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The Effect of Omnichannel Customer Experience on Customer Satisfaction among Modern Retail Customers in Indonesia

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Abstract

This study aimed to examine the effect of omnichannel customer experience on customer satisfaction among modern retail customers in Indonesia. A quantitative approach was employed using an explanatory survey method and a cross-sectional design. Data were collected through an online questionnaire from 146 respondents selected using purposive sampling. Eligible respondents were at least 17 years old, had previously shopped at modern retailers, and had used at least two service channels provided by the same retailer. The instrument consisted of 18 items measured on a five-point Likert scale. Data were analyzed using simple linear regression. Because the residuals were non-normally distributed and heteroskedasticity was detected, statistical inference was strengthened using HC3 heteroskedasticity-robust standard errors and 5,000 bootstrap resamples. The results showed that omnichannel customer experience had a positive and significant effect on customer satisfaction ($\beta = 0.728$; $p < 0.001$), while the model explained 53.0% of the variance in customer satisfaction ($R^2 = 0.530$). The HC3 and bootstrap estimates confirmed the robustness of the findings. Theoretically, the findings supported Customer Experience Theory and Expectation Confirmation Theory. Practically, modern retail managers should integrate physical and digital channels consistently to enhance customer experience and satisfaction.

***Keywords**: omnichannel customer experience, customer satisfaction, modern retail, customer behavior, omnichannel retail*

A. INTRODUCTION

Digital transformation has transformed the way modern retail companies create and deliver value to customers. Customers no longer interact with retailers solely through a single channel, but through a combination of physical stores, websites, mobile apps, social media, and various other interconnected touchpoints. In this context, customer value is shaped not only by product and price, but also by the quality of the experience experienced throughout the interaction with the retailer (Kotler & Keller, 2016; Kotler et al., 2021). The development of e-business has further reinforced this shift by enabling companies to expand their markets, increase efficiency, and manage digital platforms that are increasingly integrated with marketing and transaction activities (Laudon & Traver, 2019; Chaffey & Ellis-Chadwick, 2022). In the Indonesian context, this change is increasingly relevant because Indonesia is the largest e-commerce market in Southeast Asia, with a market value of approximately USD 52.93 billion in 2023 and projected to reach USD 86.81 billion by 2028 (International Trade Administration, 2025). Furthermore, Indonesian consumer shopping behavior also shows a tendency towards increasingly diverse channel usage. An Ipsos study showed that 59% of Indonesian consumers shopped online more frequently than in the previous six months, although

some consumers continued to shop offline at supermarkets, minimarkets, markets, and conventional stores (Ipsos, 2022). This finding is reinforced by a Populix report which shows that many Indonesian consumers still prefer to shop in physical stores or combine online and offline methods to obtain more optimal shopping benefits (Populix, 2024). This condition indicates that Indonesian consumer shopping behavior is no longer reliant on a single channel, but is increasingly moving towards a cross-channel shopping experience. Therefore, omnichannel customer experience is becoming an increasingly important issue in marketing management studies, especially in the context of modern retail which faces increasingly digital customer behavior and demands a seamless experience (Le & Nguyen-Le, 2020; Gerea et al., 2021; Salvietti et al., 2022; Thaichon et al., 2023).

The increasing use of multiple channels does not necessarily result in a good customer experience. The main problem in implementing*omnichannel*not just the number of channels available, but the capability*retailer*Integrating information, services, transactions, and fulfillment processes across channels. Misalignment of pricing, promotions, product availability, transaction history, and customer service information can create friction when consumers move from digital to physical channels or vice versa. This friction can potentially lower customer ratings of service quality and increase dissatisfaction. Conversely, consistent channel integration allows customers to continue their shopping journey seamlessly and experience a more coherent experience. Therefore, research on*omnichannel customer experience*needs to be done now because the development of digital channels is happening faster than the capabilities of most*retailer*in integrating customer experiences. If these issues are not addressed, retail managers may mistakenly assume that adding channels automatically increases satisfaction, when in fact, a multitude of channels without integration can actually increase service inconsistencies.

Conceptually, omnichannel is a development of the approach*single-channel*, *multichannel*, *cross-channel*. On the approach*multichannel*, the company provides several channels, but each channel can still operate separately.*cross-channel*, relationships between channels are beginning to form, although integration is not yet complete. Meanwhile, *omnichannel* emphasizes the management of all channels and*customer touchpoints*synergistically so that customers get a consistent, sustainable and*seamless* (Pozza, 2022; Thaichon et al., 2023). From the Customer Experience Theory perspective, customer experience is formed from the accumulation of cognitive, emotional, social, and physical interactions across various*touchpoint*throughout*customer journey* (Gerea et al., 2021; Le & Nguyen-Le, 2020). Thus, the omnichannel experience cannot be assessed from a single transaction or channel in isolation, but rather from the entire customer interaction, from information search to post-purchase service. The more integrated and consistent these interactions,

the more positive the customer's evaluation of the product.*retailer*.

Relationship between*omnichannel customer experience* and *customer satisfaction*This research primarily explains the Expectation Confirmation Theory. This theory explains that satisfaction is formed through a comparison between a customer's initial expectations and the actual performance or experience received. When the actual experience matches or exceeds expectations, positive confirmation occurs, which increases satisfaction; conversely, experiences that fall below expectations result in negative disconfirmation and decrease satisfaction (Zhu et al., 2021). In this context, *omnichannel retail*, channel integration, information consistency, ease of switching channels, convenience of interaction, and smoothness of the service process are all part of the actual experience that customers evaluate. Thus, a positive cross-channel experience will confirm customers' expectations of ease and consistency of service, thereby increasing*customer satisfaction*Customer Experience Theory explains how experiences are formed throughout the customer journey, while Expectation Confirmation Theory explains how those experiences are evaluated and translated into satisfaction. The combination of these two perspectives provides a more comprehensive theoretical foundation for explaining the relationships between variables in the study.

Various previous studies have shown that experience and service quality are related to customer satisfaction, but these findings are still scattered across different contexts. Omar et al. (2021) examined service quality in*mobile commerce*through dimensions*efficiency, fulfilment, responsiveness,* and *contact*. Bhattacharya et al., 2022 examined satisfaction in the context of online retail ethics through the aspects*privacy, fulfilment, customer service,* and *non-deception*. Meanwhile, Zhu et al., 2021 explained satisfaction in the context of service recovery.*e-retailing*through confirmation between expectations and actual experiences. All three studies affirm the importance of actual experiences in shaping satisfaction, but their focus is still on specific digital channels or specific service situations. On the other hand, studies on*omnichannel*more discussion of channel integration, retail technology, conceptualization of experience, and behavioral consequences such as*customer citizenship behavior* (Gerea et al., 2021; Natarajan et al., 2023; Thaichon et al., 2023). This means that previous research has explained the elements that shape experience and its various consequences, but there is still a need to directly test the impact of the omnichannel experience as a whole on customer satisfaction, especially in modern retail in Indonesia.

This gap shows that research on*omnichannel customer experience*Research still does not fully provide an integrated explanation of how cross-channel experiences shape customer satisfaction in the context of emerging markets. Some studies emphasize service quality in a single channel, while others focus on channel integration but use different behavioral outcomes of satisfaction.

Furthermore, empirical evidence in the context of Indonesian modern retail customers is still limited, even though Indonesian consumers are increasingly actively combining physical and digital channels. This study therefore offers contextual and conceptual novelty. The contextual novelty lies in examining the relationship*omnichannel customer experience* and *customer satisfaction*on modern retail customers in Indonesia. The conceptual novelty lies in the use of Customer Experience Theory to explain the formation of cross-channel experiences and Expectation Confirmation Theory to explain the evaluation mechanisms that lead to satisfaction. This study also operationalizes the omnichannel experience through channel integration, information and service consistency, ease of switching channels, interaction convenience, and smooth service processes.

Based on this description, this study aims to analyze the influence*omnichannel customer experience* to *customer satisfaction*on modern retail customers in Indonesia. Theoretically, the better the actual experience perceived by customers across various channels, the more likely it is that the experience confirms or exceeds their initial expectations. This positive confirmation then drives customer satisfaction. Practically, the research findings are expected to provide a basis for modern retail managers in developing services that are not only available across multiple channels but also integrated, consistent, and easy to use. Based on Customer Experience Theory, Expectation Confirmation Theory, and a synthesis of previous research, the research hypothesis is formulated as follows:

H1: *Omnichannel customer experience*has a positive and significant effect on*customer satisfaction*to modern retail customers in Indonesia.

B. METHOD

This research uses a quantitative approach with an explanatory survey method and design.*cross-sectional*. The quantitative approach is used because the research aims to test the influence*omnichannel customer experience* to *customer satisfaction*through numerical data, while the design*cross-sectional*used because the data is collected once in a certain period without repeated observations of respondents(Sekaran & Bougie, 2020; Sugiyono, 2022)Data collection was conducted in May 2026 through an online questionnaire using Google Forms. The questionnaire link was distributed via WhatsApp to potential respondents who could be reached during the study period.

The target population of this study was modern retail customers in Indonesia who had interacted with retailers through more than one service channel, both physical and digital. The accessible population was modern retail customers who received and accessed the questionnaire link via WhatsApp during the data collection period. The study was not limited to a single retailer brand or platform, but included customers of minimarkets, supermarkets, and online retailers.*department*

store, fashion retail, electronics retail, and other modern retail categories. The service channels that form the context of the research include physical stores, websites, applications, social media, and *marketplace*.

The sample was determined using the technique*purposive sampling*because not all modern retail customers have cross-channel experience that aligns with the research objectives. Respondent inclusion criteria included having shopped at a modern retailer, having used at least two service channels at the same retailer, and being at least 17 years old. These criteria were assessed through three screening questions at the beginning of the Google Forms, while the completeness of the responses was checked before the data were analyzed. A total of 165 responses were received during data collection. After screening based on the inclusion criteria, 19 responses were excluded because they did not meet all research requirements, resulting in 146 responses used in the analysis.

The adequacy of the sample size was evaluated using the approach*statistical power analysis*for simple linear regression with one predictor variable. With a significance level of 0.05, statistical power of 0.80, and a medium effect size off^2= 0.15, the minimum sample size required is 55 respondents. Thus, the final sample size of 146 respondents has exceeded the minimum requirement for simple linear regression testing (Faul et al., 2009). However, because the study used the technique*purposive sampling*and the questionnaire did not record the distribution of respondents' domiciles, the research results are not intended to represent all modern retail customers in Indonesia probabilistically.

Primary data were collected using a closed questionnaire consisting of 18 statements with a five-point Likert scale, namely 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. Variables*omnichannel customer experience*measured using 10 statements representing five indicators, namely integration between channels, consistency of information and services, ease of switching channels, convenience of cross-channel interaction, and smooth service processes.*customer satisfaction*measured using eight statement items that represent overall satisfaction, suitability of experience to expectations, satisfaction with service, and accuracy of decision to choose a retailer.

The conceptual framework of the research places*omnichannel customer experience*as an independent variable and*customer satisfaction*as a dependent variable.*Omnichannel customer experience*represents customer evaluation of the connectedness and quality of experience across multiple channels throughout*customer journey* (Gerea et al., 2021; Le & Nguyen-Le, 2020). Meanwhile, *customer satisfaction*represents customer evaluation of the match between actual experience and expectations of retailer service (Omar et al., 2021; Zhu et al., 2021).



Gambar 1. Kerangka konseptual pengaruh *omnichannel customer experience* terhadap *customer satisfaction*

Data analysis was conducted through descriptive analysis, validity testing, reliability testing, regression assumption checking, and simple linear regression. Validity testing was conducted using item-total correlation, while instrument reliability was measured using Cronbach's Alpha. Regression assumption checking included residual normality using the Kolmogorov–Smirnov test and heteroscedasticity using the Glejser test. Autocorrelation testing was not used due to the data's nature.*cross-sectional*and each observation comes from a different respondent.

Because the results of the examination showed that the residuals were not normally distributed and there was heteroscedasticity, the inference of the regression coefficients was strengthened using*heteroskedasticity-robust standard error*HC3. The robustness of the results is also checked through*bootstrap*as many as 5,000*resamples*with a 95% BCa confidence interval. Descriptive analysis, validity, reliability, and initial regression were performed using SPSS, while HC3 and*bootstrap*is done through re-analysis of raw data. The hypothesis is supported if the regression coefficient shows a positive direction, the value*p*less than 0.05, and the confidence interval does not include the zero value.

C. RESULTS AND DISCUSSION

Respondent Characteristics

This study involved 146 respondents who met the criteria as modern retail customers who had used more than one service channel at the same retailer. Respondents were predominantly female (76.0%) and in the 26–35 age group (31.5%). Based on their last education, the most respondents

had a high school/vocational high school education (29.5%). Based on occupation, respondents were predominantly students (24.7%) and private sector employees (24.0%). In terms of shopping behavior, most respondents shopped 3–5 times per month (39.7%). The most frequently used primary shopping channels were apps (24.7%) and social media (24.0%), while the most frequently used types of modern retail were minimarkets and supermarkets, each with 25.3%.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Man	35	24,0
	Woman	111	76,0
Age	17–25 years	35	24,0
	26–35 years	46	31,5
	36–45 years	36	24,7
	46–55 years	22	15,1
	>55 years	7	4,8
Education	High School/Vocational School	43	29,5
	Diploma	28	19,2
	Master	39	26,7
	Magister	32	21,9
	Other	4	2,7
Work	Students	36	24,7
	Private Officer	35	24,0
	Civil Servant	25	17,1
	Businessman	24	16,4
	Housewife	20	13,7
	Other	6	4,1
Shopping frequency	1–2 times/month	32	21,9
	3–5 times/month	58	39,7
	6–8 times/month	45	30,8
	>8 times/month	11	7,5
Main shopping channel	Application	36	24,7
	Social media	35	24,0
	Physical store	29	19,9
	Website	26	17,8
	Marketplace	18	12,3
	Other	2	1,4
Types of modern retail	Mini Market	37	25,3
	Supermarket	37	25,3
	Department store	31	21,2
	Retail fashion	26	17,8
	Electronic retail	12	8,2
	Other	3	2,1

Source: Data compiled in 2026

Instrument Quality Test

The results of the validity test show that all statement items in the variables*omnichannel customer*

*experience*has an item-total correlation value between 0.466–0.687, while the statement items in the variable*customer satisfaction*has an item-total correlation value between 0.565–0.696. All of these values are greater than*r*table of 0.162 and significant at*p*< 0.001, so all items are declared valid. The results of the reliability test show that the variables*omnichannel customer experience*has a Cronbach's Alpha value of 0.812, while the variable*customer satisfaction*has a Cronbach's Alpha value of 0.760. Both values are greater than 0.70, so the instruments for both variables are declared reliable.

Table 2. Summary of Instrument Validity and Reliability Tests

Variables	Number of items	Range of r count	Say.	Validity statement	Cronbach's Alpha	Reliability statement
Omnichannel Customer Experience	10	0,466–0,687	0,000	All items are valid	0,812	Reliable
Customer Satisfaction	8	0,565–0,696	0,000	All items are valid	0,760	Reliable

Source: Data compiled in 2026

Descriptive Statistics of Variables

The results of descriptive statistics show that the variables*omnichannel customer experience*has a total mean value of 41.64 with a standard deviation of 4.724. This value is equivalent to an average of 4.16 for each item on a scale of 1–5. The variable*customer satisfaction*had a total mean score of 33.66 with a standard deviation of 3.649, equivalent to an average of 4.21 for each item. These results indicate that respondents tended to give positive assessments of cross-channel experiences and demonstrated a relatively high level of satisfaction with the modern retailers they used.

Table 3. Descriptive Statistics of Research Variables

Variables	Mean	Std. Deviation	N
Omnichannel Customer Experience	41.64	4.724	146
Customer Satisfaction	33.66	3.649	146

Source: Data compiled in 2026

Regression Assumption Check and Robustness Analysis

The results of the regression assumption check show that the residuals are not normally distributed. The Kolmogorov–Smirnov test produces a value of*p*< 0.001, so the assumption of residual normality is not met. The Glejser test also produces a value*p*< 0.001, which indicates the presence of heteroscedasticity or non-constant residual variance. Because violation of heteroscedasticity can

affect the accuracy*standard error*, mark *t*, and the significance of the regression coefficient, further hypothesis testing uses*heteroskedasticity-robust standard error*HC3. In addition, it is carried out*bootstrap*as many as 5,000*resamples*with a 95% BCa confidence interval to check the robustness of the results to residual non-normality.

Table 4. Summary of Classical Assumption Tests

Inspection	Results	Conclusion	Follow-up
Normality of residuals	Kolmogorov–Smirnov,$p < 0{,}001$	Abnormal residuals	*Bootstrap* 5.000 *resamples*
Heteroscedasticity	Glejser,$p < 0{,}001$	Heteroscedasticity occurs	HC3 *robust standard error*

Source: Data compiled in 2026

Hypothesis Testing

The results of simple linear regression with*heteroskedasticity-robust standard error*HC3 shows that*omnichannel customer experience*has a positive and significant effect on*customer satisfaction*. The regression coefficient of B = 0.562 shows that every one unit increase in the score*omnichannel customer experience*followed by an increase in scores*customer satisfaction*of 0.562 units. The HC3 estimation results produce*robust standard error*of 0.066, the value*t*of 8,555, and$p < 0.001$, with a 95% confidence interval between 0.432 and 0.692. The standardized beta value of 0.728 indicates a strong positive relationship. The R^2 value of 0.530 indicates that the model explains 53.0% of the variance.*customer satisfaction*. Thus, H1 is supported. Durability testing using*bootstrap*as many as 5,000*resamples* produce *bootstrap standard error*of 0.072 and the 95% BCa confidence interval is between 0.413 and 0.702. The interval does not include the value of zero, so the positive effect*omnichannel customer experience* to *customer satisfaction*remains consistent after adjustment for heteroscedasticity and residual abnormality. Thus, H1 is supported, which means the better the customer experience in cross-channel interactions, the higher the customer satisfaction in modern retail in Indonesia.

Table 5. Regression Test Results with HC3 Robust Standard Error

Variables	B	Robust SE HC3	Beta	*t* HC3	*p*	CI 95%
Permanent	10,240	2,883	–	3,552	<0,001	4,542–15,938
Omnichannel Customer Experience	0,562	0,066	0,728	8,555	<0,001	0,432–0,692

Source: Data compiled in 2026

Table 6. Summary of Model Feasibilityand Endurance Test

Indicator	Mark
R	0,728
R^2	0,530
Adjusted R^2	0,527
Forest *F* HC3	73,194
Significance	$p < 0,001$
Bootstrap resamples	5.000
Bootstrap SE	0,072
BCa 95% CI	0,413–0,702

Source: Data compiled in 2026

Discussion

The results of the study show that *omnichannel customer experience has* a positive and significant effect on *customer satisfaction am*ong modern retail customers who were research respondents. After heteroscedasticity and residual abnormality were found, hypothesis testing was strengthened using*heteroskedasticity-robust standard errors (HC3) and bootstrap with as* many as 5,000*resamples*. The HC3 estimation results show a regression coefficient of B = 0.562,*robust standard error*of 0.066, the value*t*of 8,555, and*p*< 0.001, with a 95% confidence interval between 0.432 and 0.692. The *bootstrap test* also produces a 95% BCa confidence interval between 0.413 and 0.702. Both intervals do not include the zero value, so the positive effect found remains consistent after adjustment for heteroscedasticity and residual non-normality. The standardized beta value of 0.728 indicates a strong positive relationship, while the R^2 value of 0.530 indicates that the model is able to explain 53.0% of the variation.*customer satisfaction*. Thus, H1 is empirically supported.

These findings indicate that customers evaluate retailers more positively when physical and digital channels can be used in an integrated, consistent, convenient, and seamless manner. The customer experience is not shaped by a single transaction or channel, but by the entire customer journey, encompassing information search, product comparison, purchase, payment, order fulfillment, and after-sales service. When product information, pricing, promotions, availability, and customer service are consistently available across multiple channels, customers can switch channels without having to repeat the process or face uncertainty. Conversely, information asymmetry, service differences, or disconnected processes across channels can create friction and lower customer evaluations of retailers. This aligns with the view that the omnichannel experience is a holistic customer evaluation of the integration of various channels.*touchpoint*throughout*customer journey* (Gerea et al., 2021; Le & Nguyen-Le, 2020; Pozza, 2022).

Theoretically, the research results support Customer Experience Theory and Expectation Confirmation Theory. Customer Experience Theory explains that customer assessments are formed through the accumulation of interactions across various *touchpoints*, so the experience in an

omnichannel environment must be understood as a total experience, not as a stand-alone experience on each channel. In this study, integration between channels, consistency of information and services, ease of switching channels, convenience of interaction, and smooth service processes are the main components that shape the customer experience. The better these five components are perceived, the more positive customer evaluations of the retailer. This finding reinforces the view that the presence of multiple channels does not automatically result in a better experience if the channels are not managed as a single integrated service system.

Expectation Confirmation Theory further explains the mechanism by which cross-channel experiences can lead to satisfaction. According to this theory, customers compare their actual experience with their initial expectations before using the service. When the actual experience matches or exceeds expectations, positive disconfirmation is created, increasing satisfaction. Conversely, a mismatch between expectations and actual experience can result in negative disconfirmation and decreasing satisfaction.(Zhu et al., 2021). In the context of this research, customers expect convenience, consistency, and continuity when using physical stores, applications, websites, social media, or*marketplace*at the same retailer. When these channels are able to provide a connected experience, customers' actual experiences tend to confirm their expectations and ultimately increase their loyalty.*customer satisfaction*. Thus, Customer Experience Theory explains the process of forming experiences, while Expectation Confirmation Theory explains the process of evaluating experiences into satisfaction.

The results of this study align with previous research showing that experience and service quality play a role in shaping customer satisfaction, but broaden the focus of the study to a cross-channel context. Omar et al. (2021) showed that the dimensions of service quality in*mobile commerce*, like *efficiency, fulfilment, responsiveness,* And *contact*, related to customer satisfaction. Bhattacharya et al. (2022) found that*privacy, fulfilment, customer service,* And *non-deception*plays a role in shaping satisfaction in online retail. Meanwhile, Zhu et al. (2021) explain that satisfaction in the context of service recovery*e-retailing*is formed through the match between customer expectations and actual experiences. All three studies emphasized the importance of actual experience quality, but they focused on specific digital channels or service situations. This study extends these findings by showing that customer satisfaction is also influenced by the quality of experiences created through the integration of multiple physical and digital channels within a single customer journey.

This research differs from previous studies in its focus on the holistic experience analyzed. Previous studies have focused on service quality within a single channel, online retail ethics, specific

technologies, or behavioral consequences other than satisfaction. Omnichannel research, on the other hand, remains fragmented in its definition, measurement, and empirical testing of various customer behavioral outcomes.(Natarajan et al., 2023; Thaichon et al., 2023). This research places*omnichannel customer experience*as a construct encompassing channel integration, consistency of information and services, ease of switching channels, convenience of interaction, and smooth service processes. With this approach, this study not only examines the quality of a single channel but also assesses how customers evaluate the connectedness of all channels used at the same retailer.

The novelty of this research can be explained through three aspects. First, the conceptual novelty lies in the integration of Customer Experience Theory and Expectation Confirmation Theory to explain the relationship between cross-channel experiences and customer satisfaction. Customer Experience Theory is used to explain how experiences are formed through various channels.*touchpoint*, while Expectation Confirmation Theory explains how the experience is compared with expectations and translated into satisfaction. Second, operational novelty lies in the measurement*omnichannel customer experience*through five dimensions of cross-channel experience, not just the quality of digital services or specific technologies. Third, the contextual novelty lies in testing this relationship with modern retail customers in the Indonesian context, which demonstrates a tendency to use physical and digital channels simultaneously.

The Indonesian context is important because the growth of digital shopping activity has not completely replaced the use of physical stores. Consumers still use minimarkets, supermarkets, and other forms of physical retail while utilizing apps, social media, websites, and other platforms.*marketplace*to search for information or make transactions(Ipsos, 2022; Populix, 2024)This situation creates a market that is relevant for implementing an omnichannel strategy because customers can start their shopping journey on one channel and complete it on another. In this situation, the success of an omnichannel strategy is not determined by the number of channels available, but by the retailer's ability to integrate all channels into a single, consistent experience. This study provides evidence that cross-channel experience integration is associated with increased satisfaction among the customers surveyed.

Respondent characteristics also provide context for understanding the research results. Respondents were predominantly female, of productive age, customers with a shopping frequency of 3–5 times per month, and users of apps and social media. This composition indicates that most respondents are relatively active shoppers and are familiar with digital channels. However, these characteristics cannot be interpreted as evidence of differential influence based on gender, age, or channel because this study did not conduct moderation tests or intergroup comparisons.

Characteristic data is used solely to explain the respondents' profiles and the context of their shopping experiences.

Practically, research findings suggest that modern retail managers need to view omnichannel strategies as service integration, not simply adding channels. Retailers need to ensure that product information, pricing, promotions, stock availability, transaction history, payment methods, the pickup process, and customer service are consistently accessible across all channels.*touchpoint*Information systems across channels also need to be connected so customers can continue activities started on one channel through another without having to repeat the process. Furthermore, retailers need to reduce differences in service standards between physical and digital channels, as such inconsistencies can degrade customer perceptions of the overall experience. Therefore, improving customer satisfaction requires coordination between technology, operations, human resources, and service policies across all channels.

Although the research results provide strong empirical support, their interpretation requires taking into account the study's limitations. Data were collected online using a*purposive sampling*, so respondents were not selected probabilistically. The questionnaire also did not record the distribution of respondents' domiciles, so the findings are not intended to be statistically representative of all Indonesian modern retail customers. Furthermore, the design*cross-sectional*only describes the relationship between variables in one observation period and cannot determine changes in experience or satisfaction over time. The R^2 value of 0.530 also indicates that 47.0% of the variation*customer satisfaction*It is still related to other factors outside the model, such as product quality, price, trust, perceived value, digital service quality, or retailer image. Future research could develop the model by adding these variables, using probabilistic samples spanning multiple regions, and implementing a longitudinal design or a more comprehensive structural model.

D. CONCLUSION

This study shows that*omnichannel customer experience*has a positive and significant effect on*customer satisfaction*on modern retail customers who were research respondents. The regression results with*heteroskedasticity-robust standard error*HC3 produces a regression coefficient of B = 0.562, β value = 0.728,*t*= 8.555, and*p*< 0.001, with a 95% confidence interval between 0.432 and 0.692. These results are confirmed by testing*bootstrap*as many as 5,000*resamples*which yields a 95% BCa confidence interval between 0.413 and 0.702. Since both confidence intervals do not include the zero value, the positive effect*omnichannel customer experience* to *customer satisfaction*remains consistent after adjustment for heteroscedasticity and residual non-normality.

The R^2 value of 0.530 indicates that the model is able to explain 53.0% of the variance.*customer satisfaction,* while the other 47.0% is related to factors not included in the research model.

These findings confirm that the better the integration between channels, the consistency of information and services, the ease of switching channels, the convenience of interactions, and the smoothness of the service process, the higher the level of customer satisfaction. Practically, modern retail managers need to view an omnichannel strategy not simply as providing multiple channels, but as an effort to integrate physical and digital channels so that customers receive a consistent and continuous experience across all channels.*touchpoint*Retailers need to synchronize product information, pricing, promotions, inventory, transactions, and customer service to ensure seamless transitions between channels.

This study has limitations because it uses a design*cross-sectional*, technique*purposive sampling*, and the distribution of online questionnaires without recording the distribution of respondents' domiciles. Therefore, the research findings are not intended to probabilistically represent all Indonesian modern retail customers. The research model also only involves one independent variable and one dependent variable. Future research is recommended to use samples covering a more measurable geographic area, apply probability sampling techniques or a longitudinal design, and add variables such as*customer loyalty, repurchase intention, digital trust, perceived value,*and omnichannel service quality.

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