



Omnichannel Integration Quality Analysis, Cross Buying Intention to Perceived Value, Study on Tokopedia Indonesia

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Abstract. The development of multi-channel communication is getting new opportunities for business people. Communication that shifts from traditional to digital causes companies to anticipate conditions by creating various channels that can remain integrated with each other. In the rapidly changing digital era, the marketing approach is not only focused on one interaction, but also focuses on virtual and physical relations among company and customers. Companies are required to focus on changing technology infrastructure and practices in economic transformation through an omnichannel strategy. Customers can interact with the company through extensive communication channels as they wish, without having to repeat information when switching channels. Research from omnichannel management is gaining traction, Reports show that integrating omnichannel systems improves purchase frequency by 250%, order value by 13%, customer retention by 90%, and retention by 13.5% compared to single channel systems [1]. The purpose of this study is to assess the quality of omnichannel integration and identify perceived quality in determining cross-purchase intent. The perceived value of customers towards the company. This study employs a quantitative methodology which is a method involving parameter estimation, hypothesis testing, establishing confidence intervals, and the relationship between two or more properties (variables) for parameters that have a certain known normal distribution. Then analyzed using the method, factor analysis, and hypothesis testing using PLS. Customers of Tokopedia represent the study's primary unit of analysis. The number of samples is 120 respondents. The findings of this study show that hypothesis H1 does not support the channel service configuration variable and does not have a significant effect on omnichannel integration quality (INQ). Hypothesis H2 supports the hypothesis that content consistency has a significant effect on omnichannel integration quality (INQ) and H3 supports the hypothesis that process consistency has a significant effect on omnichannel integration. Quality (INQ) and H4 assurance quality have a significant effect on omnichannel integration quality (INQ). H5 is also supported by omnichannel integration quality which has a substantial impact on the cross buying intention. H6 is supported by the hypothesis that cross buying intention gives significant impact for perceived value then H7 is supported by omnichannel integration quality that reveals considerable impact perceived value.

Keywords: Channel service configuration · perceived value · cross buying intention · omnichannel integration quality · assurance quality · process consistency · and content consistency

1 Introduction

Customers currently make use of a wide variety of distribution methods, including social networking sites, review websites, contact centers, mobile devices, physical stores, home services, network equipment, and so forth for accomplish purchases. Omnichannel marketing focuses on consumers/target audiences, seeking to deliver a holistic experience. Verhoef et al. (2015) defined omnichannel management as the coordination of all contact channels with customers [2]. Therefore, the consumer experience is optimized across channels. There is evidence that omnichannel has an impact on companies and customers. In instance, there is a shortage of research on the impact of the integration of various channels on customers (Banerjee, 2014; Trenz, 2015) [3]. Despite the fact that an integrated/seamless experience across multiple channels is one of the key pillars of omnichannel marketing [1, 4–8], the literature indicates that offline and online channels are frequently viewed in isolation [5, 9].

To resolve the issue of integration between channels, several studies propose that improving the quality or synchronizing the service parts inside channels is the key to providing a seamless experience, which would solve the issue of integration across channels [3, 10, 11]. Although, considering its notability, the concept of omnichannel service integration quality is fractured and predominantly conceptual. Only several researchers have conceptualized and tested the integration quality dimensions [6, 8, 12–14]. Evaluate the influences of integration quality on cross-purchase intentions and perceived quality. Whereas cross-purchase intention refers to the customer's desire to buy additional items of the same business [15], value refers to the impression of net advantages relative to the costs of acquiring services [16].

One of the online stores that implements omnichannel is Tokopedia, the omnichannel strategy is also often closely related to cross-channel content distribution customers in order to improve the experience and make it easier to integrate digital and non-digital channels. The data and information obtained from the various integrated channels are then analyzed using artificial intelligence (AI) and machine learning to study consumer behavior. That way, Tokopedia is able to personalize messages sent through each channel to be more relevant to the type of user. This step also ensures that the brand experience has meaning. Messages that are more relevant or more in line with user preferences help Tokopedia to encourage users to become buyers. Omnichannel is also very helpful for Tokopedia in producing an interesting shopping experience. This is supported by the large number of Tokopedia users throughout Indonesia, with approximately 250 million products, 7.2 million merchants, and 35 digital products.

From the Table 1, it can be seen that Tokopedia is an influential online store in Indonesia, as seen from the website visitor data of social commerce users 114,655,600, followed by 710,400 Twitter's users, 2,400,000 Instagram's followers, and 6,372,160 Facebook's users and will continue to grow in the future seen until 2020 One of Tokopedia's omnichannels, Tada's omnichannel loyalty platform has been integrated into this popular marketplace. This integration is open to all brands with Power Merchant Stores and Official Stores. With this integration, Tokopedia facilitates (1). Get customer data such as phone number, email, and name (2). Gain insight into which products (SKUs) customers are most interested in over a given time period (3). Send personalized messages via SMS or WhatsApp (4). Give reward points that you can collect and redeem for

Table 1. Types of Marketplaces in Indonesia

Marketplace	Monthly Web Visitors	Ranking App Store	Ranking Play Store	Twitter	Instagram	Facebook
Shoope	129.320.800	1	1	541.700	7.100.000	19.908.390
Tokopedia	114.655.600	4	4	710.400	2.400.000	6.372.160
Bukalapak	338.583.100	7	7	199.600	1.363.070	2.514.260
Lazada	36.260.600	3	3	411.400	2.600.000	30.461.740
Blibli	22.413.100	6	5	514.800	1.389.780	8.539.020

Source: iprice.co.id

various interesting items in the Tada catalog (5). With access to a unified dashboard of sales data from all markets, integrated with Tada's omnichannel loyalty platform, brands can engage customers through loyalty programs that can be managed directly from the dashboard. This loyalty program applies to both new customers and customers who are already participating through repeat purchases in previous brand loyalty programs. Omnichannel is the future solution for market sustainability and customer retention. With omnichannel marketing, you can reach your customers across all your sales touchpoints. An omnichannel presence covering mainstream, online and social media platforms provides full coverage of all the latest marketing information and insights in Indonesia and beyond.

From the explanation above, the author is interested in conducting research with the title "Omnichannel Integration Quality Analysis, Cross Buying Intention on Perceived Value Study On Indonesia Tokopedia".

2 Literature Review and Hypothesis Development

2.1 Definition Omnichannel

The "omnichannel" nature of the World Wide Web's multi-channel conception may be attributed to this trading phenomenon. The word "Omni" was coined by a business person close to science. Nevertheless, Parker and Hand (2009) and Ortis and Casoli (2009) argue that omnichannel buyers emerged from multichannel consumers who use all channels simultaneously. [17, 18]. Rigby (2011, pp. 65–76) was the first to define omnichannel retail as "a combination of selling experiences combined with physical product attributes". Store and those of an online store with a broad range of information and online shopping experiences" [19]. Omnichannel comes from the origin of the word omni, which means universality. In this case, omnichannel is a universal communication channel that combines different communication channels into one type of interface. This combined communication channel allows companies to interact with their customers to create a comprehensive schedule. Omnichannel is an advanced multi-channel strategy that allows users to experience real-time development. For stores, especially retailers, this omni-channel strategy makes it simplify buyers to find any information related with

the products they sell. Indirectly, this omni-channel strategy also facilitates interaction between entrepreneurs and their buyers. Simply put, Omnichannel is a multi-channel sales strategy that concentrates on offering a seamless experience for customers regardless of whether a customer is purchasing on a mobile device, laptop, or at a physical store.

2.2 Multi-channel Marketing

Omnichannel marketing is focused on the consumer by seeking to present a holistic experience. According to Verhoef et al. (2015), omnichannel management synergizes the multiple customer connection point [2]. Thus, the customer experience on all channels can be optimized.

Derived from the word omni which means universal, omnichannel marketing combines various existing communication channels to create a connected shopping experience. Omnichannel marketing is also known as a cross-platform marketing strategy to customize different or existing channels so that consumers can have new experiences that meet their expectations.

Due to different consumption patterns, the sales channels used must be integrated with each other. The goal is to provide consistent exposure to consumers. Omnichannel marketing allows consumers to discover, research, view and ultimately buy products through easily accessible marketing schemes. Customers expect a richer and streamlined Shopping experience in terms of channel coverage (more channels and touchpoints) and visibility (customer's overall brand experience) [20]. In this context, research has evolved towards cross-channel retail and multi-channel integration [21, 22]. Recently, omnichannel retail has emerged [2, 19, 23]. Rigby (2011, p. 67) was the first to introduce the term retail omnichannel, reflecting the rapid growth of digital retail today. on the Internet"[19]. Omnichannel is more than just using concurrent channels. Rather, it is a company-wide integration of all available channels [24]. Additionally, Levy, Weitz, and Grewal (2013) describe omnichannel as a synchronous product that leverages all store channels to deliver a consistent customer experience. [twenty five]. According to Brinjolfsson et al. (2013), omnichannel marketing is a groundbreaking experience that narrows the boundaries between online and offline channels. Wall-free [23].

2.3 Integration Quality and Dimension

In omnichannel marketing, the concept of integration is essential. Integration quality is a term used in service quality research to refer to channel integration in multichannel systems [3, 6, 11].

The following shows the aspect of integration quality, among others;

- Channel-service configuration (CSC) entails the effectiveness of channels in terms of delivering high-quality services [3]. This is the primary relationship between enterprise services and channels [11] CSC includes three sub dimensions: channel breadth, channel openness, and channel appropriateness.

- Content consistency (CNC) refers to a uniformity of receiving and exiting firm information across all channels [6, 11]. The subdimensions of this consistency are the integrity of knowledge and the merging of transaction data.
- Process consistency (PRC) relates to service design, that relates to the uniformity of comparable and relevant customer-facing aspects across several channels. In terms of service, waiting time, and appearance, the discretion of employees measures the degree of process consistency [2, 8, 11]. This research establishes system and visual constancy as sub - dimensions of process consistency.
- ASQ refers to many channel characteristics that instill trust and confidence in clients. Hossain et al. have envisioned multichannel service assurance mostly as channel integration dimension (2019) [26]. Moreover, by qualitative data analysis, this study conceptualizes ASQ and verifies that confidentiality, safety, and availability of service recovery throughout all channels are required to ensure ASQ.

2.4 Integration of Quality, Cross-Purchase Intention and Value

Variety of studies have examined behavioral effects of channel integration. Integration quality influences perceived value [13, 14], intention to buy [9, 14], increased sales [22], overall satisfaction [27], search intent [9], and loyalty [13, 14, 28]. In the context of omnichannel, channel integration has been found to significantly affect omnichannel usage intentions, customer engagement, repurchase intentions, and good word of [1, 6, 8].

Based on the above study, only a few behavioral aspects have been investigated in the context of channel integration. As a consequence of quality integration, it is possible to conceptualize more behavioral facets. According to Banerjee (2014), the measurement of customer views of the quality of integration has been inadequately handled [3].

Research indicates a probable link between service quality, cross-purchase intent, and consumer value [15]. Cross Buying is the total number of distinct products a consumer buys from a company, computed from the first purchase [29]. Cross-purchase, according to Reinartz and Kumar (2003), is a series of linked or unconnected products or services that clients purchase from a company [30]. Cross-buy, from the perspective of service marketing, is the purchase of other products from the same service provider [31]. A number of multichannel studies have a focused for to the cross-purchase intention as influenced by perceived service quality of multichannel services [15, 32].

Cross-selling is more applicable in an omnichannel environment when various retail channels are leveraged for sales. Customers are happy because they can buy additional items from reputable stores. This saves time and improves the overall shopping experience. Buy online and pick up in store is the perfect omnichannel customer experience for cross-selling. In this context, Cummins, Peltier, and Dixon (2016) suggest conducting additional research on omnichannel marketing activities and analyzing the results in terms of customer retention or upselling and cross-selling.. [33].

In addition for to the cross-purchase intentions, a substantial corpus of marketing literature and consumer derived behavior research acknowledges the significance of customer perceived value [34–36]. Zeithaml (1988) describes customer value as the satisfaction consumers to derive from a service or product, or the perceived net advantage of what is given relative to what is received [37].

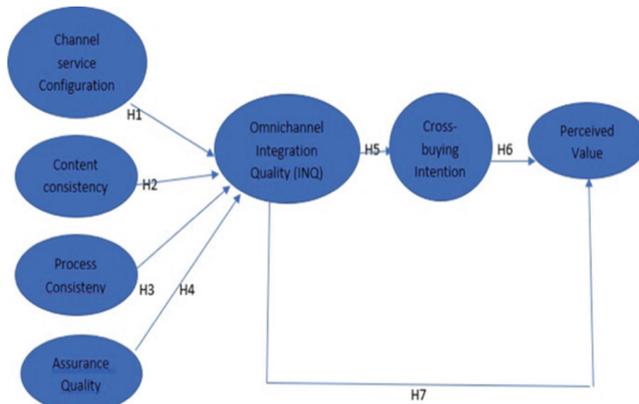


Fig. 1. Model of Hypothesis

2.5 Dynamic Capabilities and Dimensions of Integration Quality

Dynamic capacity has been described as “the capacity of an organization to intentionally extend, create, or adapt its resource base” [38]. Dynamic capacity has been described by Teece et al. (1997) “The ability of an organization to integrate, develop, and reconfigure internal and external functions to adapt to a rapidly changing environment” [39]. Most definitions of dynamics emphasize the company’s ability to reorganize resources. Teece et al. (1997) defined dynamic skill as one skill. Organization’s capacity to restructure in response to shifting surroundings [39]. Utilizing firm resources via internal processes is essential for dynamic capacities [38, 40]. There may be various kinds of procedures. The more significant procedures are search and selection, followed by configuration [38]. Search and selection encompasses all firm procedures and actions linked to locating alternative solutions to a problem and identifying the best answer in order to address the problem and share it with organizational members [41]. Configuration, on the other hand, entails predicting how to implement changes by altering the firm’s resources [38, 41].

2.6 Conceptual Framework and Hypothesis Development

Based on an outline of all factors referred to within the included high-satisfactory literature, this look at gives a conceptual version of included high-satisfactory including 3 important dimensions and their sub-dimensions. These are Channel Service Composition (Channel Width, Channel Transparency, Channel Suitability), Content Consistency (Information Consistency and Transactional Data Integration), and Process Consistency (System Consistency, Image consistency) (Fig. 1).

In addition, a quantitative analysis was undertaken in order Building on the results of our literature review, we extend our limited understanding of the quality of omnichannel integration.

With the above explanations in mind, the model hypothesis for this study is.

H1: Channel service configuration has a significant impact on omnichannel integration (INQ) quality.

H2: Content consistency has a big impact on omnichannel integration (INQ) quality.

H3: Process consistency has a big impact on omnichannel integration (INQ) quality.

H4: Assurance quality has a significant impact on omnichannel integrated quality (INQ).

H5: The quality of omnichannel integration has a big impact on cross-buy intentions.

H6: Cross-buying intent has a significant impact on perceived value.

H7: Omnichannel integration quality has a substantial impact on perceived value.

3 Methodology and Data Analysis

3.1 Research Population and Sample

The population of the study consisted of Tokopedia customers. Sampling was carried out using non-probability sampling, that is, each respondent has a population criterion that does not have the same opportunity to become a sample. More precisely, the sample technique is convenience sampling, in which members of the population are selected depending on the researcher's discretion. Researcher selects respondents based on the knowledge and views of the researcher who considers that a person who is a member of the population is worthy of being a sample in this study. The number of respondents is 120 Tokopedia consumers.

3.2 Data Analysis Techniques

This research employs the SEM Partial Least Square (PLS) technique. In addition to reflective and formative measurement approaches, SEM PLS can also evaluate latent variables. PLS-SEM is effective with tiny sample sizes and intricate models. In addition, the premise of data distribution in SEM Partial Least Square analysis Stages. Hair, Joseph F., et al. (2013) suggests that the model is evaluated structurally in stages, beginning with a multicollinearity test, then assessing the model's relationships, and finally estimating the model's predictive capacity [42]. After assessing the validity and reliability, the first step is to determine the level of collinearity.

4 Research Result and Discussion

4.1 Preliminary Test

At the initial phase of this study, a factor analysis test was taken. The KMO grade of 0.70 demonstrates that all research variables (40 indicators) satisfy the validity test standards. After determining the construct's validity, the construct's dependability will be determined. In this study, all instruments had a reliability rating of 0.80.

Table 2. General SEM Analysis Result

Model Fit and Quality Indices
Average path coefficient (APC) = 0,363, P < 0,001
Average R-square (ARS) = 0,632, P < 0,001
Average adjusted R-square (AARS) = 0,626, P < 0,001
Average block VIF (AVIF) = 2,593, acceptable if ≤ 5 , ideal if $\leq 3,3$
Average full collinearity VIF (AFVIF) = 3,307, acceptable if $\geq 0,7$, ideally $\leq 0,36$
Tenenhaus GoF (GoF) = 0,648, small $\geq 0,1$, medium $\geq 0,25$, large $\geq 0,36$
Simpson's paradox ratio (SPR) = 1,000, acceptable if $\geq 0,7$, ideally = 1
R-squared contribution ratio (RSCR) = 1,000, acceptable if $\geq 0,9$, ideally = 1
Statistical suppression ratio (SSR) = 1,000, acceptable if $\geq 0,7$
Non-Missing data imputation algorithm: Arithmetic Mean Imputation
Outer model analysis algorithm: PLS Regression
Default inner model analysis algorithm: Warp3
Multiple inner model analysis algorithm used? No
Resampling method used in the analysis: Stable3
Number of data resamples used: 100
Number of cases (rows) in model data: 120
Number of latent variables in model: 7
Number of indicators used in model: 40
Number of interactions to obtain estimates: 6

4.2 PLS Test Results

In this primary study, 120 respondents who utilized Tokopedia for online purchasing were retested for the correctness and consistency of their data. Test for the hypothesis from next. In this test, additional data for processing employs PLS analysis to the assess hypotheses 1 through 7.

4.3 Partial Least Squares

We test hypotheses 1–7 using partial least squares and WarpPLS 8.0 software to validate our findings. Basic results are shown in Table 2. The P-values for average path coefficient (APC) and average r-square (ARS) are less than 0.05 ($p < 0.001$), indicating good model fit and good agreement. Similarly, the resulting mean variance inflation factor (AVIF) is 3.307 with a value of 5. This indicates that there is no problem with multicollinearity between the independent (exogenous) variables.. This model has 6 iterations (Table 3, 4 and 5).

Table 3. Path Coefficients

	CSQ	CC	PC	AQ	OIQ	CBI	PV
OIQ	0,089	0,366	0,301	0,205			
CBI				0,686			
PV					0,450	0,437	

Table 4. P-Value

	CSQ	CC	PC	AQ	OIQ	CBI	PV
OIQ	0,162	< 0,001	< 0,001	0,001			
CBI					<0,001		
PV					<0,001	< 0,001	

Table 5. Hypothesis Result

	Hypothesis	P-Value	Description
H1	Channel service configuration has a significant effect on omnichannel integration quality (INQ)	P = 0,16	Data Not Support H1
H2	Content consistency has a significant effect on omnichannel integration quality (INQ)	P < 0,001	Data Support H2
H3	Process consistency has a significant effect on omnichannel integration quality (INQ)	P < 0,001	Data Support H3
H4	Assurance Quality has a significant effect on omnichannel integration quality (INQ)	P < 0,001	Data Support H4
H5	Omnichannel integration quality has a significant effect on the cross-buying intention	P < 0,001	Data Support H5
H6	Cross-buying intention has a significant effect on perceived value	P < 0,001	Data Support H6
H7	Omnichannel integration quality has a significant effect on perceived value	P < 0,001	Data Support H7

4.4 Path Coefficient

There is no statistically significant relationship between the channel service configuration and the quality of the omnichannel integration (P-Value = 0.162, Path Coefficient = 0.089). A path coefficient of 0.366 indicates that content consistency has a substantial impact on omnichannel integration quality (P < 0.001).

Process consistency has a significant impact on the quality of omnichannel integrations, with a P-value <. Path coefficients of 0.001 and 0.301, quality assurance has a significant impact on the quality of omnichannel integration, with a P-value of <. Pass coefficients of 0.010 and 0.205. With a p-value less than 1.001 and a pass factor of 0.686, the quality of omnichannel integration has a significant impact on cross-purchase intention. Path coefficients of mutual purchase intent scored with P-value < 0.001 and 0.437 have a significant impact on recognition scores and quality of omnichannel integration with P-value <. Pass coefficients of 0.001 and 0.459 have a large impact on perceptual value. WarpPLS 8.0 path factor results are shown in the table below. The P-value for the relationship between process consistency and omnichannel integration quality is <0.001 and the path coefficient is 0.301. Similarly, the relationship between quality assurance and integrated omnichannel quality is p-value <0.010, path coefficient 0.205. With a p-value <1 of 0.001 and a path coefficient of 0.686, the quality of omnichannel integration has a significant impact on the likelihood of later purchasing from the same provider. There is a statistically significant association between cross-purchase intent and perceived value (P <0.001, path coefficient = 0.437), as well as between perceived value and the quality of omnichannel integration (P <0.001, path coefficient = 0.459). You can see the WarpPLS 8.0 path coefficient outcomes in the table below (Fig. 2).

4.5 Hypothesis Test Result

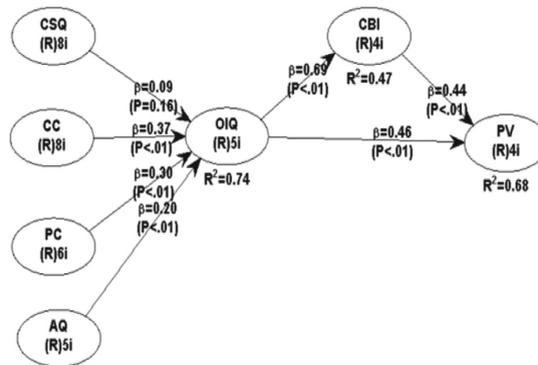


Fig. 2. PLS Result

5 Discussion

This study proves that the data do not support the H1 hypothesis, namely Channel service configuration has no significant effect on omnichannel integration quality (INQ). This is due to the fact that channel service configuration (CSC) defines how well a channel delivers services consistently and reliably [3]. The primary focus here is on the connection between the company's services and its various distribution channels [11]. Channel compatibility criterion (CSC) is made up of three different factors: channel diversity, channel clarity, and channel efficiency, and this data is supported by the respondent's answer, the smallest of the channel service configuration variables is that they do not use the various features provided by Tokopedia to meet their daily needs (website, mobile app, social media, seller's physical store).

For the results of this study are Hypothesis 2 that content consistency has a significant impact on omnichannel integrated quality (INQ), Hypothesis 3 that process consistency has a significant impact on INQ, and Assurance Quality) has a significant impact on.

H5 statements are also supported. In short, the quality of omnichannel integration has a significant impact on cross-purchase intent. H6 is supported by the hypothesis that cross-buying intent has for a significance the impact on received value, and H7 is supported by the statement that the quality of omnichannel integration has a significant impact on perceived value. This is corroborated by the findings of [13, 14], which indicate that the quality of integration (omnichannel integration quality) correlates with perceived value.

6 Conclusion

Tokopedia integrates omnichannels such as websites, mobile apps, social media, sellers physical stores. Tokopedia channel integration can help consumers provide value to consumers such as saving time, providing value for costs and money, and Tokopedia making it easier for consumers to choose channels.

Observed in this research, which indicates Hypothesis H2 supports a hypothesis that content consistency has a substantial impact on omnichannel integration quality (INQ) and H3 supports the hypothesis that process consistency has a substantial impact on omnichannel integration quality (INQ) and H4 assurance quality has a substantial impact on omnichannel integration quality (INQ). The statement H5 is also supported by omnichannel integration quality which has a substantial impact to the on cross buying intention. H6 is supported by the hypothesis that cross and buying intention has a substantial impact on perceived value then H7 is supported by the statement that omnichannel integration quality has a substantial impact on perceived value.

In this study, H1 does not support the Channel service configuration variable, which has no significant effect on omnichannel integration quality (INQ).

Implication and Suggestion Future Research. This study still has certain limitations and weaknesses, therefore it requires improvements for future research. The following are some possible suggestions for Tokopedia companies or to be directed to additional research, specifically that additional research is anticipated to be conducted by adding

samples that shop online on several channels from Tokopedia and it is seen that the channel service configuration variable does not support the omnichannel integration quality variable. Tokopedia should continue to introduce several channels for consumers, not only shopping through the marketplace, but there are already several conveniences provided by Tokopedia.

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