Can Electronic Word of Mouth Mediate the Relationship between Omnichannel and Purchase Intention? Retail Company?

Ainaya Mutia[1], Muhammad Mujahid Dakwah[2], Sri Maryanti[3]

[1,2,3]Universitas Mataram, Mataram, Indonesia

Email: mutianaya76@gmail.com, mujahid.fe@unram.ac.id, sri_maryanti@staff.unram.ac.id

Keywords:

Omnichannel, Purchase Intent, Electronic Word of Mouth

Abstract

This study aims to examine the influence of omnichannel marketing on purchase intention at Alfamart, with electronic word of mouth as a mediating variable. The study used quantitative methods with a sample size of 152 respondents. Data were collected through an online questionnaire using a five-point Likert scale to measure omnichannel, purchase intention, and electronic word of mouth. Structural Equation Modeling approach based on Partial Least Squares (PLS-SEM) with SmartPLS 4.0 software was used to produces information related to the Loading Factor, Composite Reliability, Average Variance Extracted (AVE) values, and Hypothesis Testing Output both directly and indirectly. The results of the study indicate that all relationships between variables are proven positive and significant. Omnichannel has a positive and significant effect on purchase intention (T-Statistic = 3.805; P-Values = 0.000), omnichannel has a positive and significant effect on E-WOM (T-Statistic = 11.133; P-Values = 0.000). In addition, E-WOM also has a positive and significant effect on purchase intention (T-Statistic = 4.277; P-Values = 0.000). Mediation analysis shows that E-WOM positively and significantly mediates the effect of omnichannel on purchase intention (T-Statistic = 3.834; P-Values = 0.000). These findings indicate that effective omnichannel implementation not only directly increases purchase intention but also encourages the formation of digital reviews and recommendations, further strengthening purchase intention at Alfamart. Based on the research results and implications, several recommendations can be made for future research, including expanding the research object to various types of retail outlets, adding mediating variables, and combining research methods to provide more accurate respondent information. Omnichannel integration needs to be continuously optimized so that consumers can move seamlessly between physical stores and digital channels. Practically, companies need to improve the quality of digital services, such as easy access to product information, clarity of product availability, and ease of transactions, to encourage positive consumer reviews..

INTRODUCTION

Technological advances in recent years have driven digitalization in the retail sector and created new challenges. The development of various channels such as social media, mobile devices, and digital applications has transformed the way consumers search for information, compare prices, and conduct transactions, both online and offline.(Juaneda-Ayensa et al., 2016;Suriansha, 2021)This behavioral change has created a new need for retail companies to provide an integrated shopping experience across channels through an omnichannel strategy, where consumers can

seamlessly switch channels for a more effective and efficient shopping experience.(Cattapan & Pongsakornrungsilp, 2022).

In Indonesia, Alfamart is one of the retailers that has implemented the omnichannel concept by integrating physical stores with the Alfagift app. Through this app, consumers can access product information, promotions, shopping points, and even make digital transactions. However, the adoption of this technology has also coincided with consumers' increasing reliance on electronic word of mouth (e-WOM), namely reviews and experiences shared by other users online, which have become a primary reference before making a purchase.(Hamdani & Maulani, 2018;Ismagilova et al., 2021)This situation shows that omnichannel success depends not only on system integration but also on consumer perceptions and responses formed through digital information.

Recent Studies and Limitations (State of the Art)

Research on omnichannel has grown rapidly in recent years.(Juaneda-Ayensa et al., 2016;Kazancoglu & Aydin, 2018)found that channel integration can improve the consumer shopping experience through easier access to information and flexibility in the purchasing process. Furthermore, other studies have shown that implementing omnichannel can increase satisfaction and purchase intentions if companies are able to provide consistent service across channels.(Cattapan & Pongsakornrungsilp, 2022)On the other hand, research on E-WOM has shown that digital reviews have a positive and significant influence on consumer purchase intentions.(Leong et al., 2021;Napawut et al., 2022;Widodo & Salamah, 2023)revealed that consumers trust recommendations from other users more than company promotional messages. E-WOM also plays a significant role in shaping consumers' perceptions of product and service quality before making a purchase.(Beyari & Garamoun, 2024).

Although previous research on the influence of omnichannel on purchase intention has been conducted(Juaneda-Ayensa et al., 2016; Kazancoglu & Aydin, 2018; Wulandari & Jajuli;Singla et al.,;Cattapan & Pongsakornrungsilp, 2022)Most of these studies focus on large-scale retailers in the fashion and furniture industries. Meanwhile, research specifically examining electronic word of mouth (e-WOM) as a mediating variable in the relationship between omnichannel and purchase intention has been neglected in the existing literature. Most previous studies only examined the direct and mediating effects between e-WOM and purchase intention without considering omnichannel.(Hamdani & Maulani, 2018; Leong et al., 2021; Napawut et al., 2022;Al-Gasawneh et al.,;Widodo & Salamah, 2023).This indicates limitations in the context and research model used.

Research Gap Identification

Based on previous research, there are several important research gaps to highlight. First, research examining omnichannel strategies in the context of consumer goods retail is still very limited, even though the characteristics of consumer behavior are different from those in fashion or furniture retail. Second, although research on e-WOM has been shown to influence purchase intention, research that positions it as a mediating variable in the relationship between omnichannel and purchase intention is limited. Most studies only examine the direct effect without examining how digital reviews can strengthen or weaken the effectiveness of omnichannel strategies. Third, empirically, there is still an inconsistency between the intensity of omnichannel service use and the level of purchase intention, especially in the case of Alfamart, whose brand index fluctuates despite being in the Top Brand position for the past five years.(Award, 2024)This gap indicates that the influence of omnichannel on purchase intention through E-WOM is still unclear theoretically and empirically, thus requiring further research.

Research Questions, Objectives, and Novelty

Based on this gap, this study formulates the main questions as follows: Do Omnichannel Strategy and Electronic Word of Mouth (E-WOM) affect Alfamart Retail Purchase Intention, and Does Electronic Word of Mouth (E-WOM) act as a Mediator in this Relationship?. In line with these questions, this study aims to analyze the influence of omnichannel on purchase intention, both directly and through E-WOM mediation. The novelty of this study lies in testing a mediation model that simultaneously connects omnichannel, E-WOM, and purchase intention in the context of daily needs retail, a context that has rarely been studied in previous studies. This study is expected to provide theoretical contributions to the development of digital marketing literature as well as practical contributions for Alfamart retail in optimizing its omnichannel strategy and encouraging the formation of positive consumer reviews.

METHODS

This study uses a quantitative method with a causality design that aims to explain the causal relationship between the variables of omnichannel, electronic word of mouth (E-WOM) and purchase intention at Alfamart retail.(Ferdinand, 2014)This method was chosen because it aligns with the research objective, which is to test direct and indirect influences through mediating variables. The research respondents were consumers who had experience purchasing daily necessities, both online and offline. The sampling technique used was non-probability sampling with a purposive sampling method. Respondent selection criteria were established to ensure the sample was truly relevant to the phenomenon being studied.

To measure the constructs measurably and consistently, each variable is operationalized through indicators adapted from previous studies and tailored to the context of daily needs

retail.(Riaz et al., 2021)identified four key indicators that can be used to measure the effectiveness of omnichannel implementation: omnichannel integration, seamlessness, fulfillment, and usability. Integration is the coordination and orchestration across online and offline channels that ensures a consistent, efficient, and satisfying customer shopping experience across all interaction points. Seamlessness refers to the level of ease, convenience, and consistency as customers move or continue shopping across multiple channels without interruptions disrupting their experience. Fulfillment is the ability of retail logistics and distribution systems to handle customer orders in an integrated and responsive manner, thus optimally and timely fulfilling product delivery or pickup needs. Usability is the level of functionality and ease of use of all sales channels offered, including interface features and services optimized to support smoothness and customer satisfaction.

There are four Electronic Word of Mouth Indicators, namely intensity, positive valence, negative valence and content.(Goyette et al., 2010)Intensity is the level of activity, volume, and distribution of consumer opinions regarding a product or service. Positive valence is the positive attitude or opinion expressed by consumers, in the form of praise or recommendations for a product or service. Negative valence is the negative attitude or opinion expressed by consumers as criticism or complaints about a product or service. Content is the content of e-WOM messages, describing what consumers are actually communicating about the product or service.

Indicators of purchase intention are transactional interest, referential interest, preferential interest and exploratory interest.(Alifa & Saputri, 2022)Transactional interest is the tendency to purchase a product. Referential interest is the tendency to recommend a product to others. Preferential interest is when someone has a primary preference for a particular product and is only willing to replace it if something goes wrong with it. Exploratory interest is when someone seeks information about a product to support its positive characteristics.

The sample size should be 5-10 times the number of indicators to be analyzed.(Ferdinand, 2014).
There are 12 indicators in this study, so the minimum sample size required is 10 x 12 = 120 respondents. Data collection was conducted using a digital questionnaire via Google Forms containing 24 statements developed by the researcher based on the indicators of each variable as the primary data source.(Sujarweni & Utami, 2023). All items are measured using a 1–5 Likert scale that represents the respondent's level of agreement with each statement.

Prior to analysis, the data were reviewed to ensure completeness, suitability, and feasibility based on the outer loading results. Items that did not meet the minimum value (below 0.70) were excluded from further analysis to ensure a more accurate and reliable measurement model. The research procedure was carried out sequentially, starting from instrument development,

questionnaire distribution, data collection, data filtering, and data processing using Partial Least Squares-based Structural Equation Modeling (PLS-SEM) techniques. The analysis was conducted using SmartPLS 4.0 software. This technique was chosen because it is able to test direct and indirect relationships between variables and is suitable for data with a small sample size.(Hair et al., 2019).

The data analyzed included respondent demographic data and quantitative data obtained from the scores for each indicator. Initial analysis included validity and reliability tests using outer loading, composite reliability, Cronbach's Alpha, AVE, and discriminant validity. After the measurement model was deemed feasible, a structural analysis was conducted to assess the direct and indirect effects between variables using t-statistics and bootstrapping p-values. All procedures were explained in detail and coherently so that the study could be replicated by other researchers in similar contexts.

RESULTS AND DISCUSSION

Based on data obtained from the research questionnaire, the characteristics of respondents indicate that the majority of participants were female, with a percentage of 67.8%. This indicates that the female group was more involved in filling out the questionnaire than the male group. In terms of age, most respondents were in the 17–25 year old range, which is the productive age group and dominant in the modern retail consumer segment. The majority of respondents were also students, thus illustrating the behavior of young consumers who are accustomed to using omnichannel services in purchasing activities. Meanwhile, based on monthly income, the majority of respondents had an income of less than Rp1,000,000. This indicates that the majority of respondents were in the low-income category or did not have a fixed income.

Table 1. Respondent Characteristics

Characteristics		Person	Percentage
Gender	Man	49	32.2%
	Woman	103	67.8%
Age	17-25 Years	121	79.6%
	26-35 Years	18	11.8%
	36-45 Years	11	7.2%
	>45 Years	2	1.3%
Work	Students	102	67.1%
	Private sector employee	19	12.5%
	Self-employed	13	8.6%

	Civil Servants/ASN	11	7.2%
	Teacher	2	1.3%
	E-Commerce Seller	1	0.7%
	Admin	1	0.7%
	Housewife	1	0.7%
Monthly Income	<Rp1,000,000	75	49.3%
	Rp1,000,000 – Rp1,999,000	38	25%
	Rp2,000,000 – Rp2,999,000	11	7.2%
	>Rp3,000,000	28	18.4%

Source: Research data processed using SmartPLS

DataIn this study, the data were processed and analyzed using SmartPLS 4, which produced information related to the Loading Factor, Composite Reliability, Average Variance Extracted (AVE) values, as well as the output of hypothesis testing both directly and indirectly.
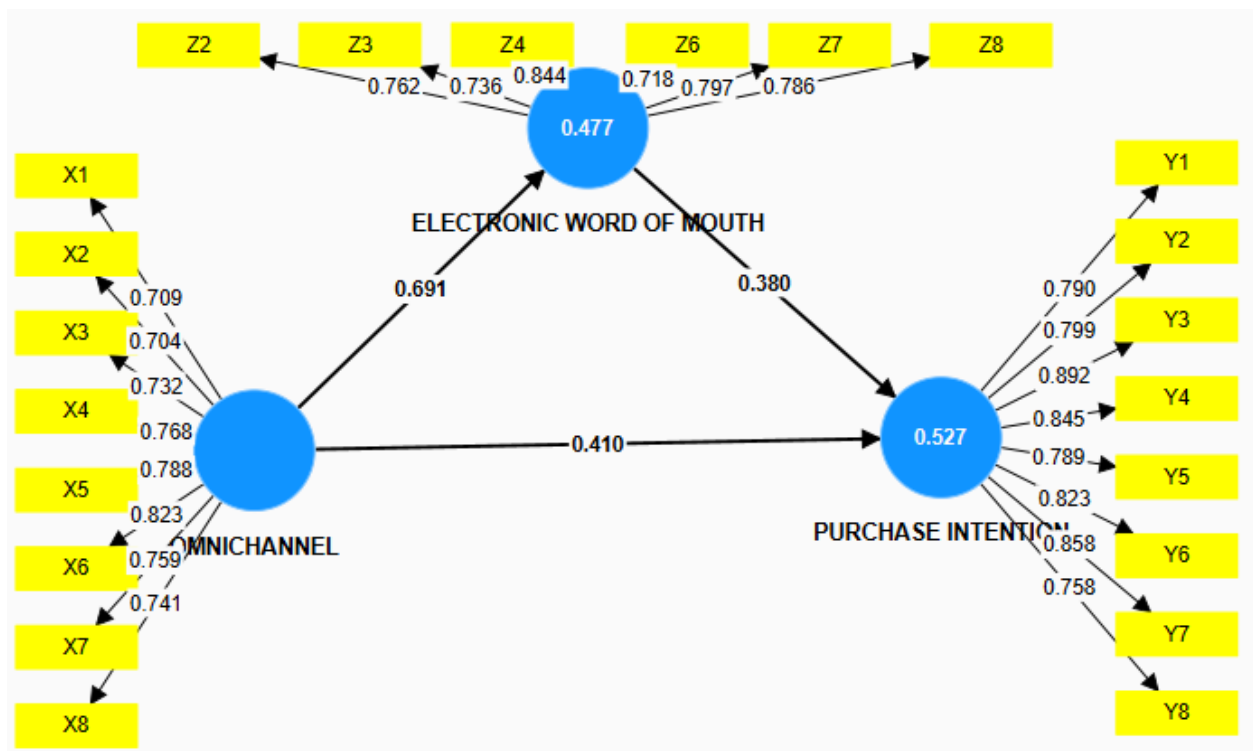
Source: Processed Data (2025)

Figure 2. SEM Analysis Results

Loading Factor

The loading factor is a measure in the reflective model used to assess the strength of the relationship between an indicator and its construct. The recommended loading value is above 0.7, as it indicates that the construct is able to explain more than 50% of the indicator's variance, thus ensuring acceptable indicator reliability.(Hair et al., 2019).

Table 2. Outer Loading Results

Variables	Indicator	Item	Statement	Outer Loading	Information
Omnichannel (X)	Integration	X1	I know that Alfamart combines online sales services through applications and websites and offline stores.(Liu & Hassan, 2024)	0.709	Valid
		X2	I think the product information in the online store is the same as that available in the offline store. (Liu & Hassan, 2024)	0.704	Valid
	Seamlessness	X3	I can switch between online and offline stores easily.(Riaz et al., 2021)	0.732	Valid
		X4	I think Alfamart's system makes the shopping process more efficient without many obstacles.(Riaz et al., 2021)	0.768	Valid
	Fulfillment	X5	I believe Alfamart can ensure the availability of products ordered through the online store available at the nearest offline store.(Riaz et al., 2021)	0.788	Valid
		X6	I believe Alfamart is able to deliver or provide customer orders according to the specified schedule.(Riaz et al., 2021)	0.823	Valid
	Usability	X7	I think every Alfamart shopping channel (app, website, and store) has a clear and easy to understand display.(Riaz et al., 2021)	0.759	Valid

		X8	I feel that the Alfamart system is designed to make it easier for customers to make transactions.(Riaz et al., 2021)	0.741	Valid
Purchase Intention (Y)	Transactional Interest	Y1	I intend to make a purchase at Alfamart in the near future(Alifa & Saputri, 2022)	0.790	Valid
		Y2	I intend to make a purchase at Alfamart if I need daily necessities.(Alifa & Saputri, 2022)	0.799	Valid
	Referential Interest	Y3	I would recommend Alfamart to my friends or family(Komalasari et al., 2021)	0.892	Valid
		Y4	I will share my positive experience about Alfamart to others.(Komalasari et al., 2021)	0.845	Valid
	Preferential Interest	Y5	I prefer shopping at Alfamart compared to other places.(Wonok & Loindong, 2018)	0.789	Valid
		Y6	I make Alfamart my main choice to fulfill my daily needs.(Wonok & Loindong, 2018)	0.823	Valid
	Exploratory Interest	Y7	I am interested in finding out more about Alfamart product or service information.(Alifa & Saputri, 2022)	0.858	Valid
		Y8	I searched for information about Alfamart before deciding to shop there.(Alifa & Saputri, 2022)	0.758	Valid
Electronic Word of Mouth	Intensity	Z1	I often see/read other people's reviews about Alfamart on	0.662	Invalid

(Z)			social media or the internet.(Goyette et al., 2010)		
		Z2	I often find reviews about Alfamart services or promotional information on social media or the internet.(Goyette et al., 2010)	0.762	Valid
	Positive Valence	Z3	I often find positive reviews about Alfamart services or products on social media or the internet.(Goyette et al., 2010)	0.736	Valid
		Z4	Positive comments can increase my trust in Alfamat(Goyette et al., 2010)	0.844	Valid
	Negative Valance	Z5	I have read negative reviews or complaints about Alfamart on social media or the internet.(Goyette et al., 2010)	0.500	Invalid
		Z6	Negative reviews can influence people's views of Alfamart(Goyette et al., 2010)	0.718	Valid
	Content	Z7	Reviews about Alfamart on social media or the internet provide useful information for me.(Goyette et al., 2010)	0.797	Valid
		Z8	Reviews about Alfamart on social media or the internet are easy to understand and relevant.(Goyette et al., 2010)	0.786	Valid

Source: Research data processed using SmartPLS4

Based on the results of Table 3, it shows that two items, Z1 and Z5, did not reach 0.7 and were therefore declared invalid, and these items will not be included in the subsequent data analysis

process. In contrast, the other data show validity with values above 0.708, indicating a strong contribution in measuring each variable.

Composite Reliability

Composite reliability is used to measure the level of internal consistency of a latent construct, namely the extent to which its constituent indicators are able to provide stable and reliable measurement results. A construct is said to have good reliability if the composite reliability value reaches 0.7 to 0.9, and above 0.95 is considered problematic.(Hair et al., 2019). In addition to composite reliability, researchers can also use other reliability measures such as Cronbach's Alpha. Cronbach's Alpha serves as an additional measure to assess homogeneity and consistency between indicators within a construct, thus providing a more comprehensive picture of the level of reliability of the research instrument used.

Table 3. Composite Reliability Results

Variables	Cronbach's Alpha	Composite Reliability	Information
Electronic Word of Mouth	0.867	0.900	Reliable
Omnichannel	0.891	0.913	Reliable
Purchase Intention	0.931	0.943	Reliable

Source: Research data processed using SmartPLS4

The test results show that all variables in this study have met the internal reliability criteria, as indicated by Cronbach's Alpha and Composite Reliability values above 0.70 but not exceeding 0.95. This indicates that each variable has a good level of consistency between its indicators. The purchase intention variable recorded the highest reliability value, with a Cronbach's Alpha of 0.931 and a Composite Reliability of 0.943. Furthermore, the omnichannel variable obtained a Cronbach's Alpha value of 0.891 and a Composite Reliability of 0.913. Meanwhile, the electronic word of mouth (E-WOM) variable showed a Cronbach's Alpha of 0.867 and a Composite Reliability of 0.900.

Average Variance Extracted (AVE)

Average Variance Extracted (AVE) is the average variance explained by the indicators within a construct. Generally, an AVE value of 0.5 or higher is considered adequate, meaning the construct explains at least 50% of the variance in its constituent indicators.

Table 4. Results of Average Variance Extracted (AVE)

Variables	Average Variance Extracted
Electronic Word of Mouth	0.601

Omnichannel	0.569
Purchase Intention	0.673

Source: Research data processed using SmartPLS4

All variables in this study demonstrated Average Variance Extracted (AVE) values that met the minimum threshold of more than 0.5. Purchase intention had the highest AVE value, at 0.673. Meanwhile, electronic word of mouth and omnichannel achieved AVE values of 0.601 and 0.569, respectively. The results of this study indicate that each indicator within each variable adequately explains its construct.

Discriminant Validity

Discriminant validity is a measure to ensure that a construct has clear empirical differences compared to other constructs in a structural model (Hair et al., 2019). Adequate discriminant validity indicates that each construct represents its conceptual domain explicitly, without overlapping with other constructs.(Fornell & Larcker, 1981).

Table 5. Discriminant Validity

Variables	Electronic Word of Mouth	Omnichannel	Purchase Intention
X1	0.409	0.709	0.418
X2	0.482	0.704	0.426
X3	0.477	0.732	0.471
X4	0.609	0.768	0.560
X5	0.510	0.788	0.529
X6	0.546	0.823	0.643
X7	0.481	0.759	0.502
X8	0.614	0.741	0.465
Y1	0.576	0.591	0.790
Y2	0.566	0.566	0.799
Y3	0.622	0.612	0.892
Y4	0.616	0.628	0.845
Y5	0.344	0.399	0.789
Y6	0.422	0.462	0.823
Y7	0.557	0.572	0.858
Y8	0.547	0.501	0.758

Z2	0.762	0.517	0.583
Z3	0.736	0.543	0.596
Z4	0.844	0.620	0.606
Z6	0.718	0.461	0.360
Z7	0.797	0.510	0.397
Z8	0.786	0.534	0.472

Source: Research data processed using SmartPLS4

In this study, discriminant validity testing was conducted using the cross-loading method, which compares the loading value of each indicator on the original construct with the loading of the same indicator on another construct. Based on the results in Table 6, all indicators from the three constructs—omnichannel, electronic word of mouth, and purchase intention—showed the highest loading values on their respective constructs. This finding indicates that each indicator is able to represent its construct clearly and does not overlap with other constructs. Thus, the measurement model in this study can be declared to meet discriminant validity and is suitable for use in the next analysis stage.

R Square

R-Square (R^2) is a measure that shows how much of the variation in endogenous variables can be explained by exogenous variables in a structural model. The R^2 value indicates the predictive capacity of the model.(Sarstedt et al., 2023)

Table 6. R-Square Results

Variables	R-Square	Adjusted R-Square
Electronic Word of Mouth	0.477	0.474
Purchase Intention	0.527	0.521

Source: Research data processed using SmartPLS4

Based on the data above, it can be seen that variations in Electronic Word of Mouth can be interpreted by exogenous variables with an R-Square value of 0.477, which means that 47.7% of the variance in the electronic word of mouth variable can be explained by exogenous variables, while the adjusted R-Square value is 0.474, which is a more appropriate adjustment value to consider the number of indicators. Purchase Intention has an R-Square value of 0.527 which explains that 52.7% of the variance in the purchase intention variable can be explained by exogenous variables, with an Adjusted R-Square value of 0.521 as a more appropriate adjustment value.

Direct Hypothesis Testing

Direct hypothesis testing is conducted to assess the extent to which an exogenous variable directly influences the endogenous variables in a structural model. A hypothesis is declared to have a positive and significant influence if the t-statistic value generated through the bootstrapping process exceeds 1.96 and the significance value or p-value is below 0.05.(Hair, 2014)This provision indicates that the relationship between variables does not occur by chance and is statistically acceptable as a real influence in the research model.

Table 7. Results of Direct Effect Hypothesis Testing

Hypothesis	T-Statistic	P-Values	Information
Omnichannel -> Purchase Intention	3,805	0.000	Accepted
Omnichannel -> Electronic Word Of Mouth	11,133	0.000	Accepted
Electronic Word Of Mouth -> Purchase Intention	4,277	0.000	Accepted

Source: Research data processed using SmartPLS4

The results of direct hypothesis testing indicate that all relationships between variables in the model are accepted, and have a positive and significant influence. The relationship between Omnichannel and Electronic Word of Mouth has the highest value with a T-Statistic value of 11.133 with a P-Value of 0.000. This value indicates that the influence of Omnichannel on Electronic Word of Mouth is very strong and statistically significant. Furthermore, the relationship between Omnichannel and Purchase Intention also shows positive and significant results, with a T-Statistic value of 3.805 and a P-Value of 0.000. These results indicate that the implementation of Omnichannel contributes positively to increasing consumer purchase intention. In addition, the relationship between Electronic Word of Mouth and Purchase Intention produces a T-Statistic value of 4.277 and a P-Value of 0.000, which means that Electronic Word of Mouth significantly influences purchase intention. Thus, all hypotheses proposed in this study are proven to show a positive and significant relationship between variables.

Indirect Hypothesis Testing

Indirect hypotheses demonstrate the influence of exogenous variables on endogenous variables through mediator variables, resulting in a chain effect from one variable to another. A hypothesis is declared significant if the T-statistic is greater than 1.96 and the P-value is lower than 0.05.(Hair, 2014).

Table 8. Results of Indirect Effect Hypothesis Testing

Hypothesis	T-Statistic	P-Values	Information

Omnichannel -> Electronic Word Of Mouth -> Purchase Intention	3,834	0.000	Accepted

Source: Research data processed using SmartPLS4

Based on the results of the indirect effect test, it can be concluded that Electronic Word of Mouth (E-WOM) plays an important role as a mediating variable in the relationship between Omnichannel and Purchase Intention. The T-Statistic value of 3.843, which is above the minimum limit of 1.96, and the P-Value of 0.000, which is smaller than 0.05, indicate that this mediation path is statistically significant. These test results indicate that the influence of Omnichannel on Purchase Intention does not only occur directly, but also through the E-WOM perception formed in the minds of consumers. In other words, the better the consumer experience in using Omnichannel services, the more positive the information or reviews they receive or share digitally. This condition ultimately encourages an increase in consumer intention to make a purchase.

DISCUSSION (insert theory here)

The Influence of Omnichannel on Purchase Intention

The findings of this study indicate that the omnichannel variable has a positive and significant effect on purchase intention at Alfamart retail. This is indicated by a T-Statistic value of 3.805 and a P-Value of 0.000, which clearly meets the criteria for statistical significance. These results indicate that the integration of various marketing channels, both offline and online, can increase consumer purchase intention. Consistent information delivery across channels, flexibility in searching and obtaining products, and ease of switching from one channel to another create an integrated and convenient shopping experience.(Nguyen & Borusiak, 2021;Asmare & Zewdie, 2022)This condition encourages consumers to feel more confident and motivated in making purchasing decisions.

This statement is in line with research conducted by(Rakhmanita et al., 2023)which states that implementing an omnichannel strategy in home appliance retail significantly and positively increases purchase intention. The study emphasizes that a seamless shopping experience across channels, including online information searches followed by in-store purchases, can increase consumers' perceived value and convenience. When companies successfully provide a connected and frictionless shopping flow, consumers tend to demonstrate higher purchase intentions.

Detailed product information, advantages, and raw materials in retail that adopts omnichannel can be easily accessed, thereby increasing consumer purchasing intentions.(Wulandari & Jajuli, 2022). In addition, research(Kazancoglu & Aydin, 2018)states that implementing an integrated omnichannel strategy can increase consumer purchase intentions, as

consumers feel more comfortable and confident when they can access multiple channels with a consistent and interconnected experience. In line with this, research(Shi et al., 2020)stated that kThe quality of a good shopping experience on omnichannel is one of the main elements that influences customer purchasing intentions and is a determinant of the success of omnichannel retail.

The Influence of Omnichannel on Electronic Word of Mouth

The findings of this study indicate that omnichannel variables have a positive and significant effect on electronic word of mouth in Alfamart retail. This is indicated by the T-Statistic value of 11.133 and P-Value of 0.000, which clearly meets the criteria for statistical significance. These results indicate that the better the channel integration implemented by Alfamart, the greater the tendency of consumers to share their reviews or opinions online. Both positive and negative reviews that appear on various digital platforms play an important role in influencing consumer perceptions and purchasing intentions. Before making a purchase, consumers tend to seek information through social media or other digital sources to ensure product quality and gain experience from previous users.

The results of this study are in line with(Banduge & Sewwandi, 2025)which discusses the impact of omnichannel integration on word of mouth among supermarket consumers in Colombo. Although the study focuses on WOM, this concept is a basic form of electronic word of mouth (e-WOM) because both involve the process of sharing consumer experiences and recommendations, only differing in the delivery medium. The study explains that better channel integration provided by retail companies, starting from the consistency of information provided, ease of transactions moving between channels, to creating a personalized user experience, can encourage consumers to provide recommendations to others.

Positive experiences gained by consumers through the integration of offline and online channels in omnichannel encourage the emergence of Electronic Word of Mouth (E-WOM), as consumers tend to share their shopping experiences, both positive and negative, with other users on digital platforms. Furthermore, consistent service and easy access to information across various channels encourage consumers to actively participate in spreading their positive reviews on digital platforms.(Leong et al., 2021). E-WOM can strengthen brand image and build consumer trust in companies that implement omnichannel strategies.(Napawut et al., 2022).

The Influence of Electronic Word of Mouth on Purchase Intention

The findings of this study indicate that electronic word of mouth has a positive and significant effect on purchase intention at Alfamart retail outlets. This is demonstrated by a T-statistic of 4.277 and a P-value of 0.000, clearly meeting the criteria for statistical significance.

These results indicate that The increasing number of reviews, recommendations or consumer experiences spread through digital media, both social media and the internet, has an impact on consumer purchasing intentions at Alfamart retail.

The results of this study are in line with(Siambaton et al., 2025)which states that electronic word of mouth has a positive and significant effect on purchase intention among consumers of Irian Supermarket Setia Budi Medan because reviews and recommendations circulating digitally are able to attract consumer attention and build interest in the products offered. The use of social media for conveying product information, activities in shopping centers and promotions at this supermarket fosters high enthusiasm in the community for the content shared, thereby increasing purchase intention.

Electronic Word of Mouth is very useful for companies because it can be a fast promotional media and reach a wide audience.(Hamdani & Maulani, 2018)Positive e-WOM is crucial for retail reputation and customer retention, and has been shown to shape purchase intentions.(Al-Gasawneh et al., 2023). Study(Beyari & Garamoun, 2024)stated that e-WOM through social media, online retail stores, brand-owned media, and influencers has a positive effect on brand quality perceptions, leading to increased purchase intention. E-WOM significantly influences customer purchase intention.(Napawut et al., 2022).

CONCLUSION

This study aims to analyze the influence of Omnichannel on Purchase Intention, both directly and through the mediation role of Electronic Word of Mouth (E-WOM) in Alfamart retail. Based on the results of the analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The first finding shows that Omnichannel has a positive and significant influence on Purchase Intention, which indicates that good and consistent channel integration can increase consumer purchase intention. The second finding shows that Omnichannel has a positive and significant influence on E-WOM, so it can be concluded that the better the consumer experience in switching between channels, the greater their tendency to share reviews, comments, or recommendations through digital media. Furthermore, E-WOM is also proven to have a positive influence on Purchase Intention, thus strengthening the role of digital communication as an important factor in growing consumer purchase intention.

Omnichannel strategies not only directly impact purchase intentions but also indirectly influence consumer decisions through online product or service review sharing, also known as e-WOM. However, the study's limitations lie in its focus on Alfamart, a retailer dominated by young respondents. Therefore, the results may not fully represent all retail segments in Indonesia.

Furthermore, the questionnaire-based research instrument may introduce potential subjective bias from respondents. Another limitation is that the study was conducted over a single period and did not compare conditions across regions or digital platforms.

Despite several limitations, this study still contributes to the development of science, particularly in the fields of digital marketing and consumer behavior. This study adds new empirical evidence regarding the relationship between omnichannel channel integration and online consumer communication behavior, also known as electronic word of mouth, and its impact on purchase intention. This contribution expands the literature on omnichannel marketing in the context of modern retail in Indonesia, particularly in the minimarket industry, which has not previously been widely studied in relation to e-WOM and purchase intention. Thus, this study has helped enrich the understanding of how channel integration strategies can drive consumers' digital behavior and influence their purchasing process.

Based on the research results and implications, several recommendations can be made for future research. First, further research could expand the scope of study to other retail types or industries to enhance the relevance of the results. Second, the addition of mediating or moderating variables such as customer satisfaction, trust, customer engagement, or perceived value could provide a more comprehensive picture of the mechanisms by which omnichannel influences purchase intention. Third, mixed methods research, such as combining quantitative methods with interviews, is recommended to further explore consumer motivations for providing e-WOM.

In terms of practical implications, the results of this study provide several recommendations for the management of Alfamart and similar retail companies. Channel integration needs to be continuously optimized so that consumers can move seamlessly between physical stores and digital channels. Furthermore, companies need to improve the quality of digital services, such as easy access to product information, clarity of product availability, and ease of transactions, to encourage positive consumer reviews. Management can also develop special e-WOM-based programs, such as rewards for consumers who provide reviews that can encourage customer participation. Real-time review monitoring is also crucial for addressing complaints and improving public perception. Overall, companies should utilize omnichannel strategies not only as a sales tool, but also as a means to strengthen relationships with consumers and increase their digital engagement.

REFERENCES

Al-Gasawneh, JA, Hasan, M., Joudeh, JMM, Nusairat, NM, Ahmad, AMK, & Ngah, AH (2023). Mediating role of e-word of mouth on the relationship between visual social media marketing and customer purchase intention in Jordanian real estate companies. Calitatea, 24(193), 189–198. https://doi.org/10.47750/QAS/24.193.21

Alifa, RN, & Saputri, ME (2022). The Influence of Influencer Marketing and Omni-Channel

Strategy on Consumer Purchase Intention on Sociolla. ProBank, 1(1), 64–74.
https://doi.org/10.36587/probank.v1i1.1174

Asmare, A., & Zewdie, S. (2022). Omnichannel retailing strategy: a systematic review. The
International Review of Retail, Distribution and Consumer Research, 32(1), 59–79.
https://doi.org/10.1080/09593969.2021.2024447

Award, TB (2024). Brand Comparison: Minimarket. Frontier Group.
https://topbrandaward.frontier.co.id

Banduge, R.H., & Sewwandi, D.M.P. (2025). Omnichannel Integration and Positive Word-of-
Mouth: A Study of Colombo Supermarket Consumers. Asian Journal of Marketing
Management, 4(1), 32–49. https://doi.org/10.31357/ajmm.v4i1.7748

Beyari, H., & Garamoun, H. (2024). The impact of online Word of Mouth (e-WOM) on end-
user purchasing intentions: a study on e-WOM channels' effects on the Saudi hospitality
market. Sustainability, 16(8), 3163. https://doi.org/10.1080/23311975.2022.2087460

Cattapan, T., & Pongsakornrungsilp, S. (2022). Impact of omnichannel integration on
Millennials' purchase intention for fashion retailers. Cogent Business & Management, 9(1),
2087460. https://www.tandfonline.com/doi/abs/10.1080/23311975.2022.2087460

Ferdinand, A. (2014). Management research methods: Research guidelines for writing theses and
dissertations in management science.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable
variables and measurement error. Journal of Marketing Research, 18(1), 39–50.
https://doi.org/10.1177/002224378101800104

Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: word-of-mouth
measurement scale for e-services context. Canadian Journal of Administrative
Sciences/Revue Canadienne Des Sciences de l'administration, 27(1), 5–23.

Hair, J.F. (2014). A primer on partial least squares structural equation modeling (PLS-SEM).
sage.

Hair, J.F., Risher, J.J., Sarstedt, M., & Ringle, C.M. (2019). When to use and how to report the
results of PLS-SEM. European Business Review, 31(1), 2–24.
https://doi.org/10.1108/EBR-11-2018-0203

Hamdani, NA, & Maulani, GAF (2018). The influence of E-WOM on purchase intentions in the
local culinary business sector. Int. J.Eng. Technol, 7(2.29), 246–250.
https://sciencepubco.com/index.php/IJET/article/view/13325?utm_source=chatgpt.com

Ismagilova, E., Rana, N. P., Slade, E. L., & Dwivedi, Y. K. (2021). A meta-analysis of the factors
influencing eWOM providing behavior. European Journal of Marketing, 55(4), 1067–1102.
https://doi.org/10.1108/EJM-07-2018-0472

Juaneda-Ayensa, E., Mosquera, A., & Sierra Murillo, Y. (2016). Omnichannel customer behavior:
key drivers of technology acceptance and use and their effects on purchase intention.
Frontiers in Psychology, 7, 1117.
https://www.frontiersin.org/journals/psychology/articles/10.3389/fpsyg.2016.01117/full

Kazancoglu, I., & Aydin, H. (2018). An investigation of consumers' purchase intentions towards
omni-channel shopping: A qualitative exploratory study. International Journal of Retail &
Distribution Management, 46(10), 959–976.
https://www.emerald.com/insight/content/doi/10.1108/IJRDM-04-2018-0074/full/html

Komalasari, F., Christianto, A., & Ganiarto, E. (2021). Factors influencing purchase intention in
affecting purchase decision: A study of e-commerce customers in Greater Jakarta.
BUSINESS & BUREAUCRACY: Journal of Administrative and Organizational Sciences,
28(1), 1–12. https://scholarhub.ui.ac.id/jbb/vol28/iss1/1/

Leong, C.-M., Loi, A.M.-W., & Woon, S. (2021). The influence of social media eWOM
information on purchase intention. Journal of Marketing Analytics, 10(2), 145.
https://pmc.ncbi.nlm.nih.gov/articles/PMC8379055/

Liu, Y., & Hassan, S.H. (2024). The impact of enhanced omnichannel integration on consumer

responses in an omnichannel context. Global Business & Management Research, 16(4), 627–648. https://www.gbmrjournal.com/pdf/v16n4s/V16N4s-39.pdf

Napawut, W., Siripipatthanakul, S., Phayaphrom, B., Siripipatthanakul, S., & Limna, P. (2022). The mediating effect of E-WOM on the relationship between digital marketing activities and intention to buy via Shopee. International Journal of Behavioral Analytics, 2(2), 1–13. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4047441

Nguyen, N. M. H., & Borusiak, B. (2021). Using UTAUT2 model to examine the determinants of omnichannel technology acceptance by consumers. LogForum, 17(2), 231–241. https://bibliotekanauki.pl/articles/1835499.pdf

Rakhmanita, A., Hurriyati, R., Disman, D., Hendrayati, H., & Susilawati, E. (2023). The drivers of purchase intentions in omnichannel retail: Perceived value examination. Journal of Eastern European and Central Asian Research (JEECAR), 10(4), 650–658. https://doi.org/10.15549/jeecar.v10i4.1360

Riaz, H., Baig, U., Meidute-Kavaliauskiene, I., & Ahmed, H. (2021). Factors effecting omnichannel customer experience: evidence from fashion retail. Information, 13(1), 12. https://doi.org/10.3390/info13010012

Sarstedt, M., Hair Jr, J.F., & Ringle, C.M. (2023). "PLS-SEM: indeed a silver bullet"– retrospective observations and recent advances. Journal of Marketing Theory and Practice, 31(3), 261–275. https://doi.org/10.1080/10696679.2022.2056488

Shi, S., Wang, Y., Chen, X., & Zhang, Q. (2020). Conceptualization of omnichannel customer experience and its impact on shopping intention: A mixed-method approach. International Journal of Information Management, 50, 325–336.

Siambaton, NAA, Mardhiyah, A., & Siregar, OM (2025). The Influence of Electronic Word of Mouth on Purchase Intention and Its Impact on Purchase Decisions (A Study on Consumers of Irian Supermarket Setia Budi Medan): Research. Journal of Community Service and Educational Research, 4(1), 6649–6655. https://doi.org/10.31004/jerkin.v4i1.2863

Singla, B., Mukthar, K.P.J., Huerta-Soto, R., Medina-Gutierrez, M., Tomas-Aguilar, S., & Salazar-Gonzales, F. (2022). Purchase intention of Indian customers in omnichannel retail: Development of conceptual framework and empirical analysis. Webology, 19(1), 3697–3708. https://doi.org/10.14704/WEB/V19I1/WEB19243

Sujarweni, VW, & Utami, LR (2023). The Guide Book of SPSS: Easy and Fast Ways to Process Research Data with SPSS. INDONESIAN GREAT CHILDREN.

Suriansha, R. (2021). Omnichannel marketing. UBS Journal of Economics and Business, 10(2), 214–227. http://www.jurnal.ubs-usg.ac.id/index.php/joeb/article/view/71

Widodo, T., & Salamah, AHMP (2023). The effect of e-WOM on purchase intention is mediated by information usefulness and information adoption (a study on scientific products). Quantitative Economics and Management Studies, 4(4), 683–696. https://doi.org/10.35877/454RI.qems1770

Wonok, PG, & Loindong, SSR (2018). The Influence of Transactional, Referential, and Preferential Intentions on the Intention to Refer Roxy Products at Quicksilver Mantos. EMBA Journal: Journal of Economics, Management, Business, and Accounting Research, 6(4). https://doi.org/10.35794/emba.v6i4.20940

Wulandari, R., & Jajuli, AS (2022). The effects of omnichannel strategy on purchase intention in furniture companies. International Journal of Science and Management Studies (IJSMS), 5(6), 103–112. https://www.ijsmsjournal.org/ijsms-v5i6p111.html