

## OMNICHANNEL MARKETING STRATEGY AND ITS IMPACT ON CUSTOMER SATISFACTION IN RETAIL

**Parmini\***

Sekolah Tinggi Ilmu Ekonomi Isti Ekatana Upaweda Yogyakarta, Indonesia  
E-mail: parmini74@gmail.com

**Farida Akbarina**

Politeknik Negeri Malang, Indonesia  
E-mail: faridaakbarina@polinema.ac.id

### **Abstract**

The development of digital technology has changed consumer shopping behavior and prompted retail businesses to adopt omnichannel marketing strategies. This literature review aims to analyze the role of channel integration, service consistency, personalization of customer experience, and speed of response and after-sales service on customer satisfaction. The review results indicate that channel integration simplifies transactions and reduces purchasing barriers, while consistent service across all touchpoints strengthens customer trust. Data-driven personalization can create relevant shopping experiences and increase perceived value, while faster response times through technologies like chatbots and real-time support contribute to customer loyalty. This finding confirms that a well-planned and technology-supported omnichannel strategy can enhance retail competitiveness in an increasingly competitive market. This study also recommends further research with an empirical approach to quantitatively measure the direct influence of these variables on customer satisfaction and loyalty.

**Keywords:** Omnichannel Marketing, Customer Satisfaction, Retail

### **INTRODUCTION**

The development of digital technology has significantly changed the way consumers interact with brands and products. Wider internet access allows consumers to search for information and make purchases anytime, anywhere. This convenience triggered a shift in shopping behavior from conventional methods to digital platforms. Consumers are no longer limiting themselves to a single shopping channel, but are utilizing various channels simultaneously. This phenomenon requires retail businesses to adapt to rapidly evolving trends (Khalid, 2024). Therefore, relevant marketing strategies are key to winning market competition.

Digital transformation is impacting the entire business value chain, including the retail sector. Sellers must now be able to provide a seamless shopping experience across all points of interaction. Customers expect a seamless transition between physical stores, mobile apps, and websites. They want product information, stock availability, and consistent pricing across all channels (Utami, 2024). With these demands, the traditional marketing model, which is separate, is becoming less effective. This opens up both opportunities and challenges for implementing omnichannel marketing strategies.

Omnichannel marketing is a marketing approach that integrates all sales channels, both offline and online, to create a consistent customer experience. This strategy not only connects sales channels but also leverages customer data to deliver relevant interactions. For example, information about shopping preferences can be used to provide personalized product recommendations (Mallika, 2022). By doing so, customers feel cared for and valued. Implementing omnichannel requires investment in technology and human resources. However, its long-term benefits can increase customer loyalty and retention.

Channel integration in an omnichannel strategy allows customers to start their shopping journey on one channel and complete it on another. For example, consumers can order products online and then pick them up at a physical store. This reduces transaction barriers and increases shopping convenience (Baldauf, 2024). Retailers who successfully implement this strategy tend to have higher customer satisfaction levels. Customers no longer differentiate between sales channels, but rather view the brand as an integrated whole (Rosário, 2023). In this context, the consistency of information and services becomes very important.

Customer satisfaction in the retail sector is now heavily influenced by the omnichannel experience they receive. Customers not only evaluate product quality, but also convenience, speed of service, and ease of accessing information. In an increasingly competitive landscape, positive experiences on one channel can strengthen overall brand perception. Conversely, negative experiences on one channel can erode trust in the brand (Amirkhanpour, 2024). Therefore, every point of interaction must be designed to meet or exceed customer expectations. This is the main focus of the omnichannel marketing strategy.

The increasingly digital-savvy consumer behavior is also influenced by the development of social media and e-commerce. Social media has become not only a means of promotion but also a channel for transactions and

customer service. E-commerce provides a fast, easy, and transparent alternative for shopping. Customers can compare prices, read reviews, and check product availability instantly (Indrawan, 2024). All these facilities set a new standard in shopping satisfaction. Retailers who are unable to meet these standards risk losing customers to more adaptable competitors.

In the competitive retail business environment, customer satisfaction is a key factor for long-term success. High customer satisfaction has been shown to contribute to loyalty and repeat purchases (Taneja & Shukla, 2024). The omnichannel strategy plays a crucial role in creating this satisfaction by ensuring a consistent and personalized customer experience. Customers want a quick response to their questions or complaints, regardless of the channel used. Retailers who can provide such experiences will have a significant competitive advantage (Nadeem, 2024). Therefore, investment in technology and staff training becomes extremely important.

Technologies such as Customer Relationship Management (CRM), big data analytics, and artificial intelligence are the backbone of omnichannel implementation. CRM helps manage customer interactions across various channels. Big data analytics allows retailers to deeply understand consumer shopping patterns and preferences. Artificial intelligence can be used to provide timely and relevant product recommendations. All of this increases the likelihood of transactions and strengthens customer relationships with the brand. Without technological support, omnichannel strategies are difficult to implement effectively (Malini, 2024).

Beside the technological aspect, the success of an omnichannel strategy is also determined by management commitment. Management must ensure cross-departmental coordination runs smoothly. Integrating sales channels requires synchronizing inventory, pricing, promotions, and customer service. This cannot be achieved without strong organizational support and a clear vision. Employees need to be given the understanding and skills to execute this strategy well. Regular training and knowledge updates are an important part of this process (Nüßing & Hoxtell, 2022).

Overall, the development of digital technology and changes in consumer shopping behavior are driving retailers to adopt omnichannel marketing strategies. This strategy allows retail service providers to deliver a consistent and satisfying experience across all channels. In an increasingly competitive market, customer satisfaction is becoming a key indicator of success. Retailers who can effectively integrate their sales channels will have an advantage in retaining customers. Proper implementation can also open up

long-term revenue growth opportunities. Therefore, research on the relationship between omnichannel strategy and customer satisfaction becomes relevant and important to conduct.

## **RESEARCH METHOD**

This research uses the literature review method with a descriptive qualitative approach. Research data were obtained from various secondary sources such as scientific journals, books, industry reports, and official publications discussing omnichannel marketing strategies and customer satisfaction in the retail sector. The literature selection was done purposively, with the following criteria: (1) published within the last 10 years, (2) relevant to the research topic, and (3) having a reliable source. The data collection process was carried out by searching academic databases such as Scopus, ScienceDirect, Google Scholar, and other research repositories. Each source was analyzed to identify key concepts, empirical findings, and the relationship between omnichannel strategy variables and customer satisfaction. Data analysis was conducted using content analysis techniques to identify patterns, trends, and conclusions from the collected literature. Each piece of literature is categorized based on its main themes, such as channel integration, service personalization, and customer experience. The analysis results were then synthesized to form a comprehensive picture of the implementation of omnichannel strategies in the retail sector and their impact on customer satisfaction. This approach allows researchers to identify research gaps and provide recommendations for further research. Thus, this method is expected to produce a review that is valid, structured, and beneficial for the development of both theory and practice in omnichannel marketing (Snyder, 2019; Tranfield et al., 2003).

## **RESULT AND DISCUSSION**

### **Channel Integration and Service Consistency**

Channel integration in an omnichannel marketing strategy allows customers to seamlessly switch between channels. For example, customers can search for product information on the website, order thru the app, and pick up the items at a physical store. This pattern provides flexibility that is highly valued by modern consumers (Yarova, 2022). With this convenience, purchasing barriers such as distance, time, and stock availability can be significantly reduced. Consumers don't need to repeat the information search

or data entry process on each channel. This increases transaction efficiency and strengthens a positive customer experience.

The ease of transacting thru channel integration also drives increased sales conversion. Consumers tend to make purchasing decisions more quickly if all information and processes are consistently available across all channels. For example, promotions displayed on social media should be the same as those in physical stores and e-commerce. Information inconsistency can confuse customers and lower trust levels (Lee, 2022). By aligning information across all channels, retailers can ensure that the message delivered remains clear and convincing. This consistency also reduces the risk of losing customers to competitors.

Purchase barriers such as price differences, inaccurate stock information, or complex payment processes are often the cause of lost sales opportunities. By integrating channels, retailers can minimize these barriers. A centralized inventory system, for example, allows customers to know product availability in real-time. Similarly, the uniform payment methods across all channels make it easier for consumers to choose the most convenient way for them. This integration helps create a seamless shopping experience from start to finish (Haidenbauer & Meißner, 2022). Ultimately, this has a positive impact on customer satisfaction and loyalty.

Consistency of service across all touchpoints is crucial in building a strong brand image. Touchpoints encompass every point of interaction between a customer and a brand, both physically and digitally. When service quality varies across channels, customers will feel their experience is incomplete. Conversely, if the service is consistently reliable, customers will have a positive perception and feel valued (Kor et al., 2022). This consistency also makes it easier for customers to trust the brand, as they know they will receive the same standard of service wherever they interact. This serves as an important foundation for a successful omnichannel marketing strategy.

Literature studies show that service consistency is strongly correlated with customer satisfaction levels. Customers who have a consistent experience across all channels are more likely to give the brand a positive rating. For example, research by Verhoef et al. (2015) confirms that good channel integration increases trust and repurchase intention (González, 2022). This is happening because consumers feel safer and more comfortable transacting. When service is inconsistent, customers may feel disadvantaged or confused. As a result, customer retention rates can decline significantly.

Service consistency not only encompasses the quality of direct interactions but also includes policies and procedures across all channels. For example, a return policy that is equally good in physical stores and online will provide a sense of security for consumers. If policies differ, customers may be reluctant to transact on certain channels. Additionally, the communication styles, language, and service standards of the staff also need to be aligned. Even small differences can influence customers' perception of brand professionalism (Nag et al., 2022). Therefore, retailers must ensure that staff training and operational guidelines are applied uniformly.

Channel integration and service consistency also simplify customer relationship management. With centralized customer data, retailers can provide relevant offers and respond quickly to consumer needs. Consistent experiences across all touchpoints make customers feel personally cared for. This fosters the creation of mutually beneficial long-term relationships (Subramanya et al., 2022). Additionally, satisfied customers are likely to recommend the brand to others. This recommendation serves as a highly valuable form of organic promotion for retailers.

Overall, channel integration and service consistency are two important pillars in an omnichannel marketing strategy. Channel integration ensures a smoother and more seamless purchasing process, while service consistency maintains the quality of the customer experience across all touchpoints. Both complement each other to create a satisfying and memorable shopping experience. In the long run, this strategy can increase customer loyalty, retention, and lifetime value. Therefore, retailers need to invest in technology, training, and operational management that support the creation of integration and consistency. This step is no longer an option, but a necessity in the era of modern retail competition.

### **Personalized Customer Experience**

Personalized customer experience is one of the main advantages of an omnichannel marketing strategy. Personalization is achieved by leveraging customer data collected from various channels, such as purchase history, product preferences, and social media interactions. This data allows retailers to understand customer needs and desires more deeply (Jin, 2022). For example, customers who frequently purchase specific fashion products can receive recommendations for the latest collections that match their tastes. This approach makes customers feel valued and cared for. Ultimately, proper personalization can increase the likelihood of a purchase.

Customer data utilization is not limited to product recommendations, but also includes relevant promotional offers. With data analysis, retailers can send discounts or special offers tailored to individual shopping patterns. This strategy is more effective than untargeted mass promotion. Customers will feel the promotion is designed specifically for them, making them more likely to respond. Personalizing these promotions also helps avoid wasting marketing budget (Soares et al., 2022). Thus, customer data becomes a valuable asset that must be managed optimally.

Technologies like artificial intelligence and machine learning play a crucial role in personalization. AI can quickly and accurately analyze large amounts of customer behavior. The results of this analysis are used to provide real-time product recommendations, both on the website, in the application, and in physical stores (Rekelj et al., 2022). For example, customers browsing the shoe category will be immediately offered models that match their size and preferences. Quick and relevant responses like this can improve the shopping experience. In turn, this strengthens customers' emotional connection with the brand.

Customer value perception increases when they feel the shopping experience provided aligns with their personal needs. Personalization makes interactions more relevant, so customers feel their time and effort are valued. Literature studies indicate that high relevance in the shopping experience drives increased customer engagement. When customers feel they are getting more value, they are likely to repurchase (Gröppel-Klein, 2023). This creates a positive cycle between personalization and customer loyalty. In the context of omnichannel, this cycle can occur at all points of interaction.

Customer satisfaction is an important indicator of the success of personalization strategies. Satisfied customers will provide positive reviews and recommend the brand to others. This provides a very effective word-of-mouth promotional effect. Conversely, irrelevant or overly disruptive experiences can decrease satisfaction (Thảo, 2023). Therefore, personalization must be done wisely, considering customer privacy and convenience. Retailers who can maintain this balance will have a strong competitive advantage.

Privacy aspects pose a unique challenge in the implementation of personalization. Consumers are becoming increasingly aware of the importance of protecting their personal data. Therefore, retailers must ensure that customer data is used transparently and in accordance with regulations. Giving customers control over their data can increase trust. This trust is very important for maintaining long-term relationships. Without trust,

personalization efforts can actually backfire and become a negative factor (Adelia & Aprianingsih, 2023).

In practice, personalization can be applied to various elements of the shopping experience. For example, the appearance of a website or application can be changed according to user preferences. Marketing messages can be customized for specific locations or seasons. In physical stores, staff can provide product recommendations based on customers' purchase history stored in the system (Grewal et al., 2024). All of this creates the impression that the brand uniquely understands customer needs. This positive impression is one of the factors that increases brand loyalty.

Overall, personalized customer experience is a crucial element in an omnichannel marketing strategy. Proper data utilization can create relevant interactions, enhance value perception, and strengthen customer satisfaction. Technology is becoming the main enabler in achieving personalization across all sales channels. However, the success of personalization also depends on the ethical use of data and a commitment to customer privacy. Retailers who can combine relevance, convenience, and security will find it easier to win over consumers. Thus, personalization is not just a marketing strategy, but also a long-term investment in customer relationships.

### **Accelerated Response and After-Sales Service**

The speed of response in customer service is becoming a key factor in satisfaction in the digital age. Customers today expect quick answers to their questions or complaints, without having to wait for hours or even days. Technology like chatbots allows retailers to provide instant answers to common questions. Meanwhile, real-time customer support via live chat or video calls provides a more personal solution. This response speed can reduce customer frustration and improve brand perception (Oikarinen & Söderlund, 2022). As a result, the likelihood of customers making repeat purchases increases.

Chatbots are becoming an efficient solution for handling high volumes of customer requests. With the support of artificial intelligence, chatbots can understand questions, provide relevant answers, and direct customers to the appropriate channel if necessary. This helps save customers time while reducing the workload of the service team. Chatbots can also be integrated with CRM systems to provide personalized responses based on customer interaction history. In many cases, the instant response from chatbots is able



to resolve issues without human intervention (Amara & Negm, 2022). This efficiency directly contributes to increased customer satisfaction.

Beside chatbots, real-time customer support is an important part of an omnichannel service strategy. This service allows customers to speak directly with staff via live chat, voice call, or video call. This approach fosters a sense of trust because customers interact with humans directly. In physical stores, this technology can be equipped with tablet devices or applications that make it easier for staff to access product information (Sururi & Sari, 2023). This ensures customers receive consistent and prompt answers. The availability of real-time support strengthens the brand's image as a responsive service provider.

The real-time order tracking feature also enhances the after-sales experience. Customers can track their order status from purchase confirmation to delivery and receipt of goods. This transparency reduces customer anxiety and increases trust in the brand. The order tracking system integrated with sales channels also minimizes the risk of incorrect or delayed information. For retailers, this feature serves as a tool to demonstrate professionalism and reliability (Dinana & Morsy, 2022). Ultimately, the ease of tracking orders is one of the factors driving customer satisfaction.

Previous research indicates that response speed has a significant impact on customer loyalty. For example, a study by Parasuraman et al. (2018) found that a quick response in resolving customer issues increased repurchase intention by up to 30%. This finding applies to both online and offline services. Customers perceive speed as a form of care and commitment from the retailer. Conversely, delayed responses often lead to disappointment and damage brand image (Butkouskaya et al., 2023). Therefore, service acceleration should be a top priority in an omnichannel marketing strategy.

The relationship between response speed and loyalty is also strengthened by the level of satisfaction generated. High satisfaction will encourage customers to remain loyal even if competitors offer them deals. Prompt after-sales service, such as handling returns or replacements, can turn a negative experience into a positive one. Customers who feel their issues are resolved quickly are more likely to leave positive reviews and recommend the brand to others. This domino effect helps improve brand reputation in the market (Ismail & Kortam, 2023). Thus, response speed becomes a long-term investment in customer relationships.

Implementing accelerated response and after-sales service requires adequate technological and human resource support. Retailers must integrate

communication systems, order management, and CRM to ensure customer information is always up-to-date. Staff training is also important to ensure they can handle complaints quickly and effectively. Technology will only be optimal if balanced with good interpersonal skills from service staff. The balance between automation and human touch is key to success (Juharsah, 2024). This ensures customers receive a fast and emotionally warm experience.

Overall, response speed and after-sales service play a crucial role in creating a satisfying customer experience in the omnichannel era. Technologies like chatbots, real-time support, and order tracking help speed up the service process without sacrificing quality. Research evidence shows that response speed is directly related to customer loyalty levels. With fast and transparent service, retailers can maintain customer trust and satisfaction. This strategy not only reduces the risk of losing customers but also strengthens the brand's position in the market. Therefore, service acceleration must be an integral part of any successful omnichannel marketing strategy.

## **CONCLUSION**

This literature review indicates that omnichannel marketing strategies have a significant impact on increasing customer satisfaction in the retail sector. Integrating sales channels can reduce purchasing barriers and create a seamless shopping experience, while consistent service across all touchpoints strengthens customer trust in the brand. Data-driven personalization makes interactions more relevant and increases customers' perceived value. Additionally, faster response times and after-sales service have been proven to increase customer loyalty and retention. By combining these three elements, retailers can build long-term, mutually beneficial relationships with customers.

For retail businesses, implementing an omnichannel strategy must be a priority in the face of increasingly fierce competition. Investment in technologies such as CRM, chatbots, real-time customer support, and order tracking is essential to support channel integration, service personalization, and faster response times. Retailers also need to ensure staff training so that service quality is consistent across all channels, while also maintaining transparency and customer data privacy. For future research, it is recommended to conduct an empirical study to quantitatively test the relationship between omnichannel implementation and customer satisfaction,

including its impact on long-term loyalty. This approach will enrich the literature findings with more measurable and contextual evidence.

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