

Customer Experience as A Mediation of Omnichannel Retailers of Wardah Beauty Products on Repurchase Intentions

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Abstract

Current technological developments require companies to develop their business with various purchasing or shopping channels. The business model that is currently trending is the omnichannel model. Omnichannel is a business model which in its operation and service is integrated in all sales channels owned by the company in one overall system. Omnichannel combines all store marketing channels both online and offline which can make it easier for customers to find information, process, and make decisions in making product purchases. The purpose of this study was to analyze customer experience as a mediating variable between the quality of the integration channel consisting of Service Configuration Quality (SCQ) and Interaction Integrated (II) on repurchase intentions on Wardah beauty products as a local brand in Indonesia. The object of this research is a beauty product with the brand Wardah and the research was conducted in the city of Medan. The data analysis method was carried out using SmartPLS. The result of this study is that service configuration quality has no positive and significant effect on the repurchase intention variable. Integrated interactions have a positive and insignificant effect on the repurchase intention variable. Service configuration quality and integrated interactions have a positive and significant effect on customer experience. Customer experience has a positive and significant effect on repurchase intention. Service quality configuration and integrated interactions are not positive and significant effect on repurchase intention through the customer experience as mediation. In this study, customer experience was not able to mediate between service configuration quality and integrated interactions on repurchase intention

Keywords: service configuration quality, integrated interactions, repurchase intention, customer experience, omnichannel, retailing

1. Introduction

1.1 Background

As one of the beauty products that already sells its products both offline and online, Wardah has used omnichannel channels to reach a wider market. Wardah's current channel is the Wardah official store in various online shopping applications such as Shopee, Lazada, Tokopedia, Wardah's website, namely www.wardahbeauty.com/id . and physical stores by visiting Wardah stores such as Indomaret, Alfamidi, Matahari Department Store, and others. By providing online and offline channels , it makes it easier for customers to make purchases of Wardah products.

The omnichannel is a business model which in its operation and service is integrated into all sales channels owned by the company in a single system as a whole. Omnichannel combines all store marketing channels both online and offline which can make it easier for customers to find information, process, and make decisions in making product purchases. What will the customer will pay a visit to a physical store to make a reservation or through online and the customer can decide whether the product to be purchased can be delivered by courier or

customers themselves who will take it in the store, it is included in how customers conduct review (review) products purchased, make a complaint (if any), and return the product.

According to Bang et al., 2013; Britt, 2016; Currently, customers make purchases not only in physical stores or online, but customers shop in various channels. Pelanggan do this by looking for information on one channel and complete the purchase of the other canals. Nelson and Leon (2012), stated that the dominance of physical stores has decreased and is replaced by online alternative offerings that are superior choices, lower prices and offer more convenience for customers. The study, conducted by Sousa and Voss (2006), developed a conceptual framework for multichannel service quality that includes at least one virtual component delivered through virtual channels. Channel integration quality is defined as the ability to provide a seamless service experience to customers across multiple channels (Sousa and Voss, 2006). Integration channel quality refers to the ability of companies to provide the experience of buying customers a seamless (seamless) in all channels (Sousa & Voss, 2006). It is considered the key to managing customer relationships across channels (Payne & Frow, 2004), and lies at the heart of omnichannel retail.

In other words, to take full advantage of omnichannel, companies (retailers) need to commit and ensure synergistic integration channels that eliminate friction during the customer journey (Bianchi et al., 2016; BusinessWire, 2016). According to Lee et al (2019), the ultimate goal of omnichannel companies (retailers) is to create an integrated and unified network with a good customer experience anywhere and through any channel (Kuppelwieser and Klaus, 2020; Lynch and Barnes, 2020; Jocevski et al., 2019; Picot-Coupey et al., 2016; Ye et al., 2018).

1.2 Problem Formulation

1. Is there any influence between service configuration quality on customer experience?
2. Is there an effect between integrated interactions on the customer experience variable?
3. Is there an influence between service configuration quality and integrated interactions on the customer experience variable?
4. Is there an influence between customer experience on the repurchase intention variable?
5. Is there an influence between service configuration quality on repurchase intention through the customer experience variable as a mediating variable?
6. Is there an effect between integrated interactions on repurchase intention through the customer experience variable as a mediating variable?

2. Literature Review

2.1 Omnichannel

Omnichannel comes from the word Omnis which means all or universal. Omnichannel combines the most relevant communication channels together in a single interface to create a comprehensive timeline of the company's interactions with customers. Omnichannel is a cross-channel content strategy that companies use to improve the user experience of their customers. Omni-channel marketing describes a consistent and coordinated strategy especially for interacting with customers and potential customers, and how to provide the best service to customers using the right channel for them, at the right time in the right situation.

2.2 Channel Integrated Quality/CIQ)

According to Sousa and Voss (2006), the quality of channel integration is the ability to provide a seamless and integrated customer experience across multiple channel sites. According to Majrashi and Hamilton (2015), the quality of channel integration can significantly explain the cognition and behavior of customers in various channels. Wu & Chang found that the quality of channel integration increases the customer perceived value when shopping online. Saghiri et al (2017), identify the quality of channel integration as one of the important drivers in the success of an omnichannel business, and argue that without comprehensive integration of separate channels, a multichannel business will never develop into an omnichannel business. The Channel Integrated Quality dimension uses the channel integration quality dimension based on Sousa and Voss (2006), by dividing the channel integration quality dimension into 2 dimensions, namely service configuration quality/SCQ and interaction integrated. The service configuration quality/SCQ dimension has sub-dimensions consisting of 1) the breadth of service channel choices, and 2) the transparency of the service channel configuration. And interaction integrated has sub-dimensions consisting of 1) content consistency and 2) process consistency. Service Configuration Quality (SCQ) refers to the available combination of service components and their associated delivery channels (Sousa & Voss, 2006), which is realized through the breadth of sub-dimensions, namely service channel selection and service channel configuration transparency. Wide choice of service channels. Service channel refers to the extent to which a customer can choose an alternative channel for a particular service or can complete a preferred task through an individual channel. In particular, retailers can demonstrate excellence in channel service configurations by enabling customers to order online and offline.

Interaction integrated refers to the consistency of interaction across channels (Sousa & Voss, 2006), which is realized through sub-dimensions, namely content consistency and process consistency. Content consistency, refers to the consistency of content provided by retailers across channels (Sousa & Voss, 2006). Consistent content allows customers to receive feedback in the form of questions posted on online or physical channels. Compare this to a company that does not provide consistent content (eg content, prices, product specifications, and warranty service) across retail channels that are able to provide customers with valuable exchange value. Process consistency, refers to the level of consistency of relevant processes and can compare attributes across channels, such as taste, image, and speed of service delivery (Sousa & Voss, 2006).

2.3 Customer Experience

According to Samuel and Dharmayanti (2013), pengalaman customer (customer experience) is the incarnation of a brand which encompasses all of the interactions between the organization and the customer. According Paramudita and Japariato (2012), pengalaman customer (customer experience) is a customer feedback internally and subjectively as a result of interaction directly or indirectly with the company. According to Gahler et al (2019) defines customer experience as a customer's subjective state during interaction with an experience provider that holistically evokes affective, cognitive, physical, relational, sensory, and symbolic responses.

According to Gahler, et al (2019) regarding customer experience which means the construction of customer experience. To identify the dimensions of customer experience, Gahler analyzed the literature on conceptual and empirical studies of experience. Gahler et al

(2019), suggest that the construction of the customer experience involves the customer's internal responses (eg cognition) and behavior (eg body movements). Therefore, Gahler concludes that the dimensions of customer experience consist of: Affective, Cognitive, Physical, Relational, Sensory, and Symbolic.

2.4 Buyback Intention

Jones and Reynolds (2006), define repurchase intention as the possibility that the buyer will continue to buy at the same store or retailer. Repurchase intention is the subjective probability that a customer (i.e. an experienced customer) will continue to purchase products from the same online and offline seller (Chiu et al., 2012, p. 5), or to repurchase products/services from the same company (Hellier et al., 2012). al., 2003). The repurchase intention will be different from the initial (first time) purchase intention.

The dimensions of repurchase intention were adapted from the research of Trivedi and Yadav (2019), which used 3 dimensions in online repurchase intentions, namely security, ease of use, and personal attention. 1) Security, security factor is considered as one of the main constraints in growth. online business. Kalakota and Winston (1997, p. 853) the definition of perceived/provided security is a threat that creates circumstances, conditions or events that have the potential to cause economic hardship to data or network resources in the form of destruction, disclosure, data modification, denial of service and/or fraud, waste, and abuse, 2) Ease of use, ease of use defined by Davis as the extent to which a person believes that using a particular technology would be free of effort (1989, p. 320), 3) Attention personally, Attention personally stressed on the privacy perceived by individual customers is based on the possibility of personal information collected by online companies for proper use (Jarvenpaa and Toad, 1996).

2.5 Hypotheses

2.5.1 Relationship of Service Configuration Quality (SCQ) to Customer Experience

The effect of channel integration quality (SCQ) on customer experience refers to the extent to which a retailer coordinates operations and interactions across multiple channels to provide a unified shopping journey for its customers (Zhang et al., 2018). Since an omnichannel retailer's SCQ consists of a channel service configuration and an integrated interaction (Sousa and Voss, 2006), the customer experience should be defined by these two characteristics. Service configuration quality reflects the structure of available channels and flexible combinations across all channels provided by omnichannel retailers (Lee et al., 2019). According to Sousa and Voss (2006), with a number of available channels that retailers offer to their customers, it will be easier for them to shop flexibly with alternative channels.

In addition to various alternative channels, transparency of the similarities and differences of alternative channels and combination options will provide customers with rich and comprehensive information (Kembro and Norrman, 2019; Shen et al., 2018). Customers receive complete information and feel the assurance during their shopping trip with the retailer service configuration quality are good (Lee et al., 2019). So, we hypothesize

H1: There is a significant relationship between Service Configuration Quality and Customer Experience

2.5.2 Relationship Integrated Interaction to Customer Experience

Integrated interaction refers to the consistency and uniformity of content retailers and process attributes through different channels (Lee et al., 2019; Sousa and Voss, 2006). According to Ieva and Ziliani (2018), consistency across touchpoints in the customer journey greatly contributes to the overall customer experience. The more consistent content (e.g. prices, product information, promotions) a retailer offers across available channels, the less doubt and confusion their customers will experience during their shopping journey. Uniformity in process consistency (e.g. taste, image, and speed of service delivery) can offer customers a frictionless buying journey through different channels, consequently resulting in their overall satisfaction with the shopping experience. In the same vein, we posit that omnichannel retailers with a high degree of integrated interaction can provide their customers with a better experience. So, we hypothesize:

H2: There is a significant relationship between Integrated Interaction and Customer Experience

2.5.3 Relationship of Service Configuration Quality and Integrated Interaction to Customer Experience Service configuration quality

Service configuration quality refers to the extent to which a retailer coordinates operations and interactions across multiple channels to provide a unified shopping journey for its customers (Zhang et al., 2018). Service configuration quality as an environmental stimulus is expected to affect the customer's internal state, such as the customer experience (Becker and Jaakkola, 2020). Integrated interaction refers to the consistency and uniformity of content retailers and process attributes through different channels (Lee et al., 2019; Sousa and Voss, 2006). According to Sousa and Voss (2006), with a number of available channels that retailers offer to their customers, it will be easier for them to shop flexibly with alternative channels. Moreover, customers can enjoy hassle-free choices at all stages of shopping and freely switch between available channels according to their preferences (Kazancoglu and Aydin, 2018); operating as such, the service or shopping combination chosen is the one that best meets their expectations (Lee and Kim, 2010). Customers receive complete information and feel the assurance during their shopping trip with reseller channel integrated quality / CIQ) were good (Lee et al., 2019). Indeed, omnichannel retailers provide a truly valuable experience for customers compared to omnichannel retailers which do not provide so many choices and transparency of service-channel configurations. So, we hypothesize:

H3: There is a significant relationship between Service Configuration Quality and Integrated Interaction on Customer Experience

2.5.4 Relations Customer Experience to Repurchase Intention

According to the SOR framework, customers' internal state (i.e. customer experience) can generate their responses to *omnichannel* retailers (i.e. repurchase intention). Repurchase intention is represented as their likelihood to continue shopping at certain online and physical store retailers (Savastano et al., 2019). Customer experience as a second order construct of two dimensions: satisfaction with the experience and positive emotions. A number of supporting arguments and extensive empirical evidence were found for the positive impact of these two dimensions on customer behavioral intentions.

In the retail industry, a large number of research projects have been carried out to confirm the positive impact of satisfaction on loyalty and repurchase intention (Chang et al., 2015;

Garaus, 2017; Pandey and Chawla, 2018). Based on the arguments and evidence mentioned above, we posit that the greater the level of satisfaction and positive emotions of customers, the higher their intention to patronize omnichannel retailers. Overall, we hypothesize:

H4: There is a significant relationship between Customer Experience and Repurchase Intention

2.5.5 Relationship of Service Configuration Quality to Repurchase Intention through Customer Experience

Service configuration quality indicates a high degree to which customers can choose alternative channels for certain services and can complete preferred service tasks through certain channels of their own choice (Shen et al., 2018). Moreover, customers can enjoy hassle-free choices at all stages of shopping and freely switch between available channels according to their preferences (Kazancoglu and Aydin, 2018); operating as such, the service or shopping combination chosen is the one that best meets their expectations (Lee and Kim, 2010).

In addition to various alternative channels, transparency of the similarities and differences between alternative channels and combination options will provide customers with rich and comprehensive information (Kembro and Norrman, 2019; Shen et al., 2018). Customers get complete information and feel reassured during their shopping trip with good service configuration quality retailers (Lee et al., 2019). Indeed, they provide a truly valuable experience for their customers compared to omnichannel retailers who don't provide so much choice and transparency of service-channel configurations. Customers' internal state (i.e. customer experience) can generate their responses to omnichannel retailers (i.e. repurchase intention). So, we hypothesize:

H5: There is a significant relationship between Service Configuration Quality and Repurchase Intention through Customer Experience

2.5.6 Integrated Interaction Relationship to Repurchase Intention through Customer Experience

Interaction integrated refers to the consistency and uniformity of content retailers and attribute processes through different channels (Lee et al., 2019; Sousa and Voss, 2006). Ieva and Ziliani (2018), consistency across touchpoints in the customer journey greatly contributes to the overall customer experience. The more consistent content (e.g. prices, product information, promotions) a retailer offers across available channels, the less doubt and confusion their customers will experience during their shopping journey. Process consistency (e.g. taste, image, and speed of service delivery) can offer customers a frictionless buying journey through different channels, consequently resulting in their overall satisfaction with the shopping experience. Recently, shoppers can interact with omnichannel retailers to get consistent content through a number of channels, such as calling call centers or communicating online via live chat systems (Rae, 2017). Repurchase intention is represented as the possibility of customers to continue shopping at certain retailers online and physical stores (Savastano et al., 2019). So, we hypothesize:

H6: There is a significant relationship Integrated Interaction to Repurchase Intention through Customer Experience

2.6 Research Framework

Based on the explanation above, the research framework can be described as follows:

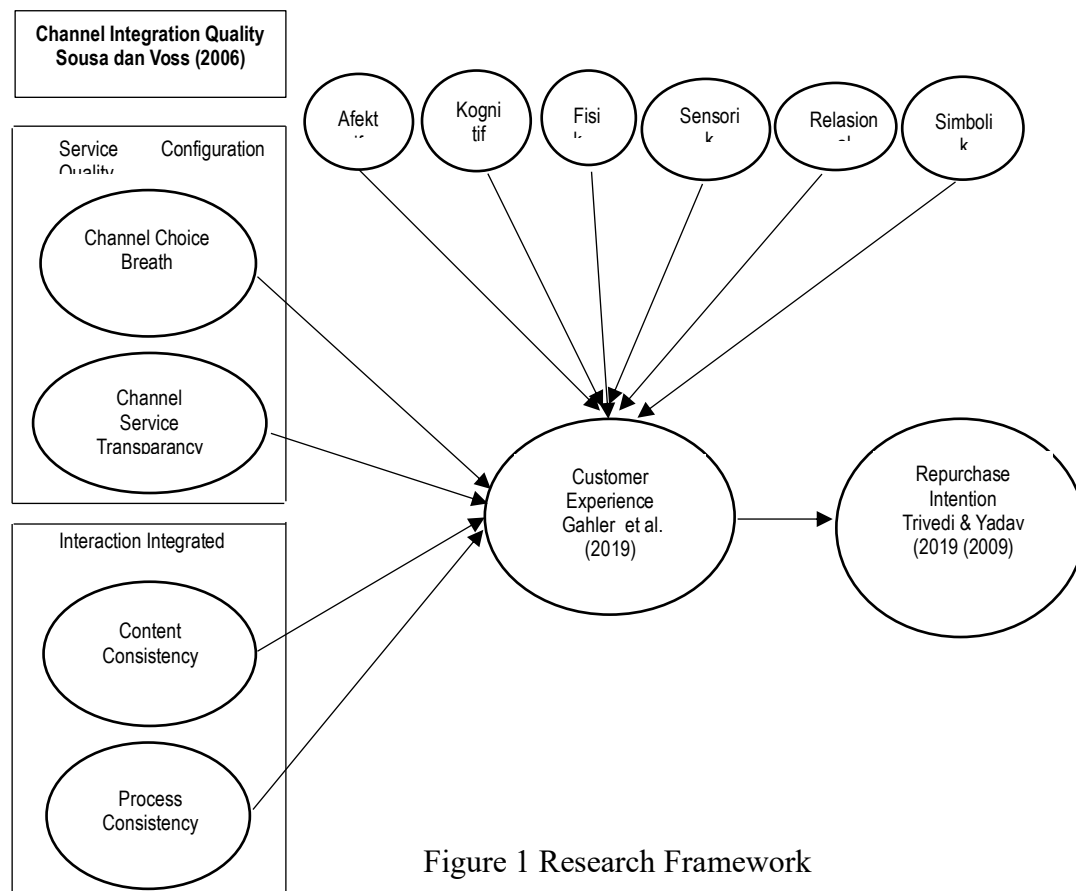


Figure 1 Research Framework

4. Findings and Discussions

Techniques Data analysis was carried out using the Partial Least Square (PLS) method using SmartPLS version 3 software. Partial Least Square (PLS) is a fairly strong analytical method because it is not based on many assumptions. The data also does not have to have a multivariate normal distribution (indicators with categorical, ordinal, interval to ratio scales can be used in the same model), the sample does not have to be large (Gozali, 2012).

4.1. Findings

4.1.1 Description of respondents

The first closed statement is whether the respondent knows beauty products with the Wardah brand. From the results of the answers given by respondents that respondents know beauty products with the Wardah brand. It can be concluded that the respondents in this study were very familiar with and familiar with beauty products with the Wardah brand.

The first closed statement is how long have you used beauty products with the Wardah brand. From the results of the answers given by respondents, how long have they used beauty products with the Wardah brand, 42.5% used Wardah beauty products from 0-3 months, 11% used Wardah beauty products for 6-9 months, and 11% used Wardah beauty products from 9

months - 1 year as many as 8.8%, and 37.5% using Wardah beauty products for more than 1 year.

The third closed statement is where to buy beauty products with the Wardah brand. From the results of the answers given by respondents where to buy beauty products with the Wardah brand, 71.3% of those who bought Wardah beauty products in physical stores and 28.7% of those who made online purchases (through Shoppe, Lazada, Tokopedia, etc.) It can be concluded that the respondents in the study made purchases by visiting physical stores that sell beauty products with the Wardah brand.

4.1.2 Convergent Validity

Convergent validity is done by looking at item reliability (validity indicator) which is indicated by the loading factor value. The loading factor is a number that shows the correlation between the score of a question item and the indicator score of the indicator construct that measures the construct. A loading factor value greater than 0.0 is said to be valid. After processing the data using SmartPLS, the results of loading factor can be shown in the following table

Table 1. Loading Factor Value

Variabel	Indikator	Outer Loading
Service Configuration Quality	TSL-1	0.868
	TSL-2	0.809
	TSL-3	0.890
	LPS-1	0.877
	LPS-2	0.852
	LPS-3	0.850
Interaction Integrated	KK-1	0.818
	KK-2	0.800
	KK-3	0.855
	KP-1	0.915
	KP-2	0.920
	KP-3	0.894
	A-1	0.850
	A-2	0.915

Customer Experience	A-3	0.868
	K-1	0.920
	K-2	0.893
	K-3	0.891
	F-1	0.884
	F-2	0.852
	F-3	0.783
	R-1	0.852
	R-2	0.935
	R-3	0.908
	S-1	0.897
	S-2	0.902
	S-3	0.848
	Sb-1	0.924
	Sb-2	0.885
	Sb-3	0.853
Buyback Intention	BK-1	0.920
	BK-2	0.862
	BK-3	0.931

Source: Processed by the author (2021)

From the calculation results presented in table 1 that the indicators for each variable in this study have a loading factor value greater than 0.70 and it can be concluded that all indicators of the variables in this study are valid and can be continued for the next test.

4.1.3 Discriminant Validity

Discriminant validity is done by way of seeing the value of cross loading measurement construct. The cross loading value shows the magnitude of the correlation between each construct and its indicators from other block constructs. A measurement model has good discriminant validity if the correlation between the construct and its indicators is higher than

the correlation with other block indicators. After processing the data using SmartPLS the results of cross loading can be shown in table 2. the following.

Table 2. Cross Loading Results

Variabel/Indikator	SCQ	II	PP	BK
TSL-1	0.816	0.638	0.535	0.352
TSL-2	0.709	0.451	0.422	0.294
TSL-3	0.863	0.647	0.586	0.463
LPS-1	0.859	0.590	0.636	0.454
LPS-2	0.774	0.596	0.598	0.361
LPS-3	0.786	0.646	0.525	0.347
KK-1	0.589	0.679	0.506	0.269
KK-2	0.553	0.708	0.629	0.429
KK-3	0.637	0.837	0.638	0.456
KP-1	0.562	0.859	0.616	0.516
KP-2	0.671	0.889	0.748	0.595
KP-3	0.581	0.831	0.688	0.575
A-1	0.578	0.566	0.719	0.501
A-2	0.572	0.659	0.813	0.662
A-3	0.581	0.726	0.812	0.664
K-1	0.616	0.694	0.841	0.561
K-2	0.622	0.701	0.806	0.581
K-3	0.558	0.641	0.739	0.469
F-1	0.560	0.666	0.783	0.522
F-2	0.497	0.575	0.714	0.438
F-3	0.415	0.600	0.686	0.511

R-1	0.474	0.525	0.733	0.556
R-2	0.593	0.650	0.885	0.654
R-3	0.497	0.572	0.780	0.487
S-1	0.580	0.646	0.773	0.602
S-2	0.588	0.700	0.824	0.694
S-3	0.592	0.562	0.785	0.546
Sb-1	0.461	0.591	0.818	0.692
Sb-2	0.479	0.503	0.752	0.704
Sb-3	0.356	0.554	0.703	0.661
BK-1	0.327	0.488	0.636	0.856
BK-2	0.461	0.565	0.731	0.970
BK-3	0.468	0.594	0.719	0.954

Source: Processed by the author (2021)

From the results of the cross loading in table 2, it shows that the correlation value of the construct with its indicators is greater than the correlation value with other constructs. Thus, all constructs or latent variables already have good discriminant validity, where the indicators in the construct indicator block are better than other block indicators.

4.1.4 Composite Reliability

In addition to measuring the outer model by assessing convergent reliability and discriminant validity, it can also be done by looking at the reliability of the construct or latent variable which is measured by the composite reliability value having a value > 0.70 , then the construct is declared reliable. SmartPLS output results for composite reliability values can be shown in the following table:

Table 3. Composite Reliability Value

Variabel	Composite Reliability
Service Configuration Quality	0.916
Interaction Integrated	0.916
Customer Experience	0.965
Buyback Intention	0.956

Source: Processed by the author (2021)

From the results of the table above, it can be seen that the composite reliability value for all constructs is above the value of 0.70. With the resulting value, all constructs have good reliability in accordance with the required minimum value limits.

4.1.5 Inner Model Testing (Structural Model)

After testing the outer model that has met the requirements, the next step is testing the inner model (structural model). Inner model can be evaluated by looking at the R-square (reliability indicator) for kosntrak dependent and the value of the t statistic of coefficient test lane (path coefficient). The higher the value of R square means the better the prediction model of the proposed research model. The path coefficient value indicates the level of significance in hypothesis testing.

4.1.6 Analysis of Variance (R^2) or Test of Determination

Analysis of variance R^2 or test of determination, namely to determine the magnitude of the influence of the independent variable on the dependent variable, the value of the coefficient of determination can be shown in the following table:

Table 4. Nilai R Square

Variabel	R Square
Customer Experience	0.656
Purchase Intention	0.561

Source: Processed by the author (2021)

Based on the R-square value in the table above, it shows that Service Configuration Quality (SCQ) and Interaction Integrated (II) are able to explain the variability of the customer experience construct of 0.656 or 65.6% and the remaining 34.4% is explained by other constructs other than those studied in this study. Meanwhile, customer experience, Service Configuration Quality (SCQ) and Interaction Integrated (II) were able to explain the repurchase intention construct of 0.561 or 56.1% and the remaining 43.9% was explained by other constructs outside of this study.

4.1.7 Hypothesis Testing

The hypothesis testing of this research was carried out with the help of SmartPLS (partial least square) 3.0. These values can be seen from bootstrapping. The rules of thumb used in this study are with a significance level of p-value of 0.05 (5%) and a positive bet coefficient. The value of testing the research hypothesis can be described as in the picture below:

Table 5. Path Coefficients Results

Hipotesis	Original Sampel (o)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Value
SCQ -> NB	-0.144	-0.142	0.087	1.651	0.099

II -> NB	0.062	0.072	0.157	0.391	0.696
SCQ -> PP	0.216	0.215	0.097	2.238	0.026
II -> PP	0.636	0.635	0.080	7.939	0.000
PP -> NB	0.793	0.782	0.135	5.885	0.000

Source: Processed by the author (2021)

The results of testing the first hypothesis show that there is no significant effect. From these results, it can be concluded that the service configuration quality variable has no positive and significant effect on repurchase intention so that the first hypothesis is rejected. The results of testing the second hypothesis show that there is no positive and insignificant effect. And it can be concluded that the integrated interactions variable has a positive and insignificant effect on repurchase intention so that the second hypothesis is rejected. The results of testing the third hypothesis indicate that there is a positive and significant influence between the service configuration quality variables on customer experience so that the third hypothesis is accepted. The results of testing the fourth hypothesis indicate that there is a positive and significant effect between the variables of integrated interactions on customer experience so that the fourth hypothesis is accepted. The results of testing the fifth hypothesis show that there is a positive and significant influence between the customer experience variables on repurchase intention so that the fifth hypothesis is accepted. The results of testing the sixth hypothesis indicate that customer experience cannot be used as a mediating variable between service configuration quality and repurchase intention in this study because the test results show a negative value and a significance value greater than 0.50, so the sixth hypothesis is rejected. The results of testing the seventh hypothesis indicate that customer experience cannot be used as a mediating variable in this study because the resulting significance value is greater than 0.50, so the seventh hypothesis is rejected.

4.2 Discussion

The service configuration quality (SCQ) variable has no positive and significant effect on repurchase intention for beauty products with the Wardah brand as a local brand in Indonesia. This is because the respondent did Wardah purchase beauty products in physical stores as much as 71.3% and make purchases online (via Shoppe, Lazada, Tokopedia , etc.) by 28, 7%. Purchases by visiting physical stores that sell beauty products with the Wardah brand such as at Alfamart, Indomaret and Supermarkets as well as Mini markets around the neighborhood. The availability of wardah beauty products in supermarkets and minimarkets causes people to prefer to make purchases using offline distribution channels. According to Lee et al (2019), service configuration quality (SCQ) reflects the available channel structure and flexible combination across all channels provided by omnichannel retailers. Service quality configuration (SCQ) indicate a high level where customers can choose an alternative channel for a particular service and can complete tasks like service through certain channels of their own choice (Shen et al., 2018).

Consumers make repurchases for beauty products with the Wardah brand because consumers already feel comfortable and have a match in using beauty products with the Wardah brand as their beauty products. When consumers feel comfortable and fit with a beauty product,

consumers tend to be loyal to that one brand. The variable integrated interactions has no positive and insignificant effect on repurchase intention for beauty products with the Wardah brand as a local brand in Indonesia. When people make purchases offline, there is no need for consistency of content and consistency of processes as applies to retailers that use omnichannel channels. Content consistency in omnichannel channels is related to prices, product information, and promotions. Where the prices set by Wardah for each product category are the same and the prices offered are relatively affordable for the lower middle class. Promotions carried out by Wardah using television and internet media have been able to form public opinion that Wardah is a good product and has halal certification. Consistency of processes such as taste, image, and speed of delivery services do not experience problems when consumers make purchases offline.

The service configuration quality variable has a positive and significant effect on customer experience. The existence of alternative channels in the omnichannel provides rich and complete information to consumers. Consumers who get complete information and feel reassured during their shopping journey with good service configuration quality (SIQ) retailers (Lee et al, 2019). Integrated interactions variables have a positive and significant effect on customer experience. Integrated interaction is a key factor that not only enables direct omnichannel retailers to provide customers with a seamless shopping experience but also empowers customers to shape the customer's own consumption experience. The research is in line with the thinking put forward by Lemon and Verhoef (2016), which states that integrated interactions and their constituent elements are the antecedents of customer experience. In particular, integrated interactions have a stronger impact on the customer experience.

The customer experience variable has a positive and significant effect on repurchase intention. According to the SOR framework, customer experience can generate their response to omnichannel retailers i.e. repurchase intention. Consumer repurchase intention is presented as the possibility of customers to continue shopping at certain retailers both through online and physical stores (Savastano et al., 2019). The customer experience variable cannot be used as a mediating variable between service configuration quality, a positive and significant effect on repurchase intention in this study because the test results show a negative value and a significance value greater than 0.50. Service configuration quality in this study has a negative and insignificant effect. Customers make repeat purchases not based on the shopping experience obtained from the omnichannel channel. Customers make repurchase intentions because customers already feel comfortable and fit with beauty products with the Wardah brand so they choose to become loyal customers. Thus, customer experience cannot mediate service configuration quality on repurchase intention.

The customer experience variable cannot be used as a mediating variable in this study because the resulting significance value is greater than 0.50. The intention to repurchase customers for beauty products with the Wardah brand is because customers already feel comfortable and emotionally satisfied in using beauty products with the Wardah brand as their beauty products.

5. Conclusions And Suggestions

5.1 Conclusions

The conclusions in this study are the service configuration quality variable has no positive and

significant effect on the repurchase intention variable or the hypothesis is rejected, the integrated interactions variable has a positive and insignificant effect on the repurchase intention variable, the hypothesis is rejected, the service configuration quality variable has a positive and significant effect on the customer experience variable. hypothesis is accepted. The customer experience variable has a positive and significant effect on the repurchase intention variable. The integrated interactions variable has a positive and significant effect on the customer experience variable. The hypothesis is accepted. The service configuration quality variable has no positive and significant effect on the repurchase intention variable through the customer experience variable as a mediating variable, the hypothesis is accepted. And the integrated interactions variable has a positive and insignificant effect on the repurchase intention variable through the customer experience variable as the mediating variable the hypothesis is accepted.

5.2 Suggestions

Suggestions for omnichannel retailers in the retail industry, especially retailers that produce beauty products with local brands, are omnichannel retailers must be able to create an omnichannel customer experience, because customer experience plays a major role in determining repurchase intentions. Therefore, omnichannel retailers are advised to optimize their channel management to provide their customers with a seamless, consistent and unified shopping experience. By integrating all available channels, omnichannel retailers make customers feel more empowered, which can enrich their shopping experience and lead to repurchase intention behavior. This study has several limitations that can provide avenues for future research, namely:

1. Find opportunities for future research focused on scaling and validating customer experience in general as well as separate dimensions in particular. In addition, as the current research framework is investigated empirically in the context of omnichannel retailers, there is potential to test the framework in several other contexts such as banking, food and beverage (F&B) services, and tourism.
2. Finding other constructs such as commitment and co-creation value (Lemon and Verhoef, 2016) is also related to customer experience in an omnichannel context.

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