

Omnichannel Experience to Increase Customer Loyalty in Modern Retail Superindo

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ABSTRACT

The advancement of technology in meeting consumer needs has encouraged retailers to develop omnichannel networks. In this research context, omnichannel experience serves as a driver of consumer loyalty toward retail businesses. This study examines the relationship between consumer experience and loyalty through a systematic framework using the Systematic Literature Review (SLR) method. A total of 30 articles published between 2015 and 2025 were analyzed qualitatively based on their relevance to the topic, research methodology, and reported findings. The results indicate that consistent adaptation to omnichannel experiences has a positive effect on consumer loyalty toward retailers. These findings highlight the importance of omnichannel experience not only as a set of options for consumers but also as a strategic marketing approach aligned with contemporary consumer behavior. This study offers both theoretical and practical insights for companies and researchers in designing business strategies that are increasingly adaptive to rapid technological developments.

KEYWORDS

Customer Loyalty, Modern Retail, Omnichannel Experience.

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1. | INTRODUCTION

Technological advancements to meet consumer needs are driving retailers to continuously innovate to achieve a competitive position in the market. The availability of both online and offline channel, known as omnichannel, has become a new consumption pattern. Since the Covid-19 pandemic, people have become increasingly accustomed to online shopping and utilizing digital channels. Retailers in Indonesia such as Matahari, Hypermart, Superindo, Indomaret, Alfamart, which previously only sold in physical stores or offline have begun expanding their sales channels to online channels. With the availability of online platforms provided by supermarkets, daily needs that usually required visiting stores can now be met from home. This can help people continue their activities while still being able to meet their needs, thus encouraging increasingly complex activities. With the large number of families in Indonesia, this certainly presents a unique opportunity for retailers to reach the market and generate significant profits. However, with such a vast market, retailers must provide a memorable experience for customers to encourage loyalty to a particular brand. In the omnichannel sector, clear stock availability, attractive promotions, and payment options can be key features offered to consumers. Complete features and meeting consumer needs can enhance a good customer experience and encourage loyalty to a supermarket brand.

Research conducted by Tyrväinen et al. (2020), Molinillo et al. (2022), and (C.-T. Chen, 2024) found that experience plays a role in driving consumer loyalty to that brand. For a brand, customer experience is crucial for fostering strong relationships and establishing a long-term competitive advantage (Chang & Li, 2022; Gao et al., 2021). Consumer experience encompasses everything consumers experience through various interaction channels (omnichannel) with the brand. A well-designed omnichannel experience is crucial for the success of a brand's marketing management (Rahman et al., 2022; Suh & Moradi, 2023). Rahman et al. (2025) also stated that cross-channel experiences consumers have experienced determine their decisions to make future purchases. Based on keyword analysis in the Watase tool, research on retail consumer loyalty and omnichannel experiences has continued to grow over the past 10 years, and a systematic literature review (SLR) is recommended for further analysis. Furthermore, research on the influence of cross-channel consumer experiences on consumer loyalty has largely been conducted in countries with advanced economies, while research on this topic remains limited in Indonesia, with its developing economy and large population. Therefore, it is important to address this gap, as differences in behavior, culture, and economics can influence how omnichannel consumer experiences with retail brands impact consumer loyalty to those brands.

This study aims to address the existing research gap by quantitatively examining the relationship between cross-channel consumer experience and loyalty in Indonesian supermarkets, particularly the Superindo brand. By focusing on supermarkets, this study is expected to contribute theoretically to the literature on consumer behavior in the current digital era. It also offers practical insights for designing customer engagement strategies based on their experiences in the retail sector.

2. | LITERATURE REVIEW

The omnichannel consumer experience in retail is based on the integration of offline and online sales platforms. The omnichannel experience offers a variety of touchpoints that

simultaneously meet various consumer needs (Gahler et al., 2023; Paz & Delgado, 2020). Consumers can use platforms or mobile apps to obtain quick information, while also providing consumers with the opportunity to compare prices and enjoy product experiences in physical stores (Gerea et al., 2021). The seamless integration of these various touchpoints not only meets consumers' information needs but also enriches emotional and social satisfaction through various features (Yin, 2025). Research by Rusanen (2019) explains that integrated omnichannel channels can create a smoother customer experience during purchasing. The experience consumers gain from using omnichannel channels drives how customer loyalty will be formed. Research by Shi et al. (2020) found that the flexibility and continuity of service perceived by customers between existing channels can encourage a more convenient shopping experience for consumers, allowing customers to enjoy freedom when shopping through omnichannel. Therefore, the shopping experience in supermarkets with omnichannel availability not only satisfies customers but also increases consumer desire for brand loyalty. Pleshko & Heiens (2015) stated that satisfied customers are not always loyal customers, brand needs to build experience to complete the customer loyalty factors.

Consumer loyalty refers to consistent consumer purchasing behavior towards a particular company or brand where consumers continue to purchase products or services from the same brand in the future, and do not switch to other brands (Mirza et al., 2025). Research by (Gupta et al., 2018) explains that loyalty in choosing products or services regularly can be formed through commitment, this process does not only come from one party but is continuous between the company and its customers. Reydet & Carsana (2017) revealed that there are two aspects of loyalty that can be measured, namely behavioral loyalty and attitudinal loyalty. In addition, Pandey & Chawla (2018) explained that customer loyalty in e-retail can be calculated using several indicators, namely the intensity of positive things about the company, positive messages conveyed to the company, and whether consumers have the intention to continue behaving or recommending the brand through digital channels. According to Sai Vijay et al. (2019), consumers are said to be loyal to omnichannel retail choices when their website becomes their first choice, making the retailer's website their favorite for purchasing certain product variants, and the retail website being the best for doing business. The integration of retail into online transactions makes customers more interested in brand loyalty.

RQ1: How does consumer experience influence consumer loyalty in retail companies in Indonesia?

RQ2: How can a company's omnichannel platform be utilized to encourage and enhance consumer loyalty in the retail sector?

3. | RESEARCH METHOD

This study was conducted using the Systematic Literature Review (SLR) method with the application of the Preferred Reporting Items for Systematic Reviews and Meta Analyses (PRISMA) framework to examine how consumers' shopping experiences using omnichannel platforms in supermarkets can foster customer loyalty. According to Kitchenham (2004), SLR is essential for identifying the need for a review, determining the relevant data sources, describing the overall review process, presenting findings clearly, and identifying research gaps that may lead to new research opportunities. The application of the SLR method enables researchers to analyze recent studies, identify research gaps, and provide a comprehensive synthesis of the selected research topic. In addition, the use of the PRISMA framework ensures

that the literature selection process adheres to appropriate and transparent standards, making it relevant for reviewing dynamic research areas such as omnichannel retailing and contemporary consumer behavior both of which are rapidly evolving due to continuous technological advancements.

This study obtained its data through the PRISMA method using the Watase Uake platform, which was selected because it is affiliated with the Scopus database, ensuring a high level of credibility and providing structured data extraction features. The collected data were filtered using a publication range from 2015 to 2025 to maintain relevance as a foundation for the research. Several relevant keywords were applied during the article retrieval process. From the initial search results, a total of 181 Scopus indexed articles were identified. Subsequently, the automated filtering process conducted by the Watase system excluded 94 articles due to not falling within the specified publication range, and 1 article was removed because it did not contain an abstract. As a result, 137 articles remained and were then subjected to further manual screening by the researchers.

During the manual screening stage, 11 articles were eliminated because their titles and abstracts were not relevant to the research themes of consumer experience, consumer loyalty, and omnichannel. At this stage, the researchers ensured that only articles with high relevance to the study's focus proceeded to the next phase. A total of 43 articles were then subjected to a full text assessment to further evaluate their alignment with the research themes. Based on the full text analysis, 32 articles met the eligibility criteria after an in-depth review. These selected articles specifically examined variables related to consumer experience, consumer loyalty, and omnichannel concepts within the supermarket context. In the final stage, 2 additional articles were excluded due to considerations identified through the Watase Uake platform, resulting in a total of 30 studies included for analysis in the final review.

The application of the PRISMA method in this study follows a systematic and transparent pathway in filtering a large body of literature into a more focused and relevant set of studies aligned with the research theme. By implementing strict inclusion and exclusion criteria, this study minimizes the potential for selection bias and enhances the replicability of its findings. This approach also strengthens the validity and reliability of the research by ensuring that each included article has undergone rigorous methodological evaluation. The final literature database provides a solid foundation for an in-depth analysis of how omnichannel supermarket customer experiences influence consumer loyalty (Koizumi et al., 2025). This systematic structure supports strong theoretical contributions and offers practical, relevant implications for retail practitioners.

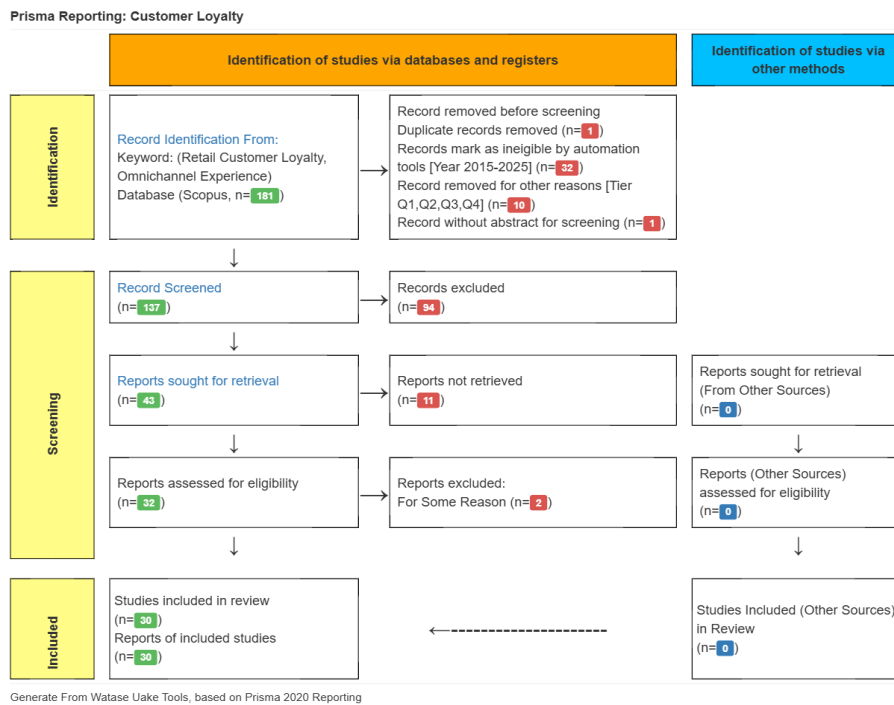


Figure 1. prisma analys report

4. | RESULTS AND DISCUSSION

This study utilizes 30 Scopus-indexed articles that were reviewed in depth, covering publications from 2015 to 2025. The primary focus of this research is to explore how the omnichannel experiences encountered by retail consumers influence their level of loyalty toward a retail company. The literature analysis demonstrates how optimizing cross-channel experiences both offline and online can enhance consumer loyalty. Offline experiences in the retail context occur when consumers visit physical stores, engage in direct interactions with the brand, and experience the in-store shopping environment. In contrast, online experiences arise when consumers use digital channels such as websites, mobile applications, or other platforms that allow them to access information quickly and shop efficiently without incurring additional costs beyond the price of products and services (X. Chen et al., 2022). Social presence both in offline and online is becoming an important factor in consumer loyalty, especially in emerging market retail industry (Yeboah & Afrifa-Yamoah, 2024). Integrating both online and offline environments allows brands to provide more touchpoints (Ieva & Ziliani, 2018; Yin, 2025).

Reydet & Carsana (2017) stated that adapting to digital environments and provide service in omnichannel drive customer loyalty toward a brand, it also becomes a stimulus that influences customers' commitment. Innovation in omnichannel experience will benefit the retail both short term and long term. (Channa et al., 2022) By using seamlessly personalized and engaging omnichannel strategies, retailers can boost customer retention (Massi et al., 2023; Mishra et al., 2023; Xuan et al., 2023). Omnichannel experience describes the high quality of relationships built by brands (Moreno-Menéndez et al., 2025; Pangarkar et al., 2022). The outcome of the omnichannel experience felt by consumers is the consumer's desire to repurchase from the same brand in the future (Hao et al., 2024).

Previous literature on customer experience and consumer loyalty has generated several findings using quantitative research methods, often employing surveys with a PLS-SEM

approach. Le & Nguyen-Le (2021) conducted a survey of 351 omnichannel consumers in Vietnam and found that consumers' shopping experiences in an omnichannel environment significantly increased their loyalty toward the omnichannel retailer. Consistent with this study, Tyrväinen et al. (2020) applied the PLS-SEM method to a sample of 2,084 consumers in Finland and 2,334 retail consumers in Sweden, revealing that emotional and cognitive consumer experiences enhance consumer loyalty manifested through word of mouth (WOM) and repeat purchases toward the omnichannel brand. Similarly, Rahman et al. (2025) analyzed responses from 1,134 consumers in the United States and found that omnichannel customer experience positively influences consumer loyalty, particularly through repeat purchases of the same brand.

In addition to these methods, previous studies have also applied other quantitative approaches such as SEM-AMOS and SPSS to generate various findings related to customer experience and loyalty. Quach et al. (2022), for example, examined 786 retail consumers using SEM-AMOS and found that customer experience can serve as a key factor in enhancing consumer loyalty. Another study by (Yin et al., 2022), utilizing SPSS with a sample of 595 retail consumers, revealed that customer experience comprising sensory, affective, intellectual, and behavioral dimensions significantly improves customer loyalty toward a brand. The application of these diverse methodological approaches illustrates the variety of strategies used in the literature to understand the dynamics of consumer experience and loyalty within the context of omnichannel shopping.

For Superindo in Indonesia, it has become one of the examples how retailers utilizing and optimizing its omnichannel experience. Superindo is one of the retailers who survived and keep on the competition in a very competitive market. Superindo released MySuperindo apps on 12 of August 2020. Where Covid-19 pandemic was striking Indonesia and lockdown was implemented. With MySuperindo, Superindo's customer can feel the new and more personalised shopping experience which affect customer loyalty (Zhang et al., 2024). Superindo realised how the lifestyle of Indonesian has already shifted to digitalization. It proved that Superindo has fastly adapted to the technology era. On MySuperindo, customer could find daily promotion, loyalty program, food recipes, and even healthy lifestyle tips. Superindo said that MySuperindo apps is equipped with artificial intelligence (AI) which made to fill customers' need and read its pattern. For the outcomes, Superindo has survived for years, and even continues to expand its outlets in various cities in Indonesia, while many other retail companies that have adapted to omnichannel not as quickly as Superindo, starting to make efficiency by closing outlets and reducing employees due to declining consumer loyalty.

5. | CONCLUSION

This literature review concludes that consumer experience in omnichannel retail plays a crucial role in influencing consumer loyalty. Retailers that successfully create meaningful and engaging experiences for consumers both online and offline are more likely to enhance consumer loyalty. However, this study acknowledges several limitations. Most of the recent literature used as the basis for synthesis relies heavily on survey-based research, which may not fully capture the dynamic and evolving nature of consumer behavior over time.

Future research should incorporate longitudinal designs or direct field observations to more credibly capture changes in consumer behavior over time. It is also important to broaden the scope of data collection to include more diverse demographics, cultural backgrounds, and

consumer habits, as these variations can provide a more comprehensive understanding of consumer behavior. Furthermore, adopting approaches that create contextually aligned research settings and allow for flexible adaptation to thematic nuances will be essential for advancing both academic and practical knowledge in the field of consumer behavior.

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Conflict of Interest Statement

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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