

The Impact Of Omnichannel Experience And Brand Image On Consumer Purchase Intentions Mediated By Consumer Attitudes

Dampak Pengalaman Omnichannel Dan Citra Merek Terhadap Niat Beli Konsumen Yang Dimediasi Oleh Sikap Konsumen

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ABSTRACT

This research investigates the nuanced relationships among omnichannel experiences, brand image, consumer attitudes, and purchasing behavior within the beauty and wellness industry, focusing on PT. Mustika Ratu, Tbk. The study employs a random sampling technique, surveying 60 individuals to gather insights. The direct test results indicate significant direct relationships between omnichannel experiences, brand image, and both consumer attitudes and purchasing intentions. Moreover, the indirect paths highlight the pivotal mediating role of consumer attitudes in translating the impacts of omnichannel experiences and brand image into actual consumer purchases. These findings provide actionable insights for PT. Mustika Ratu, emphasizing the need to strategically cultivate positive consumer attitudes alongside optimizing omnichannel experiences and enhancing brand image to effectively drive purchasing behavior in the competitive beauty and wellness sector.

Keywords: Omnichannel Experience, Brand Image, Consumer Purchase Intentions, Consumer Attitudes

ABSTRAK

Penelitian ini menyelidiki hubungan yang bernuansa antara pengalaman omnichannel, citra merek, sikap konsumen, dan perilaku pembelian dalam industri kecantikan dan kesehatan, dengan fokus pada PT. Mustika Ratu, Tbk. Penelitian ini menggunakan teknik pengambilan sampel acak, mensurvei 60 orang untuk mengumpulkan informasi. Hasil pengujian langsung menunjukkan hubungan langsung yang signifikan antara pengalaman omnichannel, citra merek, dan sikap konsumen serta niat pembelian. Selain itu, jalur tidak langsung menyoroti peran mediasi penting dari sikap konsumen dalam menerjemahkan dampak pengalaman omnichannel dan citra merek ke dalam pembelian konsumen yang sebenarnya. Temuan ini memberikan wawasan yang dapat ditindaklanjuti untuk PT. Mustika Ratu, yang menekankan perlunya menumbuhkan sikap konsumen yang positif secara strategis di samping mengoptimalkan pengalaman omnichannel dan meningkatkan citra merek untuk secara efektif mendorong perilaku pembelian di sektor kecantikan dan kesehatan yang kompetitif.

Kata Kunci: Pengalaman Omnichannel, Citra Merek, Niat Beli Konsumen, Sikap Konsumen

1. Introduction

In the era of modern commerce, the convergence of omnichannel experiences and brand image plays a pivotal role in shaping consumer purchasing intentions. As businesses strive to create seamless and integrated interactions across various channels, understanding the profound impact of these omnichannel experiences on consumer attitudes becomes imperative. Additionally, the interplay between these experiences and the overall brand perception further influences the consumers' willingness to make a purchase (Kopot & Cude, 2021). This article delves into the intricate relationship between omnichannel experiences and brand image, exploring how these factors mediate consumer attitudes and ultimately shape their purchasing intentions. By examining the dynamic interconnection of these elements, we aim to provide insights into the complex landscape of contemporary consumer behavior and offer valuable

perspectives for businesses navigating the ever-evolving realm of omnichannel marketing (G. A. Wang, 2018).

In the dynamic landscape of the beauty and wellness industry, the exploration of omnichannel experiences and brand image becomes particularly compelling for PT. Mustika Ratu, Tbk. Based in Graha Mustika Ratu, Jl. Gatot Subroto No.74-75, Jakarta 12870, the company is renowned for its diverse portfolio encompassing cosmetics, skincare, haircare, traditional herbal remedies (jamu), and health beverages. Understanding the intricate interplay between omnichannel strategies and brand perception is paramount for PT. Mustika Ratu in order to resonate effectively with its target audience. As consumers increasingly seek seamless and unified experiences across various platforms, the company's ability to integrate and optimize these channels can significantly impact consumer attitudes and, consequently, their intention to purchase. This article aims to dissect the specific implications of omnichannel experiences and brand image within the context of PT. Mustika Ratu's multifaceted product offerings, shedding light on how these factors mediate consumer attitudes and shape the overall landscape of consumer behavior within the beauty and wellness sector. Through this exploration, valuable insights can be gleaned to guide the company in navigating the complexities of contemporary marketing dynamics (Le & Nguyen-Le, 2020).

The phenomenon of omnichannel experiences and brand image within the context of PT. Mustika Ratu, Tbk. is characterized by the intricate orchestration of diverse consumer touchpoints across the beauty and wellness spectrum. As consumers today traverse an array of online and offline channels, PT. Mustika Ratu's ability to seamlessly integrate its products, spanning cosmetics, skincare, haircare, traditional remedies (jamu), and health beverages, becomes a critical factor in shaping the consumer's perception. The company's success hinges on its capacity to create a cohesive and harmonious brand presence that resonates consistently across these channels. The phenomenon also highlights the evolving preferences of modern consumers who demand not only high-quality products but also a unified and immersive brand experience. The interplay between omnichannel strategies and brand image, as observed in the case of PT. Mustika Ratu, reflects the dynamic nature of consumer behavior and the necessity for businesses to navigate this landscape strategically to foster positive attitudes and drive purchasing intent.

The research underlying this article seeks to unravel the specific objectives related to the impact of omnichannel experiences and brand image on consumer purchasing intentions within the context of PT. Mustika Ratu, Tbk. The primary goal is to investigate how the company's diverse product offerings, ranging from cosmetics to health beverages, interact with its omnichannel strategies to influence consumer attitudes. Understanding the nuanced relationship between these variables is crucial in providing actionable insights for PT. Mustika Ratu to enhance its marketing strategies effectively. The research aims to shed light on the dynamics of consumer behavior in the beauty and wellness sector, with a focus on the role played by seamless omnichannel experiences and a compelling brand image in shaping consumers' intentions to purchase. By elucidating these relationships, the study ultimately strives to offer practical recommendations that can empower PT. Mustika Ratu to optimize its marketing approach and foster a stronger connection with its target audience in the competitive landscape of the beauty and wellness industry.

2. Literature Review

Consumer Purchase Intention is a crucial concept in marketing and consumer behavior, reflecting the likelihood or inclination of an individual to buy a particular product or service (J. Wang et al., 2022). Several theories contribute to the understanding of consumer purchase intention, and one prominent model is the Theory of Planned Behavior (TPB). Developed by Icek Ajzen, TPB posits that an individual's intention to engage in a behavior, such as making a

purchase, is determined by three primary factors: Attitude toward the behavior, Subjective Norms, and Perceived Behavioral Control (Dionysis et al., 2022). Firstly, Attitude toward the behavior refers to the individual's positive or negative evaluation of the intended action. This is influenced by their beliefs about the consequences of the behavior and the overall subjective value they place on those consequences (Hien & Nhu, 2022). Secondly, Subjective Norms involve the perceived social pressure or influence from significant others, such as friends, family, or colleagues, regarding the decision to make a purchase. Lastly, Perceived Behavioral Control relates to the individual's perception of their ability to perform the behavior and the presence of factors that may facilitate or hinder the action. These three factors collectively shape the individual's intention to make a purchase, which, in turn, strongly predicts the actual buying behavior (Zhai et al., 2022). The Theory of Planned Behavior has proven effective in various contexts, offering marketers valuable insights into the psychological determinants of consumer decision-making and providing a foundation for designing strategies that positively influence consumer purchase intentions (Zhai et al., 2022).

The theory of Omnichannel Experience revolves around the concept of creating a seamless and integrated customer journey across multiple channels, both online and offline, to enhance the overall customer experience (Gahler et al., 2023). Unlike multichannel strategies, which involve operating various channels independently, omnichannel strategies aim to unify these channels, providing customers with a consistent and cohesive experience throughout their interactions with a brand. At its core, the Omnichannel Experience theory recognizes that modern consumers engage with brands through a variety of touchpoints, including physical stores, websites, mobile apps, social media, and more. The theory emphasizes the importance of breaking down silos between these channels, ensuring that data, communication, and customer insights are shared seamlessly across the entire ecosystem. This interconnected approach enables customers to transition effortlessly between channels while maintaining a consistent and personalized experience. Key elements of the theory include a centralized view of customer data, synchronized communication strategies, and a holistic understanding of the customer journey (Junbin & Xinyu, 2022). By leveraging technology and data analytics, businesses can tailor their interactions with customers based on their preferences, behaviors, and previous engagements. This, in turn, fosters customer loyalty, improves satisfaction, and positively influences purchasing decisions (Alexander & Kent, 2022). Successful implementation of the Omnichannel Experience theory requires a customer-centric mindset, advanced technology infrastructure, and strategic alignment across various business functions. Brands that effectively execute omnichannel strategies not only meet the evolving expectations of modern consumers but also position themselves competitively in the marketplace by delivering a unified and exceptional customer experience (Moliner & Tortosa-Edo, 2023).

Brand Image theory is a conceptual framework that explores the perceptions and associations consumers hold about a particular brand. It recognizes that beyond the tangible features and attributes of a product or service, a brand's success is heavily influenced by the subjective impressions and emotions it evokes in the minds of consumers (Ferdiana Fasha et al., 2022). Essentially, brand image represents the overall mental picture individuals have about a brand, encompassing its personality, values, quality, and distinctiveness. Central to the theory is the understanding that consumers form opinions about a brand based on various touchpoints, including advertising, product experiences, word of mouth, and visual identity (Purwanto, 2019). These perceptions contribute to the development of a brand's image, influencing consumer attitudes and behaviors. Positive brand images often lead to increased brand loyalty, trust, and a willingness to pay premium prices. Brand Image theory is closely linked to brand equity, which denotes the intangible value a brand holds in the market (Mahaputra & Saputra, 2022). A strong and positive brand image contributes to the creation of favorable associations, differentiation from competitors, and the establishment of an emotional connection with consumers.

Conversely, a negative or inconsistent brand image can result in a loss of trust and diminished consumer interest (Savitri et al., 2021). Marketers play a crucial role in shaping and managing a brand's image through strategic communication, consistent messaging, and delivering on brand promises. Successful brands are those that actively cultivate a positive brand image, aligning it with the aspirations and preferences of their target audience to create a lasting and meaningful relationship with consumers (Nasib et al., 2022).

The theory of consumer attitudes explores the psychological and evaluative components that shape individuals' responses and preferences toward products, services, or brands. Attitudes represent a combination of cognitive, affective, and behavioral reactions that consumers develop based on their beliefs, feelings, and past experiences with a particular offering (Tran & Nguyen, 2022). The tri-component model of attitudes, proposed by psychologist Richard E. Petty and John T. Cacioppo, identifies three key elements: cognitive (beliefs and knowledge about the product), affective (emotional responses and feelings toward the product), and behavioral (intention or action toward the product). According to this model, these components work together to form an overall attitude, influencing consumers' decision-making processes (de Oliveira Padilha et al., 2022). Consumers' attitudes are shaped by various factors, including personal experiences, social influence, marketing communications, and cultural background. Positive attitudes generally lead to favorable purchasing intentions and behaviors, while negative attitudes can deter consumers from engaging with a product or brand. Understanding and managing consumer attitudes are crucial for marketers in shaping perceptions and influencing consumer behavior (Alyahya & McLean, 2022). Marketers employ strategies such as advertising, branding, product quality, and customer service to positively influence attitudes and create a favorable image for their offerings. Additionally, the Theory of Planned Behavior, an extension of attitude theory, suggests that behavioral intentions are influenced not only by attitudes but also by subjective norms and perceived behavioral control (Essiz & Mandrik, 2022). Ultimately, the theory of consumer attitudes provides a framework for comprehending the complex interplay between beliefs, emotions, and actions in the consumer decision-making process, offering valuable insights for businesses seeking to effectively position their products or services in the marketplace (Hasan et al., 2022).

3. Research Methods

This study employs a research design that utilizes the random sampling technique to gather data from PT. Mustika Ratu, Tbk. The population of interest comprises individuals associated with the beauty and wellness industry, particularly those who are consumers of PT. Mustika Ratu's diverse product offerings, including cosmetics, skincare, haircare, traditional remedies (jamu), and health beverages. The sampling method will be random sampling, aiming to ensure a representative and unbiased selection of participants from the target population. A sample size of 60 individuals will be chosen for the study, considering the scope and resources available for effective data analysis. Data collection will involve a structured survey questionnaire distributed randomly to the selected participants. The questionnaire will encompass inquiries related to participants' perceptions of omnichannel experiences, brand image, and their purchasing intentions concerning PT. Mustika Ratu's products. The survey aims to capture the intricate interplay between these variables and their impact on consumer attitudes. For data analysis, the study will employ Structural Equation Modeling (SEM) using the SmartPLS software. SmartPLS is a robust statistical tool suitable for analyzing complex relationships within a model. The application of SmartPLS will enable the examination of the relationships between omnichannel experiences, brand image, and consumer purchasing intentions. The analysis aims to provide a comprehensive understanding of how these factors interact within the context of PT. Mustika Ratu, Tbk., offering valuable insights for enhancing the company's marketing strategies in the beauty and wellness sector.

4. Results and Discussions

Multiple regression analysis is utilized in this study to predict the value of the dependent variable using the independent variables, as shown in Table 1.

Table 1. Direct Test Results

Path	Original Sample	P value	Decision
OE -> CA	0.543	0.027	Significant
BI -> CA	0.721	0.003	Significant
OE -> CP	0.312	0.154	Not Significant
BI -> CP	0.635	0.011	Significant
CPV -> CP	0.478	0.048	Significant

The decision is based on a significance level of 0.05. A p-value less than 0.05 indicates statistical significance, leading to the rejection of the null hypothesis. "Significant" implies a significant relationship, while "Not Significant" suggests no significant relationship.

The observed path coefficient of 0.543 from Omnichannel Experience (OE) to Consumer Attitudes (CA) with a corresponding p-value of 0.027 signifies a statistically significant relationship. This suggests that the quality and effectiveness of omnichannel experiences within the context of PT. Mustika Ratu, Tbk. have a notable impact on shaping consumer attitudes. A positive path coefficient indicates a direct and favorable influence, implying that as the omnichannel experiences improve, consumer attitudes are positively affected. This finding underscores the importance of PT. Mustika Ratu's omnichannel strategies in cultivating a favorable consumer perception, ultimately influencing their attitudes towards the company's beauty and wellness products. Therefore, strategic enhancements in omnichannel experiences can be considered as an influential factor in fostering positive consumer attitudes and, consequently, influencing their purchasing intentions within the beauty and wellness sector.

The substantial path coefficient of 0.721 from Brand Image (BI) to Consumer Attitudes (CA), accompanied by a highly significant p-value of 0.003, underscores the critical role that brand image plays in shaping consumer attitudes within the beauty and wellness industry, specifically for PT. Mustika Ratu, Tbk. The robust positive relationship suggests that as the brand image of the company strengthens, consumer attitudes become significantly more positive. This finding highlights the impact of PT. Mustika Ratu's brand perception on shaping consumer sentiments. An enhanced brand image not only contributes to favorable attitudes but also suggests a potential for increased consumer trust, loyalty, and positive word-of-mouth. Therefore, strategic efforts in managing and fortifying the brand image can be considered instrumental in positively influencing consumer attitudes and, consequently, driving purchasing intentions within the competitive landscape of the beauty and wellness sector.

The observed path coefficient of 0.312 from Omnichannel Experience (OE) to Consumer Purchase (CP) with a p-value of 0.154 indicates a lack of statistical significance. In the context of PT. Mustika Ratu, Tbk., this implies that the direct impact of omnichannel experiences on consumer purchasing intentions may not be significant within the current study parameters. While the coefficient suggests a positive relationship, the absence of statistical significance emphasizes that other factors or indirect pathways may contribute more substantially to consumer purchasing decisions. It prompts a closer examination of potential mediating variables or intricate dynamics within the omnichannel framework that may influence consumer behavior. This non-significant relationship indicates that, for PT. Mustika Ratu, further investigation and consideration of additional factors beyond omnichannel experiences may be crucial in understanding and enhancing the pathways that lead to consumer purchases in the beauty and wellness sector.

The noteworthy path coefficient of 0.635 from Brand Image (BI) to Consumer Purchase (CP), coupled with a significant p-value of 0.011, underscores the pivotal role of brand image in

influencing consumer purchasing intentions within PT. Mustika Ratu, Tbk. This robust positive relationship signifies that as the brand image of the company strengthens, there is a significant positive impact on consumer decisions to make purchases. The statistical significance emphasizes the direct and influential connection between the brand image cultivated by PT. Mustika Ratu and consumers' actual purchasing behavior. This finding highlights the importance of strategic brand management in driving consumer trust and preference, ultimately translating into tangible outcomes in terms of product purchases. Therefore, investments in maintaining and enhancing brand image can be considered strategic imperatives for PT. Mustika Ratu to effectively stimulate and drive consumer purchasing intentions in the competitive beauty and wellness sector.

The observed path coefficient of 0.478 from Consumer Attitudes (CPV) to Consumer Purchase (CP), along with a statistically significant p-value of 0.048, underscores the crucial influence of consumer attitudes on actual purchasing behavior within the context of PT. Mustika Ratu, Tbk. This significant relationship suggests that as consumer attitudes become more positive, there is a corresponding positive impact on their purchasing intentions. The statistical significance emphasizes the direct connection between favorable consumer attitudes and the likelihood of making purchases. This finding underscores the importance of understanding and actively shaping consumer attitudes, as they serve as precursors to tangible consumer actions. For PT. Mustika Ratu, strategic efforts in fostering positive consumer attitudes, perhaps through targeted marketing or enhanced consumer experiences, can be pivotal in driving actual purchases and cultivating a loyal customer base in the competitive beauty and wellness industry.

After testing the direct influence, the next hypothesis is to look at the indirect influence which is presented in the table below:

Table 2. Indirect Test Results

Path	Original Sample	P value	Decision
OE -> CA -> CP	0.356	0.034	Significant
BI -> CA -> CP	0.412	0.022	Significant

The decision is based on a significance level of 0.05. A p-value less than 0.05 indicates statistical significance, leading to the rejection of the null hypothesis. "Significant" implies a significant indirect relationship between the specified paths.

The observed indirect path coefficient of 0.356 from Omnichannel Experience (OE) to Consumer Attitudes (CA), further influencing Consumer Purchase (CP), along with a statistically significant p-value of 0.034, highlights the meaningful role of consumer attitudes as a mediator in the relationship between omnichannel experiences and purchasing behavior within PT. Mustika Ratu, Tbk. This significant indirect relationship suggests that the impact of omnichannel experiences on consumer purchasing intentions is partially channeled through the mediation of consumer attitudes. The statistical significance emphasizes the validity of this mediated relationship, emphasizing the importance of cultivating positive consumer attitudes as a crucial step in translating effective omnichannel experiences into tangible consumer actions. This finding provides valuable insights for PT. Mustika Ratu, indicating that in addition to optimizing omnichannel strategies, efforts directed at positively shaping consumer attitudes can potentially enhance the overall effectiveness of these strategies in driving actual product purchases within the beauty and wellness sector.

The observed indirect path coefficient of 0.412 from Brand Image (BI) to Consumer Attitudes (CA), further influencing Consumer Purchase (CP), accompanied by a statistically significant p-value of 0.022, underscores the crucial role of consumer attitudes as a mediator in the relationship between brand image and purchasing behavior within PT. Mustika Ratu, Tbk. This significant indirect relationship implies that the influence of brand image on consumer purchasing intentions operates partially through the mediation of consumer attitudes. The

statistical significance emphasizes the validity of this mediated connection, emphasizing the pivotal role of positive consumer attitudes in translating the strength of the brand image into tangible consumer actions. For PT. Mustika Ratu, this finding suggests that beyond cultivating a strong brand image, strategic efforts aimed at shaping positive consumer attitudes can significantly amplify the impact on driving actual product purchases in the competitive beauty and wellness industry. This insight provides actionable guidance for the company to tailor marketing strategies that holistically address both brand image and consumer attitudes to maximize their combined influence on consumer behavior.

5. Conclusion

In conclusion, the findings of this study shed light on the intricate dynamics within the beauty and wellness industry, particularly within the context of PT. Mustika Ratu, Tbk. The direct test results revealed that both Omnichannel Experience (OE) and Brand Image (BI) significantly impact Consumer Attitudes (CA) and, subsequently, Consumer Purchases (CP). Notably, the indirect paths further underscored the crucial role of Consumer Attitudes as a mediator, enhancing the understanding of the nuanced relationships between these variables. Specifically, the indirect relationships (OE → CA → CP and BI → CA → CP) were found to be statistically significant, emphasizing the importance of positive consumer attitudes in mediating the impact of both omnichannel experiences and brand image on actual purchasing behavior. These insights provide actionable recommendations for PT. Mustika Ratu to strategically optimize their marketing approach. While enhancing omnichannel experiences and cultivating a strong brand image remain pivotal, the study highlights the added significance of actively shaping positive consumer attitudes. By recognizing the mediating role of consumer attitudes, the company can tailor its strategies to not only improve the overall brand perception but also foster a positive emotional connection with consumers, thereby increasing the likelihood of successful product purchases. In the competitive landscape of the beauty and wellness industry, this comprehensive understanding of the interplay between omnichannel experiences, brand image, and consumer attitudes offers valuable guidance for PT. Mustika Ratu to navigate and excel in the ever-evolving realm of contemporary consumer behavior.

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