

ABSTRACT

OMNICHANNEL CUSTOMER SATISFACTION: THE ROLE OF MEDIATION AND MODERATION (On Indomart and Alfamart Customers)

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The purpose of this study is to determine and analyze Omnichannel Customer Satisfaction: The Role of Mediation and Moderation (On Indomart and Alfamart Customers). The research method used is a survey method with a quantitative approach. The type of data used is primary data. The sample in this study was 335 respondents, with a sampling technique using non-probability sampling with a purposive sampling method. The analysis tool in this study uses Structural Equation Modeling (SEM) and is processed using AMOS 24 software. The results of the analysis show that: Omnichannel integration quality has a positive effect on omnichannel customer experience, Omnichannel integrated promotion has a positive effect on omnichannel customer experience, Omnichannel integration quality has a positive effect on omnichannel customer satisfaction, Omnichannel integrated promotion has a positive effect on omnichannel customer satisfaction, Omnichannel customer experience has a positive effect on omnichannel customer satisfaction, Time orientation can moderate the relationship between omnichannel integration quality and omnichannel customer experience, Time orientation can moderate the relationship between omnichannel integrated promotion and omnichannel customer experience, Omnichannel customer experience can mediate the relationship between omnichannel integration quality and omnichannel customer satisfaction, Omnichannel customer experience can mediate the relationship between omnichannel integrated promotion and omnichannel customer satisfaction.

Keywords: *omnichannel integration quality, omnichannel integrated promotion, time orientation, omnichannel customer experience, omnichannel customer satisfaction*

ABSTRAK

OMNICHANNEL CUSTOMER SATISFACTION: PERAN MEDIASI DAN MODERASI (Pada Pelanggan Indomart dan Alfamart)

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Tujuan penelitian ini untuk mengetahui dan menganalisis *Omnichannel Customer Satisfaction*: Peran Mediasi dan Moderasi (Pada Pelanggan Indomart dan Alfamart). Metode penelitian yang digunakan adalah metode survei dengan pendekatan kuantitatif. Jenis data yang digunakan merupakan data primer. Sampel dalam penelitian ini sebanyak 335 responden, dengan teknik *sampling* menggunakan *non-probability sampling* dengan metode *purposive sampling*. Alat analisis dalam penelitian ini menggunakan *Structural Equation Modeling* (SEM) serta diolah menggunakan *software* AMOS 24. Hasil analisis menunjukkan bahwa: *Omnichannel integration quality* berpengaruh positif terhadap *omnichannel customer experience*, *Omnichannel integrated promotion* berpengaruh positif terhadap *omnichannel customer experience*, *Omnichannel integration quality* berpengaruh positif terhadap *omnichannel customer satisfaction*, *Omnichannel integrated promotion* berpengaruh positif terhadap *omnichannel customer satisfaction*, *Omnichannel customer experience* berpengaruh positif terhadap *omnichannel customer satisfaction*, *Time orientation* dapat memoderasi hubungan antara *omnichannel integration quality* terhadap *omnichannel customer experience*, *Time orientation* dapat memoderasi hubungan *omnichannel integrated promotion* terhadap *omnichannel customer experience*, *Omnichannel customer experience* dapat memediasi hubungan *omnichannel integration quality* terhadap *omnichannel customer satisfaction*, *Omnichannel customer experience* dapat memediasi hubungan *omnichannel integrated promotion* terhadap *omnichannel customer satisfaction*.

Kata Kunci: *omnichannel integration quality, omnichannel integrated promotion, time orientation, omnichannel customer experience, omnichannel customer satisfaction*