

Qualitative Study Of Omnichannel Marketing Strategy On Product Repurchasing Decision (Case Study on Alfamart Retail Company)

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Abstract

This study examines the implementation of omnichannel marketing strategies in influencing customer's repurchase decisions, with a focus on the Alfagift application developed by Alfamart. The COVID-19 pandemic has significantly accelerated digital transformation in the retail sector, encouraging companies to integrate online and offline services in innovative ways. This study is a qualitative approach through surveys and interviews, this research analyzes how Alfagift enhances the consumer experience through key features such as an informative product catalog, flexible payment methods, efficient delivery services, and digital transaction tracking. The results show that Alfagift not only improves operational efficiency but also strengthens customer loyalty by offering a seamless and personalized shopping experience. The study concludes that effectively implemented omnichannel strategies play a crucial role in increasing customer satisfaction and driving repeat purchases in the digital retail ecosystem.

Keywords: Omnichannel marketing, Alfagift, repurchase decision, digital transformation, consumer behavior.

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INTRODUCTION

The COVID-19 pandemic, which has impacted the world since early 2020, has significantly affected various aspects of human life, including economic and social activity patterns. The implementation of mobility restrictions (PPKM) to curb virus transmission limited physical interactions and mobility. However, these restrictions did not halt all public activity; instead, they demanded adaptation through the utilization of digital technology across various sectors. The use of digital devices, especially mobile phones and internet-based applications, surged significantly as a practical solution to support daily activities—from education and healthcare services to economic and business activities.

In the business context, the digital transformation accelerated by the pandemic presented both challenges and opportunities for business actors. Marketing and sales activities, previously dominated by face-to-face transactions, have shifted to more flexible and efficient online

platforms. One innovation arising from this phenomenon is the omnichannel marketing strategy—a marketing approach that integrates multiple communication and distribution channels, both online and offline, to create a seamless, consistent, and connected shopping experience for customers.

According to Yanuardi (2016:18), omnichannel is a cross-channel content strategy used by companies to enhance customer user experience through synergistic integration between channels. This strategy allows customers to move from one channel to another—such as from social media to physical stores, or from apps to websites—without losing continuity of information or service quality. With increasing customer expectations for convenience and speed, the omnichannel strategy becomes highly relevant in addressing current market demands.

In Indonesia, retail companies such as Alfamart have responded to this development by launching the Alfagift application as part of their omnichannel strategy implementation. Alfagift not only provides online shopping services but is also directly connected to over 15,000 Alfamart outlets across Indonesia, enabling fast and free delivery. The app also offers key features such as weekly promotions, flexible payment systems (e-wallet, COD, and paylater), and a product catalog integrated with the Alfamart membership system. The presence of Alfagift reflects how digital transformation and the omnichannel strategy can add significant value to the retail business, both in terms of operational efficiency and customer satisfaction.

Given this background, it is important to examine more deeply how the omnichannel strategy, particularly through the Alfagift application, influences consumer behavior and contributes to enhancing customer loyalty, repurchasing decisions, and the competitiveness of retail companies in the digital era.

THEORI

Omnichannel Marketing Strategy

a. Definition of Omnichannel

Omnichannel is a marketing strategy that integrates various distribution channels, both offline and online, to create a unified and consistent shopping experience for consumers. According to Verhoef et al. (2015), the omnichannel approach allows customers to interact with a brand through multiple touchpoints such as physical stores, websites, mobile apps, social media, and call center services in an integrated manner.

b. Components of Omnichannel

According to Rigby (2011), the main components of omnichannel marketing include: Channel Integration: Seamless compatibility across different platforms.

Customer Journey Mapping: Understanding consumer behavior patterns across channels. Real-Time Data Synchronization: Customer data is updated simultaneously across all platforms. Consistent Branding: Uniformity in brand messages and values across every channel.

c. Differences Between Omnichannel and Multichannel

Multichannel involves the use of multiple channels without integration, whereas omnichannel connects these channels to create a smooth and cohesive experience. In the context of Alfamart, the omnichannel strategy is evident in the integration of the Alfagift app, physical stores, and other digital platforms.

2. Repurchase Decision

a. Definition of Repurchase

Repurchase refers to a customer's decision to buy the same product or service again after a previous experience. According to Hellier et al. (2003), repurchase intention is influenced by customer satisfaction, perceived value, and brand loyalty.

b. Factors Influencing Repurchase Decision

Customer Satisfaction: Satisfied customers are more likely to make repeat purchases (Kotler & Keller, 2016).

Trust: Trust in a brand or channel increases the likelihood of repurchasing.

Convenience: Easily accessible omnichannel services encourage repeat buying behavior.

Customer Experience: A well-executed omnichannel strategy enhances the shopping experience and contributes to customer loyalty.

3. Omnichannel in the Retail Industry

a. Digital Transformation in Retail

Modern retailers such as Alfamart are undergoing digital transformation through the development of e-commerce and mobile applications. This integration enables personalized promotions, product delivery services, and real-time monitoring of customer behavior.

c. Omnichannel Strategy in Alfamart

Alfamart has implemented an omnichannel strategy through:

Alfagift App: Online ordering with fast delivery or in-store pickup.

Loyalty Program: Points system integrated across both online and offline purchases.

Promotional Notifications: Personalized offers and promotions tailored to customer preferences.

4. The Link Between Omnichannel and Repurchase Decision

An omnichannel strategy directly influences repurchase decisions by increasing convenience, offering more personalized service, and building customer loyalty. According to Lemon & Verhoef (2016), a consistent customer experience across multiple channels enhances perceived value and positively impacts repeat purchase intentions.

RESEARCH METHOD

The research method used is a survey with a qualitative approach. The researcher conducted surveys and observations on the Alfagift application to explore its features and gain consumer perception. An exploratory approach was used to understand the phenomenon from the perspective of informants. Informants in this study were consumers or users of the Alfagift application in the city of Kediri. The research instruments included interviews, surveys, and literature studies. Data sources were collected through various methods, including in-depth interviews, surveys, journal reviews, documentation, and literature. In-depth interviews were conducted with customers to gain a comprehensive understanding of the omnichannel marketing method and customer perceptions toward these efforts. Surveys were used to gather broader data on customer experiences.

RESULTS AND DISCUSSION

The research aimed to deeply understand whether the omnichannel marketing strategy receives a positive response, particularly in terms of repurchase decisions.

First Finding: Ease of Interaction with the Business

Omnichannel applications are digital solutions that provide businesses with the ability to manage communication and interaction with customers in an integrated and centralized way. Through this approach, customers can interact with businesses across multiple channels – such as social media, email, live chat, websites, or physical stores – with a consistent and seamless experience. Customers do not need to repeat their questions or information when switching channels, as all data and interaction history is recorded and accessible by customer service teams. This system allows businesses to offer faster, more responsive, and personalized service, ultimately increasing customer satisfaction and long-term loyalty.



Figure 1. The inbox window display of Alfagift.

Second Finding: Efficiency and Productivity

Through the Alfagift app, customers enjoy flexible shopping, as they can access services anytime without time restrictions. The app is designed for ease of product selection and scheduling delivery at the customer's convenience, offering a highly comfortable and personalized shopping experience. Delivery is handled by professional Alfamart staff, ensuring punctual service, with the added advantage of free shipping. In terms of payment, Alfagift offers various methods tailored to customer preferences, such as e-wallets (cashless) and cash on delivery (COD), with a minimum transaction of IDR 30,000. These flexible services, efficient and free delivery, and diverse payment options make Alfagift a practical shopping solution in the digital age.



Figure 2. Delivery Time Selection

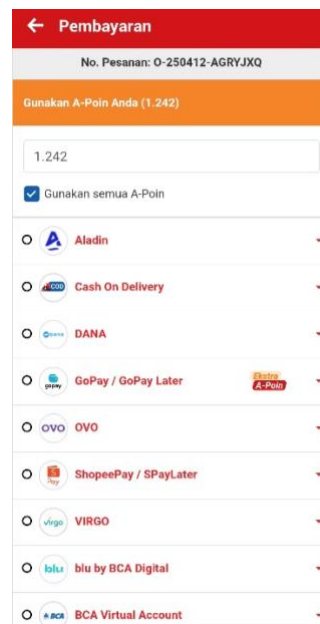


Figure 3. Payment method options.

Third Finding: Effective Data Management

Online transactions via Alfagift not only offer accessibility and time flexibility but also provide added value through the digital storage of transaction history and purchase receipts. This feature enables customers to have systematically recorded shopping data, helping them monitor and evaluate consumption patterns or expenses periodically. Digital receipts reduce dependency on physical proof, which may be lost or damaged, enhancing the efficiency of transaction data management. From an information management perspective, this feature reflects the optimization of digital technology in promoting transparency, accountability, and ease of data access. The integration of digital documentation in Alfagift contributes significantly to shaping a modern shopping ecosystem based on information technology and supports service efficiency and customer convenience.

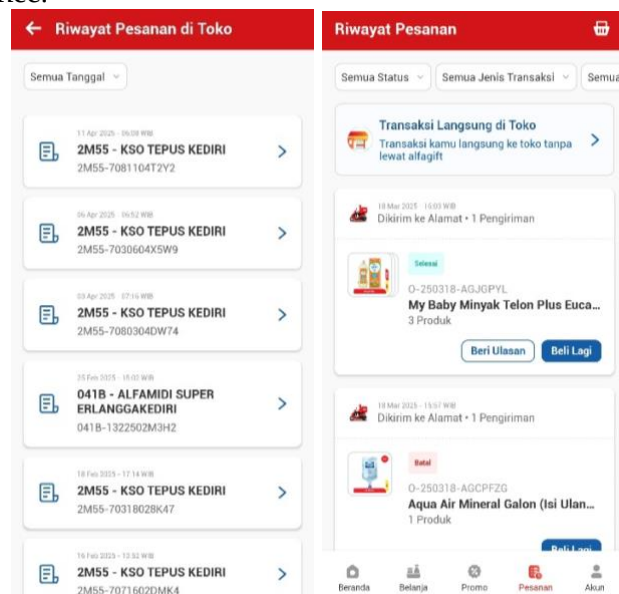


Figure 4. Transactions history

Fourth Finding: Promotional Product Catalog Feature

As part of its marketing strategy and customer satisfaction improvement, Alfamart regularly offers product discounts during specific periods. These promotional programs aim to attract consumer interest, boost sales volume, and strengthen brand loyalty. Supporting this digitally, Alfamart provides a special promotional catalog feature in the Alfagift app that is regularly updated. This catalog displays discounted products with descriptions, original and promotional prices, and the valid period. The digital catalog allows customers to easily find and take advantage of ongoing promotions without visiting physical stores. It simplifies shopping planning and demonstrates Alfamart's commitment to integrating retail services with digital technology to enhance shopping efficiency and convenience.

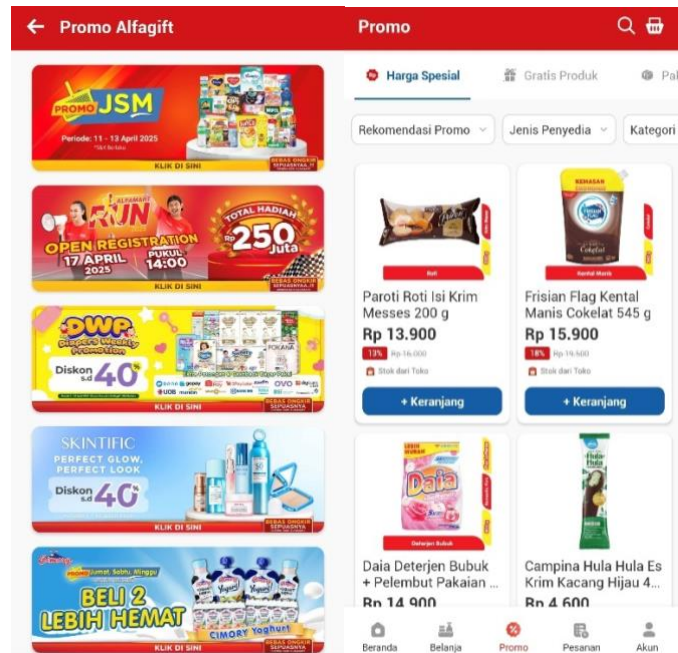


Figure 5. Promotional Catalogue Feature

Fifth Finding: Repurchase Decision

The various conveniences offered through Alfagift's key features—such as informative and accessible product catalogs, regularly updated promotions, flexible payment options, and efficient, free delivery—create a comfortable and satisfying digital shopping experience. These features not only provide functional value but also shape a positive perception of service quality offered by Alfamart via its digital platform. This encourages customers to repurchase or reuse the Alfagift application for their shopping needs. In other words, the comfort and practicality experienced by customers serve as key factors in increasing user retention and strengthening consumer loyalty toward Alfagift as a modern, digitally integrated shopping platform aligned with today's digital lifestyle.

CONCLUSION

The Alfagift application provides convenience and comfort in digital shopping through its key features, including an informative product catalog, regular promotional programs, flexible payment methods, and free delivery service; Digital technology integration in Alfagift not only improves operational efficiency but also creates a more personal, practical, and organized shopping experience; Easy access to shopping history and digital receipts adds value in terms of transparency and transaction data management, which previously required manual processes; The promotional catalog feature in the app helps customers plan their purchases more effectively while increasing interest in promoted products; The combination of features offered by Alfagift contributes to increased customer satisfaction and loyalty, as shown by their tendency to repurchase via the application; Overall, Alfagift has successfully established a digital shopping ecosystem that not only supports the needs of modern consumers but also strengthens Alfamart's position in the technology-based retail industry.

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