

DESIGNING AN OMNICHANNEL MARKETING BUSINESS MODEL TO IMPROVE CUSTOMER EXPERIENCE

Yosi Afandi^{1*}, Maskur², Nilawati Fiernaningsih³, Pudji Herijanto⁴

¹⁻⁴Departement of Business Administration, State Polytechnic of Malang, Indonesia

¹⁾yosi.afandi@polinema.ac.id, ²⁾maskur@polinema.ac.id, ³⁾nilafh@polinema.ac.id,

⁴⁾pudji.herijanto@polinema.ac.id

Abstract

System integration allows companies to bring together customer data from multiple channels, from websites to mobile apps and physical stores. Companies can have a more complete view of customer preferences and behavior, which in turn allows them to serve more relevant and personalized content to their customers. In an era where customers are inundated with information, content personalization is key to attracting customers' attention and maintaining their engagement. Furthermore, this business model emphasizes deep customer engagement across multiple channels. In an omnichannel environment, it is important for companies to stay connected with their customers no matter where they are. This can be achieved through responsive customer service, ongoing loyalty programs, and engaging content on social media and other online platforms. The results of this study discuss the analysis of application quality using five characteristics, namely Functional Suitability, Usability, Performance Efficiency, Portability and Compatibility. The results of the functional suitability characteristics of the omnichannel platform are said to be good. Usability gets 76.67% which means the omnichannel platform is called feasible. Performance efficiency of the website is good because the load process is less than 10 seconds. From these results it is concluded that the Omnichannel platform meets the predicate of satisfied. Compatibility of the Omnichannel platform did not find any location and performance problems on Edge, Chrome and Android browsers. The assessment results are expected to be recommendations and suggestions for developing an omnichannel platform to help the process of sending digital reminders that are better and more efficient.

Keywords: Omnichannel, Marketing, Digital, Online, Business Model, Customer Experience

1. INTRODUCTION

In today's digital era, changes in consumer behavior have created new challenges for companies in delivering the best customer experience. Along with technological advances and the development of e-commerce, customers have more options and channels to interact with brands. In this context, an omnichannel marketing strategy is key to maintaining customer engagement and ensuring a consistent experience across communication channels (Razak, 2023).

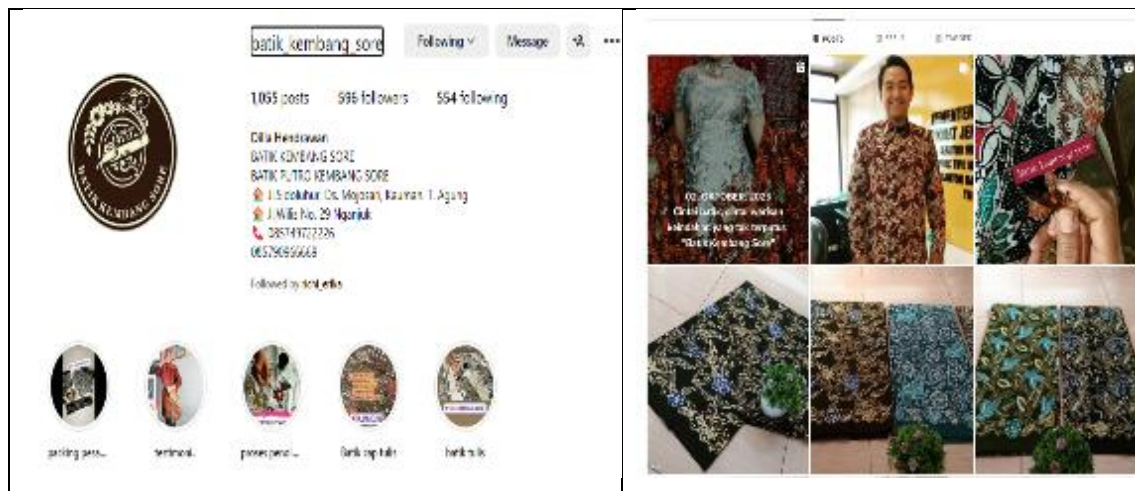
Companies that successfully implement an omnichannel marketing business model are able to create an integrated ecosystem, where customers can switch between various (online and offline) without feeling disconnected or losing consistency in the information and services they receive. However, while the importance of omnichannel marketing has been recognized, there is still a need to develop the right business model to reach its full potential (Sehani et al., 2023).

This research aims to design an effective omnichannel marketing business model to improve customer experience in the digital era. Some of the aspects to be researched

involve sales channel integration, customer data management, content personalization, and performance evaluation through data analysis. The main focus of the research is to create a holistic approach that allows companies to adapt to customer needs, provide a consistent experience, and improve customer retention (Jocovski et al., 2019).

By delving deeper into the design of omnichannel marketing business models, this research is expected to provide practical guidance for companies in implementing a successful omnichannel strategy. The results of this research are expected to serve as a foundation for decision-making at the executive, marketing, and information technology levels, as well as contribute to the academic understanding of the role and impact of omnichannel marketing in improving the competitiveness of companies in the digital era (Fahim et al., 2024).

Omnichannel Marketing used for this case study is the batik kembang sore MSME industry in Tulungagung that sells batik products. By utilizing Omnichannel Marketing to improve customer experience in the digital era. It is hoped that this research can help prospective buyers in finding information about the products to be purchased and improve the customer experience (Sehani et al., 2023).



Source: Batik Kembang Sore Official Instagram (@batik_kembang_sore)

Figure 1. Instagram Batik Kembang Sore

2. LITERATURE REVIEW

2.1. Marketing Management

Marketing management is the analysis, planning, implementation, and control of programs designed to create, establish, and maintain mutually beneficial exchanges with target buyers in order to achieve organizational objectives. The process involves more than just getting enough customers for the company's current output. More than just devising strategies to attract new consumers and create transactions with them, companies today focus on retaining current customers and building long-term relationships through offering superior value and satisfaction to customers. Today's successful companies-large or small, for-profit or non-profit, domestic or global-are completely focused on their customers and committed to marketing. Marketing seeks to attract consumers by promising superior value and retain existing consumers by providing satisfaction. To be

successful, companies must be truly market-focused. Marketing is the social and managerial process by which individuals and groups obtain what they want and need through the creation and exchange of goods and value with others (Hayes & Kelliher, 2022).

2.2. Online Marketing

Online marketing is a form of business from companies that aim to market their products and services and also to build relationships between companies and customers via the internet. In other words, online marketing is the process by which consumers buy products or services on the internet. Online marketing is also referred to as electronic commerce, which is the distribution, purchase, sale, marketing of goods and services through electronic systems such as the internet or television, www or other computer networks. Online marketing provides many benefits for various parties, including for organizations, for marketers and for the public or consumers (Kumbara, 2021). Benefits to other communities:

- a. Online sales allow people to work from home and not have to leave the house to shop.
- b. Online sales allow people in third-world countries and rural areas to enjoy a variety of products and services that would be difficult for consumers to get without online sellers (Hossain et al., 2020).

Digital marketing is an activity in promoting goods as well as looking for target markets carried out with the internet, where its implementation is supported by the use of social media. In simple terms, marketing is done by utilizing social media that is mushrooming in society. Digital marketing occurs due to the industrial technology revolution which changes traditional marketing methods into all-digital marketing methods (Yacub & Mustajab, 2020).

2.3. Social Media

Social media is a medium for socializing with each other and is done online which allows humans to interact with each other without being limited by space and time. Social media is a platform or website that allows users to interact, share information, and create content via the internet and mobile devices. According to Jumartin Gerung in the book social media in Digital Marketing, the definition of social media is online media that is used as a means of online social interaction on the internet. Social media is a digital platform that allows users to share, interact, and connect with others online (Aisyah & Rachmadi, 2022).

2.4. E-Commerce

E-Commerce is about making online sales or transactions online. Some of the reasons why many people move from offline shopping to online shopping is because of the convenience provided by shopping online. The increase in e-commerce also affects the concept of online shop itself which is growing. Marketplace is one of the concepts of an online shop where there are many sellers selling in that place (Maseeh et al., 2021).

2.5. Omnichannel

Omnichannel is a strategic approach in marketing and customer management that aims to create a consistent and seamless experience for customers through multiple communication channels. This means that customers can interact with a brand or company through multiple channels, such as physical stores, websites, social media, mobile apps, and customer service, without experiencing significant disruptions or changes in their experience (Cui et al., 2021).



Source: <https://cdp.com/articles/omnichannel-marketing-strategy>

Figure 2. Omnichannel marketing

2.6. Customer Experience

Customer experience refers to the overall perception that customers have when they interact with a brand, whether through a physical store, website, mobile app, or interactions on social media. In the digital age, customer experience is a key aspect that influences loyalty and purchasing decisions. Definition of Customer Experience: defines customer experience as the customer's internal and subjective response to any form of interaction with the company. This experience includes three main dimensions: emotional, functional, and social. Customer Experience in the Digital Age: The digital age allows brands to establish a more personalized and measurable relationship with customers. The use of data analytics, artificial intelligence, and automation allows companies to provide a more personalized experience (Üstündağ, 2020).

2.7. Digital Marketing Trends

Digital marketing is rapidly evolving along with technological advancements and changing consumption patterns. Marketing trends such as personalization, marketing automation, and data-driven experiences are becoming a key focus for companies looking to compete in this era. Personalization and Automation: Personalization in the digital age allows companies to deliver relevant messages to customers based on their preferences and behavior. Marketing automation, on the other hand, allows companies to run marketing campaigns more efficiently and effectively (Lubis et al., 2022).

2.8. Differences between Multichannel and Omnichannel

Multichannel and omnichannel marketing are often used interchangeably, but they have fundamental differences. Multichannel marketing uses multiple channels in parallel, but without deep integration between them. In contrast, omnichannel emphasizes the total

integration of all touchpoints, including physical stores, online platforms, and customer service. An omnichannel strategy provides greater advantages over multichannel because it results in a better experience for customers (Suriansha, 2021).

2.9. Improved Customer Experience through Omnichannel

Customer experience is the overall perception that customers gain from interacting with a brand. Omnichannel provides an opportunity for companies to strengthen customer experience by providing easy and consistent access across multiple channels. Omnichannel marketing increases customer loyalty by allowing them to shop in the way that is most convenient for them, whether through physical stores or digital platforms (Razak, 2023).

2.10. The Role of Technology in Omnichannel Marketing

Technology plays a fundamental role in executing a successful omnichannel strategy, technologies such as big data, Internet of Things (IoT), and artificial intelligence (AI) enable companies to collect customer data from multiple touchpoints, analyze customer behavior, and synchronize information across multiple channels. Thus, customers can switch between channels seamlessly, without losing relevant data or information (Sehani et al., 2023).

3. RESEARCH METHODS

Omnichannel marketing is a marketing strategy that involves using various channels or platforms to interact with customers. This interaction is not only limited to marketing activities. Business promotion activities also involve omnichannel strategies by integrating various advertising media, with the following stages:

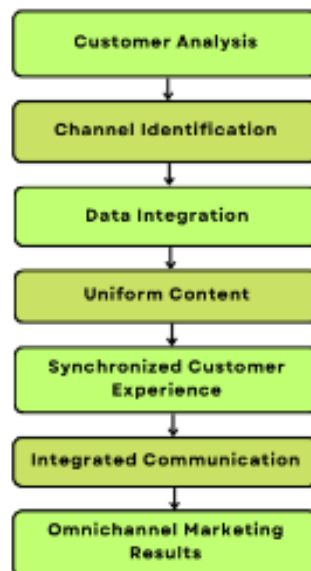


Figure 3. Research Methods

3.1. Customer Analysis

The first step in omnichannel marketing is to understand the customer well. Customer analytics plays an important role in understanding customer behavior, preferences, and needs. Understanding the characteristics of the customer, it will be possible to create relevant and unified experiences across the various channels that the customer uses.

Table 1. Research Data Source

No	Type	Data Item	Data Source	Method	Data Collection
1	Primary Data	1. Online Store Visitors 2. Social Media Visitors	Interview with owner	Interview and discussion	Observation
2	Secondary Data	1. Observation using tools 2. Social Media Observation	Online Store and Social Media	Analysis Online	Analysis with tools

3.2. Channel Identification

After analyzing the customer, you can determine the relevant channels or platforms to approach the customer. Examples of omnichannel platforms that can be used to build this approach include physical stores, websites, mobile apps, social media, emails, text messages, and so on.

Table 2. Omnichannel Platform

No	Type	Platform	Address
1	Online Store	Online Store	https://batikkembangstore.com
2	Social Media	Instagram	https://www.instagram.com/batik_kembang_sore
3	Marketplace	Shopee	Batikkembangstore

3.3. Data Integration

Integrating data from various marketing channels is also an important step to get a complete picture of customer behavior. It is important to integrate data from the various channels you use. This allows you to gain a comprehensive understanding of your customers and provide a personalized experience and continuity across channels. If a customer adds a product to the shopping cart on the website, this information should be available when they access the mobile app as well.

3.4. Uniform Content

Ensure uniform messaging and content across all channels. This includes the visual style, promotional messages, and language used. This can also result in content that is engaging and engaging to customers. Thus, customers will feel that they are treated consistently across all channels they use.

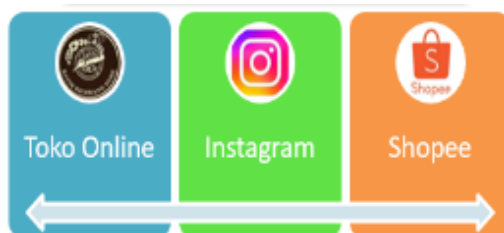
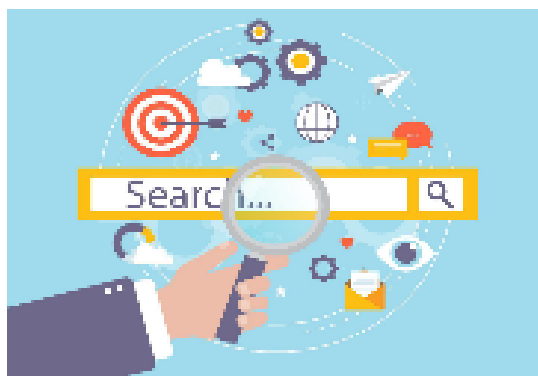


Figure 4. Uniform Content

3.5. Synchronized Customer Experience

The main goal of omnichannel marketing is to provide a good and coordinated experience across channels. For example, if a customer starts a product search on the website, they can continue the product search on the app without losing their previous information. You can also personalize the customer experience. By understanding customer preferences and needs, you can use data and segmentation to deliver personalized and relevant experiences across all channels. Using techniques such as personalized product recommendations, tailored messaging, and customized promotions can help increase customer engagement and satisfaction.



Source: <http://www.cheapnfljerseybusiness.com/2019/06/26/best-alternatives-to-google-search-engine/>

Figure 5. Synchronized Customer Experience

3.6. Integrated Communication

It is important to keep communication channels open and integrated. In this case, marketing communication is important. An example of integrated communication is if a consumer contacts customer service via email, the responding customer service agent should be able to see the history of previous interactions through other channels, such as social media or previous phone calls.



Source: <https://dibimbing.id/blog/detail/push-marketing-pengertian-kelebihan-contoh-hingga-strategi>

Figure 6. Omnichannel Marketing Apps

3.7. Omnichannel Marketing Result

The result of Omnichannel Marketing is an online store application that has Omnichannel features that integrate services on the market place (Shopee) and Instagram social media so that testing needs to be done to match what is expected, several tests are carried out to get an overview of the application of Omnichannel marketing whether it is running well. The preparation of testing instruments is based on the ISO 25010 model by looking at five characteristics, testing includes:

- a. Functional Suitability Testing
- b. Usability Testing
- c. Performance Efficiency Testing
- d. Portability Testing
- e. Compatibility Testing

3.7.1. Functional Suitability Testing

Testing was carried out on one business owner, two people representing Information Technology experts and 20 customers, by filling out a questionnaire table. Testing uses test cases with a Guttman scale. The results of this test are evidenced by the presentation of data in tabular form. The total functions tested run correctly and there are no constrained functions or errors.

Then the results of this test can be calculated with the features completeness formula. The feature completeness matrix is a matrix for measuring the success rate of existing functions to be implemented. In the feature completeness matrix, a score closes to 1 will indicate how many functions have been successfully implemented. The software is categorized as good on the feature completeness characteristic if the X value is almost equal to 1. The X value is the result of the calculation of the number of functions that run correctly times the number of testers (i), divided by the number of functions used times the number of testers (n), multiplied by 100%.

$$X = \frac{i}{n} \times 100\% \dots\dots\dots(1)$$

3.7.2. Usability Testing

Testing was carried out using a questionnaire given to 20 users of the omnichannel application platform. The results of the questionnaire were calculated using a Likert scale with a scale of 5 details. The recap of the usability characteristics test results is the respondent's answer to the questionnaire about the omnichannel platform. The data obtained from the respondent's answer is then calculated the percentage. The percentage score is obtained from the total score divided by the product of the number of questions (i), the number of respondents (r), and the value of the Likert scale details (5), multiplied by 100%.

$$\text{Score Percentage} = \frac{\text{Total Score}}{i \times r \times 5} \times 100\%$$

The results of the calculation are then converted into a score interpretation with the distribution of eligibility categories can be seen in Table 3.

Table 3. Score interpretation criteria

No	Percentage	Interpretation
1	0 % - 20 %	Strongly Disagree (SD)
2	21 % - 40 %	Disagree (D)
3	41 % - 60 %	Neutral / Moderately Agree (N)
4	61 % - 80 %	Agree (A)
5	81 % - 100 %	Strongly Agree (SA)

Usability testing is carried out on the variables Appropriateness, Recognizability, Learnability, Operability, User Error Protection, Accessibility.

3.7.3. Portability Testing

Testing is done using cross browsing compatibility testing on desktop and mobile to test the quality of the software running well on different browsers. To maximize data collection and efficient use of limited resources and time required, this test uses the lambda test tool. This test was conducted on various browsers on computers and laptops as well as mobile, namely Google Chrome, Mozilla Firefox, Safari, and Android. The results of data analysis for the portability aspect are obtained from the results of browser testing whether what is displayed is running correctly and there are no errors.

3.7.4. Compatibility Testing

Testing is used to check whether the omnichannel platform is capable of running on different hardware, operating systems, applications or network environments. Testing the compatibility characteristics of the omnichannel platform is done using the Power Mapper application with several browsers on both desktop and mobile devices.

4. RESULTS AND DISCUSSION

4.1. Customer Needs Analysis

The results of the study show that customers want a seamless experience between websites, mobile applications, and social media. Easy access to product information, easy transaction processes, and responsive customer service are some of the main needs of customers in the omnichannel context.

4.2. Factors Affecting Customer Experience

From the data analysis, it was found that brand consistency across channels, personalization of communication, and integration of customer data are the key factors that influence customer experience. Customers appreciate when brands are able to recognize their preferences and provide relevant recommendations across all touchpoints.

4.3. Omnichannel Marketing Business Model Design

Based on the above findings, the omnichannel marketing business model designed in this study includes several key elements:

- Technology Integration: Using a web platform capable of combining customer data from multiple channels to provide a personalized and coordinated experience.
- Brand Consistency: Building consistent brand communication and visuals across all channels to create a cohesive experience.
- Customer-Centric Strategy: Focus on customer needs and preferences by offering personalized interactions and integrated services across channels.
- Use of AI and Analytics: Leverage artificial intelligence and data analytics to understand customer behavior and optimize marketing strategies across all channels.

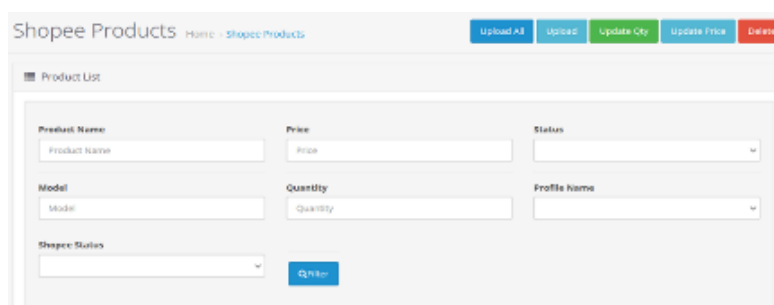


Figure 7. Online Store Integration with Shopee

	Name	SKU	Stock	Harga	Kategori	Tag	Tanggal	Status
☐	Batik Kembang Sore 01-01 (Surung, Liris, Liris, Duplikat)	SKS-005	Tersedia	Rp180.00	Serik Tulu	-	Telus Tolu 2024/01/11 pukul 2:43 pm	
☐	Batik Kembang Sore	SKS-007	Tersedia	Rp180.00	Serik Tulu	-	Telus Tolu 2024/01/11 pukul 2:37 pm	
☐	Batik Kembang Sore	SKS-006	Tersedia	Rp180.00	Serik	-	Telus Tolu 2024/01/11 pukul 2:24 pm	
☐	Batik Kembang Sore	SKS-005	Tersedia	Rp180.00	Serik	-	Telus Tolu 2024/01/11 pukul 2:12 pm	
☐	Batik Kembang Sore	SKS-004	Tersedia	Rp180.00	Serik	-	Telus Tolu 2024/01/11 pukul 2:07 pm	
☐	Batik Kembang Sore	SKS-004	Tersedia	Rp180.00	Serik	-	Telus Tolu 2024/01/11 pukul 2:23 pm	

Figure 8. Online Store Product List

4.4. Testing Results

The results of testing the Omnichannel application platform using the ISO 25010 model with five dimensions consisting of Functional Suitability, Usability, Performance Efficiency, Portability, Compatibility are presented below.

4.4.1. Functional Suitability Testing Results

Table 4. Recapitulation of Functional Suitability Test Results

Tester	Functional Completeness		Functional Correctness		Functional Appropriateness		Amount	
	Yes	No	Yes	No	Yes	No	Yes	No
1	18	0	4	0	3	0	25	0
2	18	0	4	0	3	0	25	0
3	18	0	4	0	3	0	25	0
4	18	0	4	0	3	0	25	0

Table 4 shows that testing for functional completeness, functional correctness, and functional appropriateness went well.

$$X = \frac{i}{n} \times 100\%$$

$$X = \frac{25 \times 4}{25 \times 4} \times 100\% = 1$$

From the calculation results, it is concluded that the Omnichannel platform is declared good, because X is close to or equal to 1, which means it fulfills the functional usability aspect.

4.4.2. Usability Testing Results

Testing the usability sub-dimension using a questionnaire that represents the usability aspect with the respondent users of the Omnichannel platform online store visitors as many as 20 users. This test is calculated using a Likert scale with the options Strongly Agree (SS), Agree (S), Neutral / Moderately Agree (N), Disagree (TS), and Strongly Disagree (STS). Furthermore, this SUS measurement uses 10 questions. This question will be given to 20 respondents who have been previously determined. A recapitulation of the results of testing usability characteristics which are answers from questionnaire respondents about the Omnichannel platform can be seen in table 5.

Table 5. Recapitulation of Usability Dimension Test Results

Answer	Question						Amount
	P1	P2	P3	P4	P5	P6	
Strongly Agree (SA)	5	5	5	0	50	20	85
Agree (A)	64	68	52	48	36	24	292
Neutral / Moderately Agree (N)	9	6	18	21	3	12	69
Disagree (D)	0	0	0	2	0	12	14
Strongly Disagree (SD)	0	0	0	0	0	0	0
Total Score							460

The recapitulation results in table 5 are then calculated using formula (2) with the following calculations:

$$\text{Score Percentage} = \frac{\text{Total Score}}{\text{ixrx5}} \times 100\%$$

$$\text{Score Percentage} = \frac{460}{6 \times 20 \times 5} \times 100\% = 76,67\%$$

4.4.3. Usability Testing Results

Performance efficiency dimension testing uses the GTMetrix tool online, where the assessment standards are given in the grade A to F range. The results of testing the performance efficiency aspect can be seen in Figure 9.



Figure 9. Performance efficiency test results using GTMetrix

In Figure 9, it can be seen that the overall performance test results get a grade C of 64% and the loading time result is 3.4 seconds. This value is included in the Satisfied predicate based on user satisfaction with the response time in table 3.4. The conclusion from these results is that the Omnichannel platform has met the characteristics of performance efficiency with a satisfied predicate.

4.4.4. Portability Testing Results

Testing portability characteristics is done using lambda test tools on Google Chrome, Mozilla Firefox, and Safari browsers both on desktop and on mobile devices. The test results can be seen in table 6.

Table 6. Portability Testing Results				
No	Browser	Type	Question	Results
1	Google Chrome	Desktop	Does the Omnichannel platform run well using Google Chrome browser	No errors found
2	Mozilla Firefox	Desktop	Does the Omnichannel platform run well using Mozilla Firefox browser	No errors found
3	Safari	Desktop	Does the Omnichannel platform run well using the Safari browser	No errors found
4	Google Chrome	Android mobile	Does the Omnichannel platform run well using Google Chrome browser	No errors found

Table 6 shows that the test results of the omnichannel platform found no errors when run on desktop or mobile devices using Google Chrome, Mozilla Firefox, and Safari browsers.

4.4.5. Compatibility Testing Results

Compatibility testing on the Omnichannel platform uses the PowerMapper application tool, and is only done once on the login page because the results will be the same even if run several times.

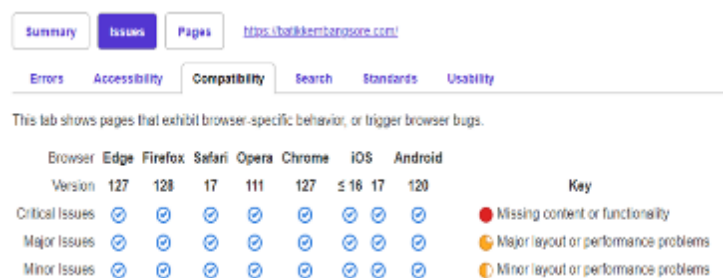


Figure 10. Compatibility test results on Omnichannel platforms

5. CONCLUSION

Omnichannel marketing allows companies to combine online and offline channels so that customers can interact with brands through multiple platforms with a consistent experience. This is especially important in the digital age where customers frequently move between e-commerce, social media, physical stores, and mobile apps. By leveraging big data and artificial intelligence (AI), companies can analyze customer behavior across multiple channels to provide relevant and personalized content. These technologies help synchronize customer data and ensure a cohesive experience across multiple touchpoints. While there are challenges in integrating systems and managing data efficiently, the benefits of omnichannel implementation are immense. Companies that successfully implement this strategy can increase customer satisfaction, loyalty, and ultimately drive sustainable business growth in an increasingly competitive digital era. Measurement of the quality of the Omnichannel platform based on ISO 25010 with characteristics of functional suitability, usability, performance efficiency, portability, compatibility has been successfully carried out. The quality of the Omnichannel application platform at the batik online shop based on functional suitability characteristics shows good results with a value of $X = 1$, which means that the application has met the standards. Usability characteristics get 76.67% results and are feasible. Performance efficiency characteristics show grade C results with a value of 64% and are included in the satisfied criteria. Compatibility characteristics show that omnichannel applications are able to run on different devices, namely desktop and mobile devices. Portability characteristics show the results that the application has no layout and performance problems on Edge, Chrome and Android browsers.

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