

## **Implementation of Integrated Marketing Communication Through The concept of Omnichannel Marketing in the Laksana Boga Campaign Marketing Program**

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### **Abstract**

Importance of equity brand in retail companies to chase enhancement advantage in finance. Retail companies must Keep going continuously and increase equity chili brand emphasizes the role important from equity brands on customers. Laksana Boga is a Center for Souvenirs and Snacks in Majenang. The company provides various souvenir products and snacks equipped with the various needs of the daily public. On souvenir products available various flavors start from salty, savory, sweet, and spicy flavors. The company needs to be optimal in system management, especially in marketing. Not optimal activity marketing is done- the company is marked with a need for consistent promotion on online channels. Study This use method studies descriptive qualitative through observation, activity interviews, a secondary data company, and collection documentation. Research results conclude that the company needs to implement Integrated Marketing Communication through Omnichannel Marketing in marketing programs Laksana Boga Campaign to maximize activity marketing on business. An increase in business revenue demonstrates the success of the marketing campaign program, i.e. 30% in the previous three periods.

Keywords: Integrated Marketing Communication, Omnichannel Marketing, Marketing Campaign, Laksana Boga, Equity Brand.

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### **1. Introduction**

Retail is a business selling goods or services to consumers in a manner unit or retail. Consumers buy products or services in retail stores with the meaning for consumed or used for personal use [1]. The determining factors of success modern retail are one of the business strategies retail, display physique retail, image retail, goods a variety of merchandise, reliable communication, technology effective payment, service customer, brochure, specialist source Power people and guarantees payment [2]. More and more customers with unique characteristics in the shopping experience influence the design of new services to use digital technology capacities [3].

The retail industry provides convenience for customers who need products with shortened distribution channels; customers do not have to go to the product manufacturer, but they can shop faster and closer to buying at a retail store [4]. The role of quality service, diverse products, store appearance, and price perception affect purchase decisions in retail stores [5]. Perpetrator businesses must ensure that consumers truly feel the quality of service provided and feel satisfied with the service. The relaxed atmosphere of the store also influences the experience of shop customers [6].

Retail companies must set prices following the target market and store environment [7]. The company must increase the quality of connection customer with

designing effort communication in terms of quality, quantity, frequency, or means [8]. Something product typical of the area offered by the gift shop is authentic and representative of the uniqueness of something area [9]. The importance the existence of a souvenir shop means that souvenirs are made with attributes representing the symbols of the destination and get trigger consumers [10]. To remember something, places, events, and experiences that are imbued with meaning [11]. A souvenir can be for sale through industry retail [12]. The existence of a retail store that provides souvenirs makes it easy for customers to buy more near the store than looking for one-by-one maker souvenir products or the home industry [13].

### **2. Research Method**

Study This use method studies qualitative descriptive involving some data from schema, information, and interpreted documents to add information about object research [14]. Method study Descriptive qualitative is a study about the environment around included in existing social problems [15]. Writer in study this does research and writes a comprehensive report on what has been analyzed and data collected from object research [16].

The research data described in the study was obtained from interviews with the people involved in the company, such as owners, competitors, and customers [17]. The interview involves information planning activity interview, submission questions, and notes response during the interview [18]. Activity interview

used by the author that is with them questions asked and answers from sources [19]. Activity This uses a tool to record sound, camera, and paper interviews prepared for submission questions. It recommended that the researcher own an audio recording for making notes written [20]. Period observation on research This is done over a period time four months. The observation was located in Majenang, Cilacap.

### 3. Result and Discussion

The company operates in the retail industry in Majenang City, Regency Cilacap. Products the company provides are quality products because they own several deep process flow display products That can be aimed at consumers. The price given by the company is also based on affordability public because of the company's commitment to providing appropriate prices to reach society. Omnichannel aims to rejuvenate, revitalize and enhance customer satisfaction in shopping for goods in-store or via online shopping platforms. Interview Results presented in Table 1.

Table 1. Interview Results

Question-Related Study	Research Results
Laksana Boga is moving business in the field what and sell product Whately?	Boga is a business operating in the industry retail. Products sold _ consist of various needed daily products, souvenirs, and snacks in typical areas.
Position company Laksana Boga to the industry retail in Majenang City as a market leader, market challenger, market follower, or market niche?	In the retail industry in Majenang City, Laksana Boga has positioned the company as a market follower. This is because there is business retail already _ There is before exists Laksana Boga with capacity more production many.
As a market follower, what strategydoes the firm choose?	The company has a unique strategy in which retail _ isdifferent from another. The company owns mark superiority with its characteristic typical as a center for souvenirs and snacks and provides various culinary typical areas.
Why do consumers choose LaksanaBoga as a place to shop?	Consumers choose Laksana Boga as a place to shop because own mark different advantages _ from retail other. Laksana Boga is close to the city center, and the distance between parking and shops is also very close.

Table 1 shows the position company in the industry retail as a market follower. This is proven with other businesses with more capacity production and stance more business beginning compared to the company. As market followers in the retail industry, the company must still have a survival strategy for its business to stand still and serve the customers. The company has a unique differentiation strategy as a differentiator from regular retail. Company owns characteristics typical as the center is souvenirs, snacks, and culinary in the heart city. Besides providing required product the public in daily company offer typical souvenir products area. The omnichannel approach is a marketing strategy method modern innovative uses sophisticated technology throughout the network in various channels to give customer experience specific and comprehensive shopping.

The company delivers products and services that focus on souvenirs and snacks. There is various product done including private branding. To increase brand awareness, a company customer in mind. This is by companies for consumers to remember the Name company after buying the product and leaving the shop. Companies use a differential strategy to be different

from other companies. Marketers must focus on differentiating products.

Strength that is strategic location, Provides a variety of souvenirs typical of the region, Affordable prices, Free toilets and parking. Next Weaknesses that is no active promotion, no, there is market research, no, there is a membership program, Less active online transactions. Next Opportunities that is there has yet to be a unique shop for souvenirs, many events in City Park, More Hotels. Next Threats that is boredom-level public tall, need to maintain loyalty to customer, there is a home industry maker of souvenirs.

SO strategy that is create a banner or shop sign, active in doing partnerships at the car-free day (CFD) event, we are doing promos during CFD events. ST Strategy that is Innovate in places, products, and services with mixed marketing strategies, creating a loyalty program system that can attract consumers' interest, create private branding. WO strategy that is making plan promotion per 1 (one) month, retrieval of research data on, customer, a membership program is held, enhancement channel sale, through omnichannel marketing. WT Strategy that is creating exciting content ideas through marketing campaign programs, implementation of integrated marketing communication, make the concept of omnichannel marketing on products private branding.

Analysis of strengths, weaknesses, opportunities, and threats (SWOT) that can be used For Analyze the necessary strategies applied to a company. In the SWOT analysis that the author has done about the company, some points of weakness and threats become a task for the company's For Can own right strategy in the operating effort. Factor weakness consists of the company's lack of consistent promotion, which raises a decline in sales online. Weaknesses and threats to the company need to be overcome with the right marketing program. Companies can strengthen side shopping online by enabling various social media platforms Transformation strategy in omnichannel retail is based on four perspectives, specifically, Item side and presentation brand, Client side, profundity promoting social, and optimization benefit, Encounter buyer extend discernment and impression they to brand items, and Online to offline. Visualization Integrated Marketing Communications shown in figure 1.

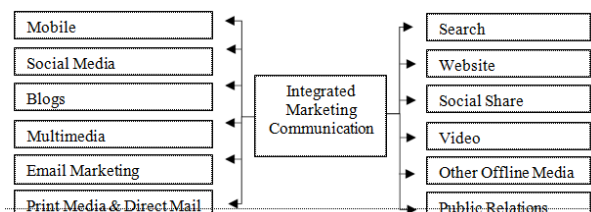


Figure 1. Visualization Integrated Marketing Communications

Figure 1 explains integrated marketing communication (IMC) is an approach to ensure a brand communication business for aligning consumers through channel marketing. IMC is draft planning communication marketing confess mark plus from plan comprehensive,

assess role strategic various field communication, for example, advertisement general, feedback direct, sales exposure, and relationships community and combine principles This For clarity, consistency, and impact maximum on communication. Retail omnichannel is a draft in which retail all channels are combined or integrated to increase the experience of customers and the performance company.

Omnichannel creates a company that excels in the market with integration, optimization, and improved customer reach. The company has collaborated with hotels to put information about product service companies that consumers can see following the target company. Collaboration companies with hotels positively impact consumers that are more relationship close to frequent places they visit. There is collaboration expected as an image positive for the company view consumers. Currently, this company Works with two hotels as information media transactional. Information about the company is placed on the table reservation so consumers can make it easy for consumers to find information. The hotel is also accessible in explained utility information company.

The company has collaborated with hotels to put information about product service companies that consumers can see following the target company. Collaboration companies with hotels positively impact consumers that are more relationship close to frequent places they visit. This company works with two hotels as information media transactional, namely Hotel Borobudur and Hotel Kenanga. Information about the company is placed on the table reservation so consumers can make it easy for consumers to find information. Experience shopping omnichannel, there is role mediation in the connection between marketing collaboration and loyalty customers.

The company delivers information possible contact contacted customers if they need information related to products at each feed on Instagram and Facebook posts. Staff marketing company gives experience best with method indulgent service consumer with excellent, kind and fast communication. The company delivers policy time, a maximum of 10 (ten) minutes in answer message consumer. There is a knob for one-click to connect on WhatsApp or Instagram messages. Point digital contacts in journey customer introduced for increase omnichannel experience.

Digital presents proposition mark new like existing QR codes, cloud, chatbots, and augmented reality that create knowledge through form mark to use. On-service, online QR codes are also used for payment transactions. Customers online can make payments with the tool. To make it easy, they pay without must come to the shop. Customers who do not have cash or cash can use Chris as a tool for payment. QR codes provide a positive experience for aspect customers and convenience in the shop.

An omnichannel strategy can give more experience smoothly and better regardless of stage purchases and

channels used by customers. The company implements a shopping process offline and online with easy and not complicated. The company creates a service called Laboga Delivery without a minimum purchase. The company implements this to make it easy for consumers to shop according to their needs. Several consumers choose company shopping because of the conditions, no lot, and the process is smooth and fast. There are stages of the online shopping process that start with the stage order, stage setup product, stage transactions, checks, and after That, stage delivery. The company accepts criticism, suggestions, and messages from consumers if consumers want to give a response for a quality service company.

The omnichannel environment enhances the customer service process with existing stage ordering, fulfillment, and returns. The company accepts returned goods if not enough from three days with provision product No some are broken and defective. If the complaint customer to the product consumer wants to be returned product is disabled, so apply when the reception goods; if more from That company, No accepted stage return goods. Omnichannel marketing should focus on creating a live environment by creating accounts on the network's leading social service platforms, such as Facebook, Twitter, and Instagram. The company owns social media accounts on the Facebook and Instagram service platforms. The company is not active on Twitter because the media does not follow company targets. The company uses a marketing campaign strategy to make a daily posting schedule.

The strategy used to overcome the problem of lack of posting consistency due to limitations of the content idea to be spread to consumers. Manufacturing process marketing campaigns with make theme every month to make it easy staff marketing in making content daily. Companies use technology meta business suite to make it easy to plan posts by specified time company. The company must only automatically make monthly planning and technology posts by specified day and time.

TikTok may be a tool that conveys uncommon, engaging, and curiosity utilized by its clients to make brief recordings with great comes about and can be displayed to other clients. The company adds social media TikTok as a tool for reaching consumers online. The moment is TikTok media is viral, and its users many. The strategies companies use on Facebook and Instagram media differ from those used on TikTok. This is because reach users on the three media are different, and every medium has different trending topics. The company's TikTok media give reviews related to products and services. The company, besides it, is also a company share recommendation for TikTok users. It beneficial for consumers to look for knowing information about the company. Consumers can order the products provided by the company through the platform. Differences in Social Media Functions for Promotion Laksana Boga presented in Table 2.

Table 2. Differences in Social Media Functions for Promotion Laksana Boga

Aspects to Note	Social Media				
	WhatsApp	Instagram	Tiktok	Facebook	Website
Do booking	•				
Content interesting	•	•	•	•	
Provider information product	•	•	•	•	•
Provider information company					•
Updates every day	•	•	•	•	
Often visited consumer	•	•	•	•	
Enthusiastic candidate consumer	•		•	•	•

Table 2 explains about different functions of social media used by the company. This is because every social media platform has its audience with different characters as well as needs different information. Companies use social media suit with the function of each platform and the policies set on each platform to reach target consumers set by the company. The company advertises regularly on social media. To attract consumers to shop at companies, it is also a company that gives information latest about products and services. This is done to get customers new in order to have an impact on improvement sales. Some method to get customers new is to advertise regularly on social media through help party thirds like influencers or food gram.

Service integration related to involvement customers, response customers, interest in retailers' alternatives, consciousness of seamless customers, and usage of omnichannel services. The company delivers service shopping through related steps and easy processes. The company has a crucial service that responds quickly—customer involvement in online shopping, where customers can choose the desired product through video calls with employees. Customers can respond company by providing suggestions, impressions, and messages. To the company, after accepting proof, signs accept goods. Customers feel the service process is simple, and there are few conditions for service orders online.

The company was possibly for has a logo, slogan, name, category products, prices, descriptions, and information the same discount available in all channels on the omnichannel. The company includes an online profile shop on social media with virtual employee logos and icons to give consumers an elegant and reliable impression. An excellent online store logo will increase consumer confidence in a quality store. The company has the slogan "Shopping Closer, Shopping More Fun." Companies post per category medium product promotions or discounts. Fixed-price company is affordable for consumers because the company follows market prices and services provided in determining the price.

Income turnover significant with the channel "Buy Online, Pick Up in Store" shows a strong desire from the customers to offer coupons and benefits for the retailers. The company provides service messages

online taken store for customers who want to shop faster and save time in queues. Customers can provide shopping lists, and company and employee keypads will prepare the desired product. Products that have been prepared cannot be delivered or picked up at the store because not all customers want to be delivered. Some customers have the character no like waiting a long time when a transaction is to shop directly for a Ready product, with That company giving a policy message online and picking up in-store.

Consumers look for options time, the fastest delivery, and the capability to take online orders in store physical. The company opens shop at 05.30 WIB and is ready to serve shopping online starting at 06.00 WIB. Service is exciting Because the company offers more time fast compared to other companies. Need House ladder usually needed moment morning day. This helps the customer fulfill needs, shopping, and service. This speed up a customer in fulfilling their needs. Service This is offered to customers with a method chat between employees and with usual customer shop in the morning. Visualization Omnichannel Marketing shown in Figure 2.

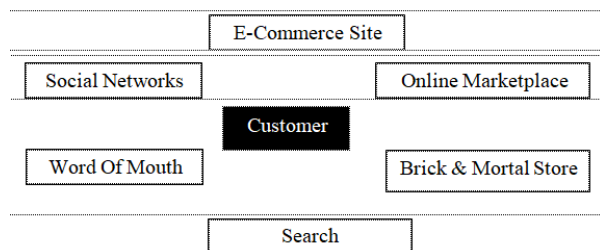


Figure 2. Visualization Omnichannel Marketing

Visualization Omni channel marketing concept explains that some channel strategies can become a factor in omnichannel success. Channel strategy consists of kiosks, e-commerce, web portal, mobile, email, retailer, social, and call centers. Factor success omnichannel concept is supported with consistent company running omnichannel. The company should too agile and thrive in the running omnichannel. With existing recommendation channels in omnichannel activities, it is easy company to make draft planning marketing through omnichannel marketing. Omnichannel is a trend unique in experience shop consumers who use a combination shop physical and online to present an experience of complete shopping integrated into technology.

Omnichannel customer-centered aim to increase consumer satisfaction and loyalty. Draft marketing omnichannel implemented by the company in order to be able to help enhance the turnover company. The company applies sensation shopping same online with shopping at the store. The company delivers Photo profile employees virtually and features video calls for a customer who wants to view product details to give the same sensation when they are shopping directly. The company does this to increase customer satisfaction and create loyal customers. The company provides a quick response to consumers who shop

online so they can experience shopping directly in the store. Omnichannel value and customer engagement increase customer trust and commitment.

Shopping with omnichannel offers many advanced features and functions such as networking, real-time interaction, data and checking, and supports, for example, efficient shopping, saving time and effort. Through the company's omnichannel approach, create a service called Laboga Delivery which owns feature video calls if customers want to see the product in detail. The company also shares channels with various digital platforms and work the same with several hotels. The company owns a principal fast, passionate, and fun-for-service message. The company offers service messages, mainly first and take store. Customers are in queue transactions to save time, and after the goods are Already Ready, they will contact us. Several customers are suitable for a service like That because of efficiency and thrifty time.

Omnichannel do integrated delivery temporally and spatially, to fulfill experience happiness - oriented shopping consumers. During delivery, the company gives the best experience with smiles and friendliness. After the goods are under the purpose, the customer accepts a letter signed as proof that the goods are already there. There is a stage check that the goods must be by what to order.

Influence review consumer No free from service something business. Good and bad reviews consumers must accept professionally. The company activates responses to the customers in the column comments, Google Maps reviews, as well as direct messages addressed through chat or chat direct. The company delivers a professional response, i.e., If there is criticism, so company answer comment after doing the repair service, whereas when addressed to the company is impression positive, the company direct answer by saying, accept love and hope for the shop back. The company responds to customers based on messages aimed at the company from messages and suggestions or impressions positive during the shop. Experience brand and change habit own a significant impact on the omnichannel approach to increase customer loyalty. The company delivers experiences of enjoyable shopping moments to serve customers. Customers who shop also respond positively to the company because the source Power is a friendly and easy man invited to communicate to make shopping taste together friends with or family alone.

Companies that use the omnichannel concept should strengthen their promotion strategy of customers through promotional videos, products, and gifts coupon to customers. The company has used television for playing advertising videos, promotions products, and services placed company near the cashier. Playing videos entertains customers when making transactions and overcomes customer boredom. They have played videos about the product's new service messages between and experience shop customers. The company also shares long and short videos on its social media

accounts like Youtube, Facebook, Instagram, TikTok, and WhatsApp Stories.

The current retail environment is driven by channel proliferation, customer channel preferences, and managerial efforts to create an integrated omnichannel shopping experience. Companies use various promotional media to inform various products and services provided to the company customers. Information provided to consumers is information transactional. The company needs to implement an omnichannel strategy because the level of Internet popularity and consumers' environment has changed significantly.

There are three challenges to realizing omnichannel potential: data access and integration, attribution marketing, and privacy consumers. Data access and integration are carried out company with, Linktree, which combines social media accounts company as a choice for consumers to look for information-related products and services. The company uses Attribution marketing with a see algorithm for every digital platform because every platform has different policies. Company constantly guard the privacy of consumer with No sharing of product, only what customers buy and total spending No distribution on social media. Neither does customer data given by anyone Because the company guards customers' privacy. Optimization of the Marketing Campaign Program presented in Table 3.

Table 3. Optimization of the Marketing Campaign Program

Aspect	Information
Objective	Objective period short, there is a marketing campaign program for knowing Where the position company is and knowing the start line of the start journey business. Objective: In the Long term, there is a marketing campaign to increase sales, brand recognition, and the development of thereputation company.
Period	6 (Six) Months
Person in Charge	Manager assisted by a consultant
Activity	Create a theme and plan a campaign Prepare a campaign budget Planning the execution of content and information to be shared by the company Make a schedule for sharing content for each social media.
Target	Local people with a segment of people in need shopping fast, practical, and close. People outside the City of Majenang with activity currently stage journey

Table 3 shows the optimization implementation of marketing programs the previous company designed for activity effort. The objective of a marketing program company is to expand the range and increase the sales of products provided by the company. Omnichannel activities viz through a gradual process following set targets company implementation of marketing programs an impactful Laksana Boga campaign positive for omnichannel activities. The company needs to provide a seamless process to the experience shop all over the channel and manage proactive experience customer omnichannel shopping. Comparison of Turnover Before and After Innovation presented in Table 4.

Table 4. Comparison of Turnover Before and After Innovation

before	March I /2023	March II /2023	April I /2023
turnovers	I	I	IDR
	DR 112,2 40,80 0	DR 112,240, 900	146,723,00 0
After	April II /2023	May I /2023	May II /2023
turnovers	IDR	IDR	IDR
	249,14 9,400	144,543, 200	146,600,00 0

Table 4, it is explained that there is an increase in turnover of 56% between before innovation compared to after innovation. The company must take note of two viewpoints of consistency in client interaction: information and services a company using a marketing campaign strategy to plan consistent marketing. Marketing campaigns have an essential relationship for omnichannel because existing planning on marketing makes the company focus on the destination to be achieved. The program lets the company know how much money should be used and what sales targets will be achieved. The company has an increased target turnover by 30% of the period before. With exists consistency company in making interaction with customers through information disseminated and services provided, the company own enhancement sale from the period before.

#### 4. Conclusion

Study This evaluates field marketing through marketing campaign programs Where the company focuses on promoting products and services offered by the company. The objective is field evaluation and marketing to use increased sales products and improve quality service. Program evaluation on research will also give a positive mark to internal (company) and external (customer) parties. This research has had several impacts aspects, such as; Research will bring benefits with developing a vision strategic company in management marketing; Theory Integrated Marketing Communications with application Omnichannel Marketing will help the company For integrate information provided by the company, and the message conveyed customer to the company, Developments theory Integrated Marketing Communications can make references to research next, Evaluation from this program give mark company for a customer in convenience access purchase product. Research on companies can be beneficial for practitioners who have a connection. Good with other companies can evaluate system marketing applied to increase marketing activity through studying this. From research, this company can own standard qualifications in choosing power work to fit with what can increase mark quality company. The study conducted by the author can be helpful in terms of education, which is a renewal of the academic system as teaching material and can be used by future researchers in similar or different industries.

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