

Omni-Channel Marketing Strategy: Measuring the Effect of Channel Integration and Customer Data Utilization on Customer Satisfaction through Customer Experience

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Abstract

The study explored the impact of channel integration and customer data utilization on customer satisfaction in an omni-channel marketing strategy. Using a simple random sampling method with 98 respondents from a variety of demographics, the results of the analysis showed that channel integrations and client data exploitation have a complex influence on customer experience and satisfaction. Although channel integrating and user exploitation of customer data are important, they are not statistically significant for customer satisfactions. Other factors like product quality, personalization, and direct interaction were more influential. Consistent, comfortable, responsive, and satisfying customer experiences have proven to enhance loyalty and satisfaction. The research highlights the importance of periodic customer satisfaction evaluation to identify areas of improvement and adjust strategies to improve overall satisfaction. These findings make a significant contribution to the development of the theory and practical applications for optimal omni-channel strategies.

Keywords: Customer Satisfaction; Channel Integration; Customer Data Usage; Client Experience.



INTRODUCTION

In the advancing digital age, marketing strategies have undergone significant changes. One of the key developments in this area is the adoption of an omni-channel marketing strategy. (Verhoef, P. C., Lemon, K. N., & Kannan, 2023). Omni-channel refers to an integrated approach that combines various channels of communication and distribution, both online and offline, to provide a consistent and smooth customer experience. (Lemon, K. N., & Verhoef, 2023). In other words, omni-channel allows customers to interact with brands through a variety of platforms and devices with an integrated and continuous experience (Herhausen, D., Kleinlercher, K., & Verhoef, 2023).

Omni-channel marketing has become very relevant to companies in various industries due to changing consumer behavior that increasingly wants convenience and flexibility in shopping. (Pauwels, K., & Neslin, 2023). Today's consumers often start their shopping journey on one channel, like social media or a website, and finish it on another channel, such as a physical store or a mobile app. (Grewal, D., Roggeveen, A. L., & Nordfält, 2023). Therefore, the ability to provide a consistent experience across all channels is essential to meet customer expectations and increase their satisfaction (Melero, I., Sese, F. J., & Verhoef, 2023).

Lack of channel integration can lead to an interrupted and inconsistent customer experience. This can make customers frustrated and dissatisfied, which can ultimately reduce their loyalty levels and willingness to return to shopping (Choi, J., & Kim, 2023).

Without effective use of customer data, companies may not be able to understand their customers' needs and preferences properly (Nugraha, A. P., & Suriani, 2024). This can result in inappropriate marketing decisions and inefficiency in resource management (Nguyen, D. P., & Nguyen, 2023).

Companies that fail to properly implement an omni-channel strategy may miss opportunities to attract and retain customers in an increasingly competitive marketplace. Competitors who are better able to provide a superior omni-channel experience can take over market share (Chen, Y., & Cao, 2023).

A bad customer experience can have a negative impact on a brand's reputation (Nugraha, A. P., Wulandari, I., Surya, T. M., & Lestari, 2024). Dissatisfied customers tend to share their negative experiences via social media and online reviews, which can damage the overall brand image (Park, J., & Lee, 2023).

Inability to properly integrate channels and utilize customer data can result in reduced revenue (Nugraha, A. P., Mulyadi, M., & Suriani, 2024). Dissatisfied customers



may not only stop making repeat purchases but also encourage potential customers to look for other alternatives (Huang, M. H., & Chen, 2023).

The findings of this research can help companies improve customer satisfaction and loyalty, operational efficiency, and ultimately, overall business performance (Liang, L. J., & Choi, 2023).

Seeing from the literature study that was also carried out, the researchers also performed network visualization of previous research to find out how far the network formed against the research variable used using Vosviewer with 1000 articles with metadata estimates from 2019-2024, is obtained as follows:

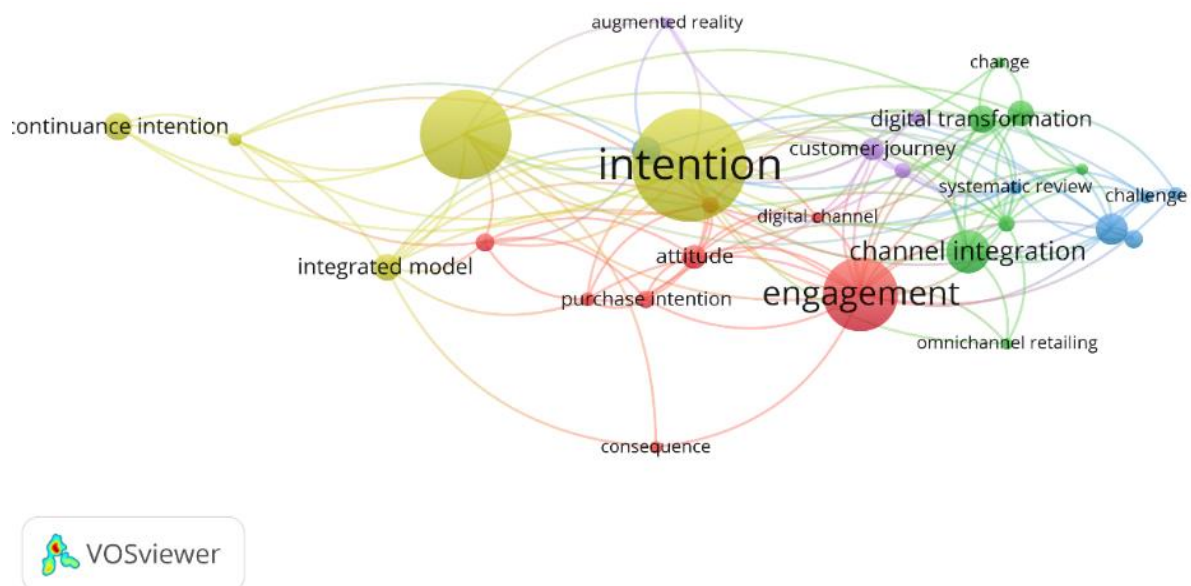


Figure 1. Omni-channel Marketing Network Visualization

From the image, you can analyze topics related to Customer Satisfaction, Channel Integration, Utilization of Customer Data, and Customer Experience as follows:

1. Customer Satisfaction: The image does not explicitly mention "customer satisfaction", but there is a term "consequence" that can be associated with the final outcome or impact of the marketing strategy applied, where customer satisfaction is one of the main consequences to be achieved.
2. Channel Integration: The term "channel integration" appears explicitly in the picture, showing the importance of integrating various sales and communication channels in the context of omni-channel retail strategies.

3. Utilization of Customer Data: Although not explicitly mentioned, the terms "digital channel" and "customer journey" can be associated with the utilization of customer data to provide a better experience and adapted to customer preferences and behaviour across various digital channels.
4. Customer Experience: The term "customer journey" is directly related to the customer experience in interacting with the company through various channels. In addition, the term "engagement" can also be associated with an effort to improve customer engagement and positive customer experience (Nugraha, A. P., & Suriani, 2023).

Overall, this picture shows that in the context of omni-channel marketing strategies, channel integration and utilization of customer data are important factors that can affect customer experience, which will ultimately affect the consequences or desired end results, such as customer satisfaction (Nugraha, 2024).

The research focuses on two key elements of an omni-channel marketing strategy: channel integration and customer data utilization, and how both these elements affect customer satisfaction through customer experience (Nugraha et al., 2024).

Modern consumers tend to use various channels and devices in their shopping journey (Verhoef, P. C., Kannan, P. K., & Inman, 2023). A good integration between these channels is essential to meet their expectations of convenience and consistency (Lemon, K. N., & Verhoef, 2023).

In a competitive business environment, companies capable of providing superior omni-channel experiences have a significant competitive advantage (Fajrianto, A., & Prasetyo, 2023). They can attract and retain customers better than companies that only use a multi-channel or one-channels approach (Wijaya, R., & Sari, 2023).

Advances in information technology and data analytics enable companies to collect, integrate, and utilize customer data more effectively (Pratama, A. R., & Supriyadi, 2023). Using this data can improve the personalization and relevance of customer interactions, which ultimately increases their satisfaction (Widiastuti, T., & Maulana, 2023).

Positive customer experience across various channels can increase customer loyalty (Permana, A., & Rahmawati, 2023). Satisfied customers tend to return to re-purchase and recommend brands to others, which is the ultimate goal of any marketing strategy. (Wulandari, R., & Hidayat, 2023).

In recent years, omni-channel marketing strategies have become a major concern for many companies who want to provide a smooth and consistent customer experience



across their communication and distribution channels. (Lim, W. M., & Sahay, 2023). Despite this, many companies are still facing the challenge of integrating different channels and using customer data effectively. (Kaushik, A., & Kushwaha, 2023). These challenges can affect their ability to increase customer satisfaction (Hsu, L. C., & Chang, 2023). Therefore, the main issue is: How does the integration of channels and the utilization of customer data in omni-channel marketing strategies affect customer satisfaction through customer experience?

Objectives

This article intends

1. **Examine the Impact of Channel Integration:** Investigate how the seamless integration of various marketing channels (e.g., online, offline, social media, mobile apps) in an omni-channel marketing strategy influences customer satisfaction by providing a consistent and unified brand experience.
2. **Analyze the Role of Customer Data Utilization:** Assess how the effective use of customer data (such as preferences, behaviors, and purchase history) in creating personalized and targeted marketing communications affects the overall customer experience and satisfaction.
3. **Explore the Relationship Between Customer Experience and Satisfaction:** Explore how enhanced customer experiences, resulting from well-integrated channels and data-driven personalization, contribute to higher levels of customer satisfaction and loyalty.
4. **Understand the Mediating Role of Customer Experience:** Determine the mediating effect of customer experience on the relationship between channel integration, customer data utilization, and customer satisfaction, emphasizing how a positive experience drives satisfaction outcomes.
5. **Identify Best Practices for Omni-Channel Marketing Strategies:** Identify the most effective practices for integrating channels and utilizing customer data to improve customer experience and satisfaction, providing actionable insights for businesses aiming to develop or refine their omni-channel marketing strategies.
6. **Highlight the Human-Centric Approach in Omni-Channel Marketing:** Emphasize the importance of a human-centered approach that focuses on customer needs, expectations, and experiences in creating a successful omni-channel marketing strategy, fostering deeper emotional connections and trust with the brand.



7. **Contribute to Theoretical and Practical Knowledge:** Provide both theoretical insights into the dynamics of omni-channel marketing, customer experience, and satisfaction, and practical recommendations for marketers to design more effective, customer-oriented omni-channel strategies in a highly competitive digital landscape (Nugraha, 2021).

This structure provides a comprehensive overview of the research objectives, ensuring a detailed and focused approach to the topic.

The survey method was chosen because it allows researchers to obtain representative data efficiently (Sugiyono, 2023).

Data was collected through questionnaires designed to measure variables of value-based leadership, organizational ethics, and ethical behavior of employees. The questionnaire was chosen as an instrument because it is easy to use and can be answered anonymously, thus increasing the participation rate of respondents (Creswell, 2023).

The questionnaire used a 5-point Likert scale, with 1 representing "strongly disagree" and 5 representing "strongly agree". The 5-point Likert scale allows respondents to give more nuanced answers than a scale that uses only two answer choices (Likert, 2023). The research sample was taken from a population of 6000 respondents using the Slovin method with a significance level of 10%.

This study used three data sources, namely primary data, secondary data, and tertiary data. Primary data was collected through questionnaires distributed to respondents. Secondary data are obtained from various literature sources, such as books, scientific journals, and online articles. Other secondary data relevant to the study will also be collected, such as statistical data and company reports (Sugiyono, 2023).

This study used SEM data analysis with PLS. Data analysis was carried out using SmartPLS 3 software. The data analysis steps carried out include: (1) entering data into SmartPLS, (2) checking the validity and reliability of the instrument, (3) checking the model, and (4) testing the hypothesis (Hair, J. F., Hult et al., 2023).

The validity and reliability of the instrument were tested using various methods, such as: (a) convergent validity by checking AVE values and loading factors, (b) discriminant validity by checking cross-loading and HTMT values, and (c) reliability by checking Cronbach's alpha and composite reliability values (Chin, 2023).

The research model was examined using various goodness-of-fit indicators, such as chi-square, RMSEA, NFI, TLI, and CFI (Hair, J. F., Hult, G. T. M., Ringle, C. M., &

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Sarstedt, 2023). The research hypothesis was tested using the t test. The t-test is performed to check the t-statistic value and p-value (Chin, 2023).

DISCUSSION

The results of the tests carried out based on the research model and the final results of data processing through images were obtained as follows:

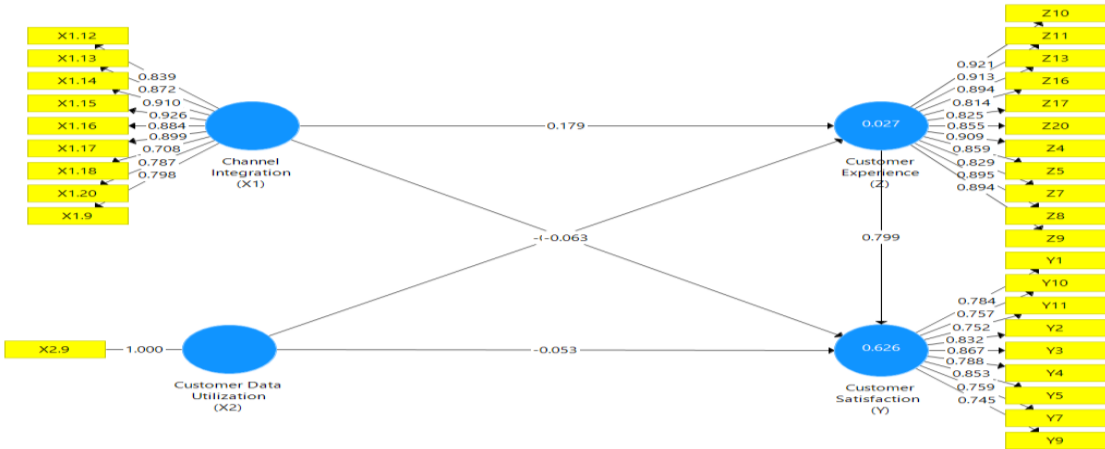


Figure 1. PLS Algorithm Test Results

Table. 1. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Channel Integration_(X1)	0.951	0.968	0.959	0.722
Customer Data Utilization_(X2)	1.000	1.000	1.000	1.000
Customer Experience_(Z)	0.969	0.970	0.973	0.764
Customer Satisfaction_(Y)	0.928	0.941	0.939	0.631

Source: Data Processing, 2024

Table. 2. Fornell-Larcker Criterion

	Channel Integration (X1)	Customer Data Utilization (X2)	Customer Experience (Z)	Customer Satisfaction (Y)
Channel Integration_(X1)	0.850			



Customer Data Utilization_(X2)	0.575	1.000		
Customer Experience_(Z)	0.163	0.074	0.874	
Customer Satisfaction_(Y)	0.036	-0.030	0.785	0.794

Source: Data Processing, 2024

Table. 3. Path Coefficients

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Channel Integration_(X1) -> Customer Experience_(Z)	0.179	1.564	0.119
Channel Integration_(X1) -> Customer Satisfaction_(Y)	-0.063	0.857	0.392
Customer Data Utilization_(X2) -> Customer Experience_(Z)	-0.028	0.262	0.794
Customer Data Utilization_(X2) -> Customer Satisfaction_(Y)	-0.053	0.693	0.489
Customer Experience_(Z) -> Customer Satisfaction_(Y)	0.799	14.182	0.000

Source: Data Processing, 2024

Table. 4. Specific Indirect Effects

	T Statistics (O/STDEV)	P Values
Channel Integration_(X1) -> Customer Experience_(Z) -> Customer Satisfaction_(Y)	1.548	0.122
Customer Data Utilization_(X2) -> Customer Experience_(Z) -> Customer Satisfaction_(Y)	0.262	0.793

Source: Data Processing, 2024

Channel Integration_(X1) -> Customer Experience_(Z)

Based on the results of the analysis, the Channel Integration (X1) variable has a positive influence on Customer Experience (Z). This can be seen from the Original Sample value of 0.179, which indicates that the better the channel integration carried out by the company, the more it will improve the customer experience.



However, the value of T Statistics ($|O/STDEV|$) 1.564 is below the critical value of 1.96, and the P Values of 0.119 are greater than the significance level of 0.05. This suggests that the influence of Channel Integration (X1) on Customer Experience (Z) is not statistically significant.

However, a positive Original Sample score suggests that good channel integration still has the potential to improve the customer experience. Companies can consider optimizing their channel integration, such as providing a consistent experience across multiple channels (online, offline, social media, mobile apps, and so on), in order to provide a better experience for customers.

However, to ensure a significant impact, companies need to pay attention to other factors that may have a greater impact on the customer experience, such as product or service quality, personalization, and direct interaction with customers.

Channel Integration_(X1) -> Customer Satisfaction _(Y)

Based on the results of the analysis, the Channel Integration variable (X1) has a negative influence on Customer Satisfaction (Y). This can be seen from the Original Sample value of -0.063, which indicates that the better the channel integration carried out by the company, the lower the level of customer satisfaction.

However, the value of T Statistics ($|O/STDEV|$) 0.857 is below the critical value of 1.96, and the P Value of 0.392 is greater than the significance level of 0.05. This shows that the negative influence of Channel Integration (X1) on Customer Satisfaction (Y) is not statistically significant.

However, a negative Original Sample score suggests that channel integration that is too complex or inappropriate has the potential to reduce customer satisfaction. Companies need to be careful in implementing channel integration so as not to cause confusion or inconvenience to customers.

Other factors such as product or service quality, competitive pricing, and good service are likely to have a greater influence on customer satisfaction compared to channel integration.

Therefore, companies need to ensure that the channel integration strategy implemented really provides convenience and a pleasant experience for customers, rather than causing complexity or difficulty in interacting with the company through various available channels.



Customer Data Utilization_(X2) -> Customer Experience_(Z)

Based on the results of the analysis, the variable Customer Data Utilization (X2) has a negative influence on Customer Experience (Z). This can be seen from the Original Sample value of -0.028, which indicates that the better the use of customer data by the company, the lower the customer experience.

However, the value of T Statistics ($|O/STDEV|$) of 0.262 is below the critical value of 1.96, and the P Value of 0.794 is much greater than the significance level of 0.05. This suggests that the negative influence of Customer Data Utilization (X2) on Customer Experience (Z) is not statistically significant.

However, a negative Original Sample value indicates that improper or excessive use of customer data has the potential to degrade the customer experience. Customers may feel that their privacy is compromised or are uncomfortable with overly invasive data use.

Companies need to be careful about using customer data and ensure that they implement ethical and transparent practices. In addition, companies must ensure that the use of customer data actually provides benefits to customers, such as better personalization or relevant product recommendations, rather than causing inconvenience.

Other factors such as the quality of the product or service, response speed, and ease of access may have a greater influence on the customer experience compared to the utilization of customer data.

Customer Data Utilization_(X2) -> Customer Satisfaction_(Y)

on the results of the analysis, the variable Customer Data Utilization (X2) has a negative influence on Customer Satisfaction (Y). This can be seen from the Original Sample value of -0.053, which indicates that the better the company's use of customer data, will actually reduce the level of customer satisfaction.

However, the value of T Statistics ($|O/STDEV|$) 0.693 is below the critical value of 1.96, and the P Value of 0.489 is greater than the significance level of 0.05. This shows that the negative influence of Customer Data Utilization (X2) on Customer Satisfaction (Y) is not statistically significant.

However, a negative Original Sample score indicates that improper or excessive use of customer data has the potential to reduce customer satisfaction. Customers may feel that their privacy is compromised or are uncomfortable with overly invasive data use.



Companies need to be careful about using customer data and ensure that they implement ethical and transparent practices. In addition, companies must ensure that the use of customer data actually provides benefits to customers, such as better personalization or relevant product recommendations, rather than causing inconvenience.

Other factors such as product or service quality, competitive pricing, and good service are likely to have a greater influence on customer satisfaction compared to the utilization of customer data.

Customer Experience_(Z) -> Customer Satisfaction _(Y)

Based on the results of the analysis, the Customer Experience (Z) variable has a significant positive influence on Customer Satisfaction (Y). This can be seen from the Original Sample value of 0.799, which indicates that the better the customer experience provided by the company, the more customer satisfaction will increase.

T Statistics ($|O/STDEV|$) of 14.182 is well above the critical value of 1.96, and the P Value of 0.000 is much smaller than the significance level of 0.05. This shows that the positive influence of Customer Experience (Z) on Customer Satisfaction (Y) is statistically significant.

These results confirm that customer experience is a very important factor in determining customer satisfaction levels. Companies that are able to provide a pleasant, comfortable, and compliant experience that meets customer expectations will have a greater chance of retaining customers and increasing their satisfaction.

Therefore, companies need to focus on efforts to improve the customer experience, such as providing high-quality products or services, providing friendly and responsive service, facilitating the purchase process or interaction with the company, and ensuring that every interaction with customers runs smoothly and satisfactorily.

By improving customer experience, companies can build stronger customer loyalty, increase their satisfaction, and ultimately achieve a sustainable competitive advantage in the market.

Channel Integration_(X1) -> Customer Experience_(Z) -> Customer Satisfaction _(Y)

Based on the results of the analysis, the indirect influence of Channel Integration (X1) on Customer Satisfaction (Y) through Customer Experience (Z) is not statistically significant. This can be seen from the value of T Statistics ($|O/STDEV|$) 1.548 which is

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below the critical value of 1.96, and the P Values of 0.122 which is greater than the significance level of 0.05.

Nonetheless, we can see that Channel Integration (X1) has a positive influence on Customer Experience (Z), and Customer Experience (Z) has a significant positive influence on Customer Satisfaction (Y). This shows that good channel integration has the potential to improve customer experience, and a positive customer experience will increase customer satisfaction.

However, the indirect influence of Channel Integration (X1) on Customer Satisfaction (Y) through Customer Experience (Z) is not strong enough to be considered statistically significant. This may be due to other factors that have a greater influence on customer satisfaction, such as the quality of products or services, prices, or services provided by the company.

Nonetheless, good channel integration remains important in improving the customer experience. Companies must ensure that customers can interact with them smoothly and consistently across various channels, such as physical stores, websites, mobile apps, and social media. This will provide convenience for customers and create a pleasant experience.

However, to improve overall customer satisfaction, companies need to pay attention to other more influential factors, such as ensuring high product or service quality, competitive prices, and good service to customers.

Customer Data Utilization_(X2) -> Customer Experience_(Z) -> Customer Satisfaction_(Y)

Based on the results of the analysis, the indirect influence of Customer Data Utilization (X2) on Customer Satisfaction (Y) through Customer Experience (Z) is not statistically significant. This can be seen from the value of T Statistics (IO/STDEV) by 0.262 which is below the critical value of 1.96, and the P Values of 0.793 which is much greater than the significance level of 0.05.

Nonetheless, we can see that Customer Data Utilization (X2) has a negative influence on Customer Experience (Z), and Customer Experience (Z) has a significant positive influence on Customer Satisfaction (Y). This shows that improper or excessive use of customer data has the potential to degrade customer experience, and poor customer experience can have an impact on decreasing customer satisfaction.

However, the indirect influence of Customer Data Utilization (X2) on Customer Satisfaction (Y) through Customer Experience (Z) is not strong enough to be considered

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statistically significant. This may be due to other factors that have a greater influence on customer satisfaction, such as the quality of products or services, prices, or services provided by the company.

Companies need to be careful about using customer data and ensure that they implement ethical and transparent practices. In addition, companies must ensure that the use of customer data actually provides benefits to customers, such as better personalization or relevant product recommendations, rather than causing inconvenience or privacy violations.

However, to improve overall customer satisfaction, companies need to pay attention to other more influential factors, such as ensuring high product or service quality, competitive prices, and good service to customers.

Table. 5 R Square

	R Square	R Square Adjusted
Customer Experience_(Z)	0.027	0.006
Customer Satisfaction _(Y)	0.626	0.614

Source: Data Processing, 2024

Well, based on the results of the data provided, I will narrate the values of R Square and R Square Adjusted for the constructs of Customer Experience (Z) and Customer Satisfaction (Y).

R Square is a value that shows how much a dependent variable can be explained by independent variables in the model. Meanwhile, R Square Adjusted is the R Square value that has been adjusted for the number of independent variables and sample size in the model.

For the Customer Experience (Z) construct, the R Square value is 0.027. This means that the independent variables in the model can only account for 2.7% of the variation in Customer Experience. The Adjusted R Square value for this construct is 0.006, which is slightly lower than the R Square value. However, both R Square and R Square Adjusted values for Customer Experience are relatively low, indicating that the model is poorly able to account for variations in Customer Experience well.

On the other hand, for the Customer Satisfaction (Y) construct, the R Square value is 0.626. This means that the independent variables in the model can account for 62.6% of the variation in Customer Satisfaction. The Adjusted R Square value for this construct is 0.614, which is only slightly lower than the R Square value. These relatively high R

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Square and R Square Adjusted values indicate that the model is quite good at explaining variations in Customer Satisfaction.

In general, higher R Square and R Square Adjusted values indicate a better model at explaining variations in dependent variables. In this case, the model seems to be better at explaining variations in Customer Satisfaction than explaining variations in Customer Experience.

However, keep in mind that the interpretation of R Square and R Square Adjusted values must also consider the context of the research, the number of independent variables used, as well as other theoretical considerations.

CONCLUSION

Based on the discussion above, it can be concluded that some important things are as follows:

Channel Integration has a positive impact on Customer Experience, although the effect is not statistically significant. This shows that good channel integration has the potential to improve the customer experience.

Customer Data Utilization has a negative impact on Customer Experience and Customer Satisfaction, although it is not statistically significant. This indicates that excessive or inappropriate use of customer data can reduce customer experience and satisfaction.

Customer Experience has a significant positive influence on Customer Satisfaction. This shows that a good customer experience is an important factor in improving customer satisfaction.

The indirect influence of Channel Integration and Customer Data Utilization on Customer Satisfaction through Customer Experience is not statistically significant. This suggests that other factors such as product or service quality, price, and service may have a greater influence on customer satisfaction.

Nonetheless, good channel integration and proper utilization of customer data remain important in improving the customer experience. However, companies must ensure that these practices provide benefits to customers and do not cause inconvenience or invasion of privacy.

To improve overall customer satisfaction, companies need to pay attention to other more influential factors, such as ensuring high product or service quality, competitive prices, and good service to customers.



In general, the results of this study show that customer experience is a key factor in increasing customer satisfaction, while channel integration and customer data utilization have a supporting role in creating a good customer experience.

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