of Determination Test Result

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964 <sup>a</sup>	.930	.929	1.209

a. Predictors: (Constant), Factor Influence Consumer Shopping Experience, Online & Offline integration channel, Omnichannel Strategy

b. Dependent Variable: Customer shopping experience

Based on Table, it can be observed that the analysis results show an Adjusted R Square coefficient of 0.929, which, when transformed into a coefficient of determination, equals 92.9%. This value indicates that the influence of Omnichannel Strategy, Online and Offline Integration, and Consumer Shopping Experience factors—such as Ease of Navigation, Personalization, and Service Quality—on Consumer Shopping Experience is 92.9%, while the remaining 7.1% is explained by other variables. According to Sulistyawati (2013), factors beyond this study that may influence repurchase behavior include customer satisfaction, marketing strategies, and sales promotions.

## Conclusion and Suggestions

Based on the results of this research, it can be concluded that omnichannel strategy, online and offline integration, and factors influencing consumer shopping experience such as ease of navigation, personalization and service quality have a significant effect on the Consumer Shopping Experience at Sociolla. The Omnichannel Strategy (X1) has a positive and significant effect on the Consumer Shopping Experience (Y). This indicates that the more optimal the implementation of the omnichannel strategy, the more enhanced the consumer shopping experience at Sociolla will be.

The Online and Offline Integration (X2) also has a positive and significant effect on the Consumer Shopping Experience (Y). In other words, the better the integration between digital and physical channels, the higher the satisfaction of consumers shopping at Sociolla. Factors influencing consumer shopping experience (ease of navigation, personalization and service quality) (X3), contribute significantly to the Consumer Shopping Experience (Y). This means that the better the platform navigation, service personalization, and service quality provided, the more improved the consumer shopping experience at Sociolla will be.

The analysis results show an Adjusted R Square value of 92.9%, which means that the variables The analysis results show an Adjusted R Square value of 92.9%, indicating that the variables Omnichannel Strategy, Online and Offline Integration, and factors influencing consumer shopping experience account for 92.9% of the variation in Consumer Shopping Experience at Sociolla. The remaining 7.1% is influenced by other external factors beyond the scope of this study, such as customer satisfaction, marketing strategies, sales promotions, and additional unexamined variables. Thus, this study emphasizes that the implementation of an optimal omnichannel strategy, strong integration between digital and physical channels, and personalized shopping experiences can enhance the Consumer Shopping Experience, which in turn can drive customer loyalty and repeat purchase decisions at Sociolla.

## Suggestions

For future research, it is recommended to consider other variables that may potentially influence the consumer shopping experience, such as trust in e-commerce platforms, brand reputation, price, and consumer psychological factors. Additionally, the study can be

expanded by examining the impact of consumer lifestyle preferences and digitalization trends in the beauty retail industry across various digital retail platforms.

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