

**MODEL *OMNICHANNEL CUSTOMER EXPERIENCE* DALAM
CUSTOMER REPURCHASE INTENTIONS DAN *WORD OF MOUTH*
TERHADAP LOYALITAS PRODUK SELULER**

DISERTASI

**Diajukan untuk memenuhi sebagian syarat untuk memperoleh
gelar Doktor Manajemen**



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**OMNICHANNEL CUSTOMER EXPERIENCE MODEL TOWARDS
CUSTOMER REPURCHASE INTENTIONS AND WORD OF MOUTH
ON CELLULAR PRODUCTS LOYALTY**

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ABSTRAK

Loyalitas pelanggan terhadap produk seluler di Indonesia dipengaruhi oleh berbagai faktor, termasuk kecepatan internet unduh, kecepatan internet unggah, latensi, *streaming*, dan browsing. Studi ini bertujuan untuk menganalisis pengaruh Omnichannel Customer Experience (OCX) terhadap Loyalitas Produk Seluler (CPL) melalui peran mediasi Customer Repurchase Intentions (CRI) dan Word of Mouth (WoM). Penelitian ini menggunakan desain explanatory-survey dengan melibatkan 384 pengguna produk seluler di seluruh Indonesia, yang dipilih menggunakan teknik proportional sampling. Analisis data dilakukan dengan metode deskriptif dan verifikatif, menggunakan Structural Equation Modelling - Partial Least Square (SEM-PLS) untuk menguji hubungan antar variabel. Temuan penelitian menunjukkan bahwa OCX tidak berpengaruh langsung terhadap CPL, melainkan harus melalui mediasi CRI dan WoM. Di antara kedua mediator tersebut, WoM memiliki pengaruh lebih kuat dibandingkan CRI, yang menunjukkan bahwa pengalaman omnichannel yang positif mendorong pelanggan untuk merekomendasikan produk, yang pada akhirnya meningkatkan loyalitas pelanggan. *Novelty* penelitian ini terletak pada pengujian simultan hubungan OCX, CRI, dan WoM terhadap CPL dalam konteks industri seluler, serta mengidentifikasi jalur mediasi yang lebih dominan dalam meningkatkan loyalitas pelanggan. Implikasi penelitian ini memberikan wawasan bagi perusahaan telekomunikasi untuk lebih fokus pada strategi omnichannel yang dapat meningkatkan pengalaman pelanggan dan mendorong *Word of Mouth*, serta bagi pemerintah dalam merancang kebijakan yang mendukung ekosistem digital bagi industri seluler di Indonesia.

Kata Kunci: *Omnichannel Customer Experience*, *Customer Repurchase Intentions*, *Word of Mouth*, Loyalitas Produk Seluler, SEM-PLS.

TEUKU DHANI AL RAMDHANI (NIM. 2110158). *Omnichannel Customer Experience Model towards Customer Repurchase Intentions and Word of Mouth on Cellular Products Loyalty*. Promotors: Prof. Dr. Ratih Hurriyati, M.P. CSBA , Dr. Heny Hendrayati, S.IP., MM., Dr. H. Mokh. Adib Sultan, ST., MT.

ABSTRACT

Customer loyalty to mobile products in Indonesia is influenced by various factors, including download speed, upload internet speed, latency, streaming, and browsing. This study aims to analyze the effect of Omnichannel Customer Experience (OCX) on Cellular Product Loyalty (CPL) through the mediation role of Customer Repurchase Intentions (CRI) and Word of Mouth (WoM). This study uses an explanatory survey design involving 384 mobile product users throughout Indonesia, who were selected using proportional sampling techniques. Data analysis was carried out using descriptive and verification methods, using Structural Equation Modeling - Partial Least Square (SEM-PLS) to test the relationship between variables. The findings of the study indicate that OCX does not have a direct effect on CPL, but must go through the mediation of CRI and WoM. Between the two mediators, WoM has a stronger influence than CRI, indicating that a positive omnichannel experience encourages customers to recommend products, ultimately increasing customer loyalty. The novelty of this research lies in simultaneously testing the relationship between OCX, CRI, and WoM on CPL in the context of the cellular industry, as well as identifying the more dominant mediation pathways in increasing customer loyalty. The implications of this research provide insights for telecommunications companies to focus more on omnichannel strategies that can improve customer experience and encourage Word of Mouth, as well as for the government in designing policies that support the digital ecosystem for the cellular industry in Indonesia.

Keywords: *Omnichannel Customer Experience, Customer Repurchase Intentions, Word of Mouth, Cellular Product Loyalty, SEM-PLS*

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