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Omnichannel Experience to Increase Customer Loyalty in Modern Retail Superindo

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ABSTRACT

The rapid development of digital technology has encouraged modern retailers to integrate online and offline channels to provide more seamless customer experiences. This study aims to systematically examine how omnichannel consumer experience influences customer loyalty and how omnichannel platforms can be utilized to strengthen loyalty in modern retail, with Superindo as a practical context. A Systematic Literature Review (SLR) was conducted using the PRISMA framework. The review analyzed 30 Scopus-indexed articles published between 2015 and 2025, selected based on their relevance to consumer experience, customer loyalty, and omnichannel retailing. The findings indicate that seamless channel integration, convenience, personalization, service continuity, and customer engagement are important elements of omnichannel experience that contribute to customer loyalty. Positive experiences across online and offline touchpoints can encourage repeat purchases, customer retention, positive word-of-mouth, and continued commitment to the retailer. The findings also indicate that omnichannel platforms can be strategically utilized through integrated services, personalized interactions, promotions, and loyalty programs. In the Superindo context, MySuperindo illustrates the implementation of digital touchpoints that complement physical retail experiences. Overall, omnichannel experience represents not merely a technological development but a strategic approach for strengthening customer loyalty in modern retail.

Keywords: *Customer Loyalty, Modern Retail, Omnichannel Experience.*

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1. | INTRODUCTION

Technological advancements to meet consumer needs are driving retailers to continuously innovate to achieve a competitive position in the market. The availability of both online and offline channel, known as omnichannel, has become a new consumption pattern. Since the Covid-19 pandemic, people have become increasingly accustomed to online shopping and utilizing digital channels. Retailers in Indonesia such as Matahari, Hypermart, Superindo, Indomaret, Alfamart, which previously only sold in physical stores or offline have begun expanding their sales channels to online channels. With the availability of online platforms provided by supermarkets, daily needs that usually required visiting stores can now be met from home. This can help people continue their activities while still being able to meet their needs, thus encouraging increasingly complex activities. With the large number of families in Indonesia, this certainly presents a unique opportunity for retailers to reach the market and generate significant profits. However, with such a vast market, retailers must provide a memorable experience for customers to encourage loyalty to a particular brand. In the omnichannel sector, clear stock availability, attractive promotions, and payment options can be key features offered to consumers. Complete features and meeting consumer needs can enhance a good customer experience and encourage loyalty to a supermarket brand.

Research conducted by Tyrväinen et al. (2020), Molinillo et al. (2022), and (Chen, 2024) found that experience plays a role in driving consumer loyalty to that brand. For a brand, customer experience is crucial for fostering strong relationships and establishing a long-term competitive advantage (Gao et al., 2021; Chang & Li, 2022). Consumer experience encompasses everything consumers experience through various interaction channels (omnichannel) with the brand. A well-designed omnichannel experience is crucial for the success of a brand's marketing management (Rahman et al., 2022; Suh & Moradi, 2023). Rahman et al. (2025) also stated that cross-channel experiences consumers have experienced determine their decisions to make future purchases. Based on keyword analysis in the Watase tool, research on retail consumer loyalty and omnichannel experiences has continued to grow over the past 10 years, and a systematic literature review (SLR) is recommended for further analysis. Furthermore, research on the influence of cross-channel consumer experiences on consumer loyalty has largely been conducted in countries with advanced economies, while research on this topic remains limited in Indonesia, with its developing economy and large population. Therefore, it is important to address this gap, as differences in behavior, culture, and economics can influence how omnichannel consumer experiences with retail brands impact consumer loyalty to those brands.

This study aims to address the existing research gap by quantitatively examining the relationship between cross-channel consumer experience and loyalty in Indonesian supermarkets, particularly the Superindo brand. By focusing on supermarkets, this study is expected to contribute theoretically to the literature on consumer behavior in

the current digital era. It also offers practical insights for designing customer engagement strategies based on their experiences in the retail sector.

2. | LITERATURE REVIEW

The omnichannel consumer experience in retail is based on integrating offline and online sales platforms, providing multiple touchpoints to meet diverse consumer needs (Paz & Delgado, 2020; Gahler et al., 2022). Consumers can use websites or mobile applications to obtain information and compare prices while also experiencing products directly in physical stores (Gerea et al., 2021). The seamless integration of these touchpoints not only satisfies consumers' information needs but also supports emotional and social satisfaction. Rusanen (2018) explains that integrated omnichannel channels can create a smoother purchasing experience. Similarly, Shi et al. (2020) found that perceived flexibility and service continuity across channels encourage a more convenient shopping experience, allowing consumers greater freedom in purchasing. Thus, omnichannel availability can increase satisfaction and strengthen consumers' desire for brand loyalty. However, Pleshko and Heiens (2014) emphasize that satisfied customers are not necessarily loyal customers; therefore, brands need to build meaningful experiences that support customer loyalty.

Consumer loyalty refers to consistent purchasing behavior toward a particular company or brand, including the intention to repurchase and avoid switching to competitors (Mirza et al., 2025). Gupta et al. (2018) explain that loyalty can develop through continuous commitment between companies and customers. Reydet and Carsana (2017) identify behavioral and attitudinal loyalty as two important dimensions. Pandey and Chawla (2018) further measure e-retail loyalty through positive communication, favorable messages, continued behavioral intentions, and brand recommendations through digital channels. According to Sai Vijay et al. (2019), loyalty in omnichannel retail is also reflected when a retailer's website becomes the consumer's preferred and first choice for purchasing. Therefore, integrating online and offline retail channels can strengthen consumer experiences and potentially support brand loyalty.

RQ1: How does consumer experience influence consumer loyalty in retail companies in Indonesia?

RQ2: How can a company's omnichannel platform be utilized to encourage and enhance consumer loyalty in the retail sector?

3. | RESEARCH METHOD

This study employed a Systematic Literature Review (SLR) using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework to examine how consumers' shopping experiences through omnichannel platforms in supermarkets can foster customer loyalty. The SLR approach was used to systematically identify, screen, and synthesize relevant studies, allowing the research to establish a focused evidence base and identify patterns and research gaps related to omnichannel retailing and consumer behavior. The PRISMA framework was applied

to ensure that the literature selection process was systematic, transparent, and reproducible. Data were collected using the Watase Uake platform, which is affiliated with the Scopus database and provides structured literature retrieval and filtering features. The search covered publications from 2015 to 2025 using relevant keywords related to consumer experience, consumer loyalty, and omnichannel. The initial search identified 181 Scopus-indexed articles. The automated filtering process excluded articles outside the specified publication period and one article without an abstract, leaving the records for further manual screening.

During manual screening, articles were assessed based on their titles and abstracts to determine their relevance to the research focus. Studies that did not address consumer experience, consumer loyalty, and omnichannel concepts were excluded. Subsequently, 43 articles underwent full-text assessment, of which 32 met the eligibility criteria based on their relevance to the research variables and supermarket context. In the final screening stage, 2 additional articles were excluded based on considerations identified through the Watase Uake platform, resulting in 30 studies included in the final review. The selected studies were subsequently analyzed through thematic synthesis to identify recurring findings concerning the relationship between omnichannel customer experience and consumer loyalty. The systematic selection process helped establish a focused literature database and provided a foundation for examining the key factors through which omnichannel experiences may influence customer loyalty in supermarket retailing.

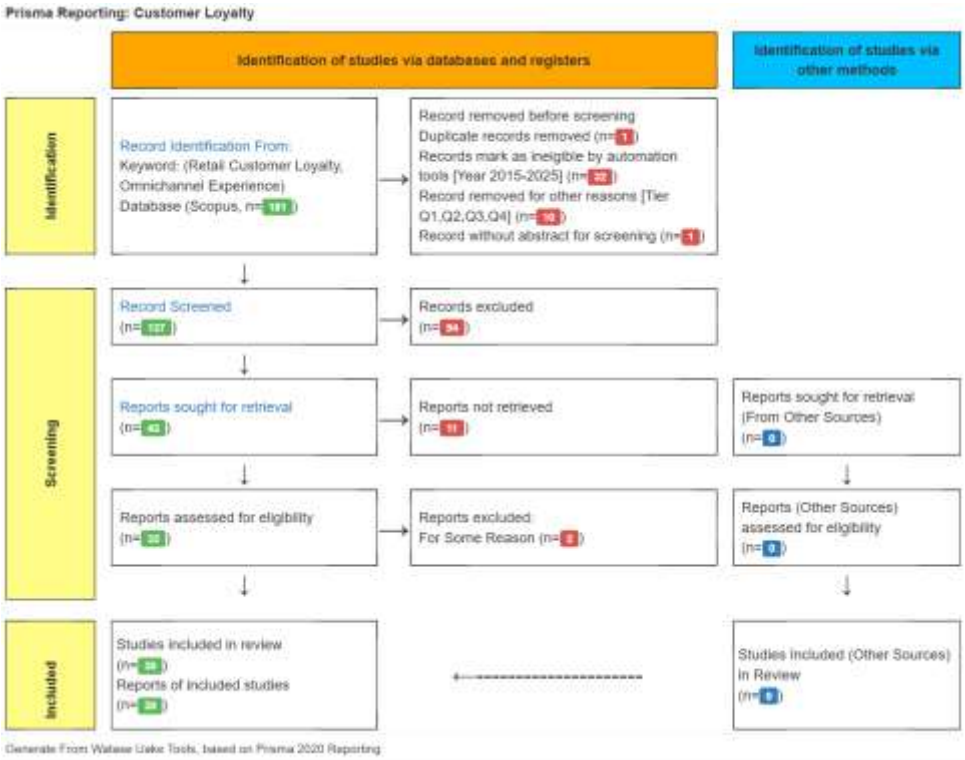


Figure 1. prism analys report

4. | RESULTS

The systematic literature review analyzed 30 Scopus-indexed articles published between 2015 and 2025 to identify patterns concerning the relationship between omnichannel consumer experience and customer loyalty in retail. The selected studies covered different retail contexts and research approaches, with most empirical studies examining consumer experience, omnichannel integration, customer engagement, repurchase intention, retention, and loyalty. The synthesis indicates a consistent relationship between the quality of consumer experience across online and offline channels and the development of customer loyalty.

The results show that consumer experience influences loyalty through the integration of multiple customer touchpoints. Omnichannel retail enables consumers to interact with brands through physical stores, websites, mobile applications, and other digital platforms. Gerea et al. (2021) and Gahler et al. (2022) demonstrate that customer experience in an omnichannel environment consists of interactions across multiple channels rather than experiences generated from a single platform. Similarly, Ieva and Ziliani (2018) emphasize the importance of multiple retail touchpoints in shaping customer interactions with brands. The integration of these channels provides consumers with greater flexibility in obtaining information, comparing products, completing purchases, and interacting with retailers.

A recurring finding in the reviewed studies is that seamlessness and continuity between channels contribute positively to customer experience and loyalty. Shi et al. (2020) found that flexibility and continuity across channels create a more convenient shopping experience and increase consumers' shopping intentions. Chang and Li (2022) similarly demonstrate the importance of seamless omnichannel experiences in creating favorable consumer responses. Quach et al. (2022) further found that service integration in omnichannel retail has an important relationship with customer experience. These findings indicate that consumers benefit when information, services, and purchasing processes are connected across different channels.

The review also identifies personalization and engagement as important elements of omnichannel experience. Tyrväinen et al. (2020) found that personalization and hedonic motivation contribute to the creation of customer experiences and loyalty in omnichannel retail. Molinillo et al. (2022) also reported that customer experiences generated through retail applications have implications for customer loyalty. In addition, Massi et al. (2023) found that an authentic and seamless omnichannel experience can strengthen the relationship between consumers and brands. Mishra et al. (2021) showed that phygital experiences involving consumer empowerment and satisfaction contribute to consumer retention, while Xuan et al. (2023) identified a positive relationship between omnichannel retailing properties, customer experience, and brand loyalty.

The empirical studies included in the review consistently report a positive relationship between customer experience and loyalty. Le and Nguyen-Le (2021),

based on 351 omnichannel consumers, found that omnichannel shopping experience significantly contributes to customer loyalty. Tyrväinen et al. (2020) reported similar findings from consumers in Finland and Sweden, showing that emotional and cognitive experiences are associated with loyalty manifested through word-of-mouth and repeat purchases. Rahman et al. (2025), using responses from 1,134 consumers, also found that omnichannel customer experience positively affects loyalty, particularly through repeat purchasing behavior. Quach et al. (2022) and Yin et al. (2022) likewise found that customer experience is an important factor in strengthening loyalty, with Yin et al. (2022) identifying sensory, affective, intellectual, and behavioral experiences as relevant dimensions.

The results further indicate that customer loyalty is reflected not only in repeated purchases but also in positive behavioral and attitudinal responses toward the brand. Mirza et al. (2025) describes loyalty in terms of consumers continued purchasing behavior toward the same brand and their reluctance to switch to alternatives. Hao et al. (2024) found that positive omnichannel experiences are associated with consumers' intention to repurchase from the same brand. The reviewed literature therefore indicates that improved omnichannel experiences can contribute to retention, repeat purchases, positive word-of-mouth, and stronger commitment toward retailers.

Regarding the second research question, the findings indicate that companies can utilize omnichannel platforms by integrating online and offline services, providing personalized information and promotions, maintaining service continuity, and creating interactive customer touchpoints. Rahman et al. (2022) emphasizes that perceived omnichannel customer experience is related to the integration and quality of interactions across channels. Pangarkar et al. (2022) additionally highlights the role of social engagement and rapport in creating immersive omnichannel experiences, while Yeboah and Afrifa-Yamoah (2023) demonstrate the importance of social presence in strengthening customer loyalty in emerging-market retail.

The findings can also be observed in the Superindo context. The introduction of the MySuperindo application in 2020 provided consumers with digital access to promotions, loyalty programs, recipes, and healthy lifestyle information. The application also incorporates personalized features intended to respond to customer needs and behavioral patterns. This represents an implementation of omnichannel retail in which digital services complement the physical-store experience. The reviewed evidence indicates that such integration can support a more personalized and convenient consumer experience, which is associated with stronger loyalty and retention (Zhang et al., 2024).

Overall, the synthesis of the 30 studies demonstrates a consistent pattern: well-integrated, seamless, personalized, and engaging omnichannel experiences are associated with stronger customer loyalty. The findings answer RQ1 by showing that consumer experience influences loyalty through convenience, continuity, emotional and cognitive engagement, personalization, and repeated interaction with the brand. For

RQ2, the results show that retailers can utilize omnichannel platforms as strategic tools by integrating channels and services, improving personalization, strengthening customer engagement, and maintaining consistent experiences across online and offline touchpoints.

5. | DISCUSSION

The findings demonstrate that omnichannel consumer experience has an important role in strengthening customer loyalty in modern retail. The positive relationship identified across the reviewed studies indicates that loyalty is not determined solely by product availability or customer satisfaction, but is also shaped by the quality and consistency of interactions experienced by consumers across different channels. This finding is consistent with Chang and Li (2022), who emphasize the importance of seamless experiences in omnichannel shopping, and with Rahman et al. (2022), who conceptualize omnichannel customer experience as an integrated experience formed through interactions across channels.

The findings also suggest that channel integration is a central mechanism in building loyalty. Consumers expect retailers to provide continuity when moving between physical and digital channels. When information, services, and purchasing processes are connected, consumers can obtain greater convenience and flexibility. This supports Shi et al. (2020), who found that flexibility and continuity between channels improve the shopping experience. Quach et al. (2022) similarly demonstrate that service integration contributes to customer experience. Therefore, omnichannel implementation should not merely increase the number of available channels, but should ensure that those channels function as an interconnected customer journey.

Personalization represents another important implication of the findings. Consumers increasingly interact with retailers through digital applications that can provide information, promotions, and services according to their preferences. Tyrväinen et al. (2020) found that personalization contributes to customer experiences and loyalty, while Molinillo et al. (2022) showed that retail application experiences have implications for customer loyalty. This suggests that retailers can strengthen loyalty by using digital channels to provide relevant and personalized interactions rather than treating digital platforms only as additional sales channels.

The findings further reinforce the importance of emotional, cognitive, sensory, and behavioral experiences in developing loyalty. Tyrväinen et al. (2020) found that emotional and cognitive experiences can encourage loyalty through repeat purchases and word-of-mouth, while Yin et al. (2022) identified sensory, affective, intellectual, and behavioral experiences as dimensions that contribute to customer loyalty. Thus, an effective omnichannel strategy should address both functional convenience and the broader experience consumers obtain during their interactions with the retailer.

In the context of Superindo, the MySuperindo application illustrates how a retailer can connect digital services with its physical-store operations. The availability of promotions, loyalty programs, recipes, and personalized features provides additional

touchpoints for consumers. This is consistent with Zhang et al. (2024), who highlight the factors and outcomes associated with customer experience in omnichannel retail. The Superindo case therefore illustrates the practical relevance of omnichannel integration for maintaining consumer engagement and loyalty in Indonesia.

Overall, the discussion confirms that omnichannel experience should be viewed as a strategic customer-loyalty mechanism rather than merely a technological innovation. Retailers can strengthen loyalty by ensuring seamless channel integration, personalization, service continuity, and meaningful customer engagement. These findings also address the research gap identified in the introduction concerning the limited discussion of omnichannel consumer experience and loyalty in the Indonesian retail context.

6. | CONCLUSION

This study concludes that omnichannel consumer experience plays an important role in strengthening customer loyalty in modern retail, particularly through the integration of online and offline customer touchpoints. Based on the systematic literature review of 30 Scopus-indexed articles published between 2015 and 2025, the findings consistently indicate that consumers are more likely to remain loyal when retailers provide seamless, convenient, personalized, and engaging experiences across different channels. The findings answer the first research question by demonstrating that consumer experience influences loyalty through several interconnected elements, including channel continuity, convenience, personalization, emotional and cognitive engagement, and repeated interactions with the brand. These experiences can encourage repeat purchases, customer retention, positive word-of-mouth, and continued commitment to the retailer. The findings also answer the second research question by showing that omnichannel platforms can be utilized strategically through effective integration of digital and physical channels, personalized services, relevant promotions, loyalty programs, and consistent customer interactions.

In the context of Superindo, the MySuperindo application represents an example of how digital services can complement physical retail experiences through promotions, loyalty programs, and personalized features. This illustrates the potential of omnichannel strategies to support customer engagement and loyalty in the Indonesian retail environment. However, the study is limited by the reliance of much of the reviewed literature on survey-based research, which may not fully capture changes in consumer behavior over time. Future studies should therefore consider longitudinal research, direct field observations, and more diverse consumer contexts to provide a broader understanding of omnichannel experience and customer loyalty.

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Conflict of Interest Statement

The authors declare that there is no conflict of interest.

Ethical Approval and Originality Statement

Ethical approval was obtained for this study. The manuscript represents original work and has not been previously published, nor is it under consideration by another journal.

Data Disclosure Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request.

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