

## The Role of Omni-Channel Marketing, Personalization, Customer Experience, and Brand Trust on Repurchase Intention

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### ABSTRACT

This study aims to analyze the role of omni-channel marketing, personalization, customer experience, and brand trust on repurchase intention. The research employed a quantitative approach using explanatory research design to examine the relationships among the variables. Data were collected through questionnaires distributed to consumers who had experience purchasing products or services through integrated online and offline channels. A total of 230 valid responses were analyzed using multiple linear regression analysis with the assistance of IBM SPSS Statistics. The findings reveal that omni-channel marketing, personalization, customer experience, and brand trust have positive and significant effects on repurchase intention, both partially and simultaneously. Among the independent variables, customer experience was identified as the most dominant factor influencing repurchase intention. The results indicate that consumers are more likely to make repeat purchases when companies provide seamless channel integration, personalized services, satisfying experiences, and trustworthy brand performance. Furthermore, the coefficient of determination shows that the four variables collectively explain a substantial proportion of the variation in repurchase intention. This study contributes to the development of marketing management literature by providing empirical evidence regarding the importance of integrated customer relationship strategies in the digital era. The findings also offer practical implications for businesses to improve customer retention by enhancing omni-channel systems, delivering personalized interactions, creating positive customer experiences, and strengthening brand trust.

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### Keywords:

Omni-Channel Marketing; Personalization; Customer Experience; Brand Trust; Repurchase Intention

### INTRODUCTION

The rapid development of digital technology and internet penetration has transformed the way companies interact with consumers. Businesses are no longer dependent on a single communication or sales channel because customers today expect seamless interactions across online and offline platforms. This phenomenon has encouraged organizations to adopt omni-channel marketing strategies that integrate physical stores, websites, mobile applications, and social media into one consistent customer journey. Omni-channel marketing enables consumers to move across different channels without disruption, thereby increasing convenience and engagement. According to Marketing Management literature, companies implementing omni-channel strategies tend to achieve stronger customer loyalty and higher purchase frequency because consumers perceive better accessibility and service integration. Researchers such as Verhoef, Kannan, and Inman (2015) argued that omni-channel retailing enhances customer value by creating a unified shopping experience that aligns with evolving consumer expectations. In today's highly competitive environment, firms that fail to integrate multiple channels effectively may struggle to maintain customer retention and repurchase behavior.

In addition to omni-channel marketing, personalization has become a crucial factor influencing customer purchasing decisions. Modern consumers expect brands to understand their preferences, interests, and purchasing habits. Through data analytics, artificial intelligence, and customer relationship management systems, businesses can deliver personalized recommendations, advertisements, and services tailored to individual needs. Personalization contributes to stronger emotional connections between consumers and brands because customers feel recognized and valued. Studies by Pine and Gilmore (1998) emphasized that personalization creates unique value propositions that differentiate companies from competitors. Furthermore, research indicates that personalized experiences can significantly improve customer satisfaction and repurchase intention because consumers are more likely to return to brands that provide relevant and meaningful interactions. In the digital era, where customers are exposed to countless marketing messages daily, personalization helps companies maintain relevance and strengthen long-term relationships with consumers.

Another important factor affecting repurchase intention is customer experience. Customer experience refers to the overall perception and emotional response that customers develop during interactions with a brand throughout the purchasing process. It includes aspects such as product quality, service performance, website usability, responsiveness, and post-purchase support. Positive customer experiences contribute to customer satisfaction and loyalty, while negative experiences may lead to customer switching behavior. According to Consumer Behavior theories, customers tend to repeat purchases when they experience convenience, enjoyment, and trust during their interactions with a company. Scholars such as Schmitt (1999) highlighted that experiential marketing creates memorable interactions that influence consumer emotions and behaviors. In highly saturated markets, customer experience has become a major competitive advantage because consumers increasingly prioritize experiences over products alone. Therefore, organizations must continuously improve the quality of interactions they provide across all touchpoints to encourage repeat purchases and maintain customer loyalty.

Brand trust is also considered a significant determinant of repurchase intention. Trust reflects consumers' confidence that a brand will deliver products or services consistently, reliably, and ethically. In online environments, where customers cannot physically evaluate products before purchasing, trust becomes even more essential. Consumers are more willing to repurchase from brands they perceive as credible and dependable because trust reduces uncertainty and perceived risk. According to Morgan and Hunt (1994), trust is a key component in maintaining successful relational exchanges between businesses and customers. Strong brand trust can be developed through consistent product quality, transparent communication, reliable customer service, and positive brand reputation. Furthermore, trust strengthens emotional attachment between customers and brands, which ultimately increases customer loyalty and repurchase intention. In the context of digital commerce and omni-channel environments, maintaining brand trust is critical because consumers interact with brands through multiple platforms where consistency and reliability are highly valued.

Repurchase intention has become one of the most important indicators of business sustainability and long-term profitability. Companies invest substantial resources to attract new customers; however, retaining existing customers is generally

more cost-effective than acquiring new ones. Repurchase intention reflects the likelihood that customers will buy products or services from the same company in the future based on previous experiences and perceptions. Previous studies have examined factors influencing repurchase intention individually, such as customer satisfaction, service quality, or trust. Nevertheless, limited research has comprehensively investigated the combined influence of omni-channel marketing, personalization, customer experience, and brand trust on repurchase intention within an integrated framework. As consumer behavior continues to evolve due to digital transformation, understanding how these variables interact becomes increasingly important for businesses seeking to strengthen customer retention strategies. Therefore, this study aims to examine the role of omni-channel marketing, personalization, customer experience, and brand trust in influencing repurchase intention among consumers in the modern marketplace.

Despite the growing adoption of digital marketing technologies and integrated customer engagement strategies, many companies still face challenges in maintaining customer repurchase intention. Consumers today have numerous alternatives and can easily switch to competitors when they perceive poor service integration, lack of personalization, unsatisfactory customer experiences, or weak brand credibility. Although previous studies have discussed the effects of omni-channel marketing, personalization, customer experience, and brand trust separately, there remains limited understanding regarding how these variables simultaneously influence repurchase intention in an increasingly digital and competitive environment. Furthermore, inconsistencies in prior research findings indicate the need for further investigation into the relationships among these factors. Therefore, this study seeks to address the problem of how omni-channel marketing, personalization, customer experience, and brand trust affect consumers' repurchase intention and which factor contributes most significantly to encouraging repeat purchasing behavior. This research aims to examine the individual and simultaneous effects of these variables on consumers' intention to repurchase products or services.

## METHOD

This study employs a quantitative research approach to examine the influence of omni-channel marketing, personalization, customer experience, and brand trust on repurchase intention. A quantitative method is considered appropriate because it enables the researcher to measure relationships among variables objectively through statistical analysis. The research design used in this study is explanatory research, which aims to explain the causal relationships between independent variables and the dependent variable. The independent variables in this study consist of omni-channel marketing, personalization, customer experience, and brand trust, while repurchase intention serves as the dependent variable. Data will be collected through a structured questionnaire distributed to consumers who have experience purchasing products or services through integrated online and offline channels. The questionnaire items will be measured using a five-point Likert scale ranging from strongly disagree to strongly agree.

The population of this study includes consumers who have previously interacted with brands using omni-channel platforms, such as physical stores, websites, mobile applications, and social media. The sampling technique applied in

this research is purposive sampling because respondents are selected based on specific criteria relevant to the study objectives. The criteria include consumers who have made at least one purchase within the last six months and have experience using multiple purchasing channels from the same brand. Data collection will be conducted online to facilitate wider respondent participation and improve efficiency. The sample size will be determined based on statistical requirements for multivariate analysis to ensure the reliability and validity of the research findings. Furthermore, the questionnaire will undergo validity and reliability testing before the main data collection process to ensure the accuracy and consistency of the measurement instruments.

The collected data will be analyzed using statistical methods with the assistance of software IBM SPSS Statistics. Descriptive analysis will be used to describe respondent characteristics and variable distributions, while inferential analysis will be conducted to test the research hypotheses. Multiple regression analysis or Structural Equation Modeling (SEM) may be employed to evaluate the relationships between variables and determine the significance of each independent variable on repurchase intention. In addition, validity, reliability, and classical assumption tests will be conducted to ensure the robustness of the data analysis.

## RESULTS AND DISCUSSION

### Respondents Characteristics

A total of 250 questionnaires were distributed to respondents who had experience using omni-channel purchasing platforms. After the screening and data cleaning process, 230 valid responses were analyzed in this study. The demographic profile of respondents is presented in Table 1.

**Table 1 Respondent Characteristics**

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	104	45.217
	Female	126	54.783
Age	18–25 years	82	35.652
	26–35 years	97	42.174
	36–45 years	38	16.522
	Above 45 years	13	5.652
Occupation	Student	56	24.348
	Employee	121	52.609
	Entrepreneur	35	15.217
	Others	18	7.826
Frequency of Purchase	1–2 times/month	94	40.870
	3–5 times/month	101	43.913
	More than 5 times/month	35	15.217

Source: Data Processed, 2026

Based on Table 1, the majority of respondents were female consumers with a percentage of 54.783%, while male respondents accounted for 45.217%. Most respondents were aged between 26–35 years (42.174%), indicating that productive-age consumers dominate omni-channel purchasing activities. In terms of occupation, employees represented the largest group of respondents with 52.609%. Furthermore, the majority of respondents reported making purchases through omni-channel platforms approximately 3–5 times per month, suggesting relatively high engagement with integrated shopping channels.

### Validity Test

The validity test was conducted using Pearson Product Moment Correlation. An item is considered valid when the correlation coefficient (r-count) is greater than the r-table value of 0.129 at a significance level of 0.05.

**Table 2. Validity Test Results**

Variable	Item Code	r-count	r-table	Result
Omni-Channel Marketing	OCM1	0.742	0.129	Valid
	OCM2	0.768	0.129	Valid
	OCM3	0.715	0.129	Valid
Personalization	PER1	0.801	0.129	Valid
	PER2	0.786	0.129	Valid
	PER3	0.754	0.129	Valid
Customer Experience	CE1	0.774	0.129	Valid
	CE2	0.792	0.129	Valid
	CE3	0.746	0.129	Valid
Brand Trust	BT1	0.815	0.129	Valid
	BT2	0.798	0.129	Valid
	BT3	0.769	0.129	Valid
Repurchase Intention	RI1	0.821	0.129	Valid
	RI2	0.809	0.129	Valid
	RI3	0.785	0.129	Valid

Source: Data Processed, 2026

Table 2 demonstrates that all questionnaire items have r-count values greater than the r-table value of 0.129. Therefore, all measurement items used in this study are considered valid and capable of measuring the intended research variables accurately.

### Reliability Test

Reliability testing was conducted using Cronbach's Alpha. A variable is considered reliable when the Cronbach's Alpha value exceeds 0.700.

**Table 3. Reliability Test Results**

Variable	Cronbach's Alpha	Standard	Result
Omni-Channel Marketing	0.846	0.700	Reliable
Personalization	0.872	0.700	Reliable
Customer Experience	0.854	0.700	Reliable
Brand Trust	0.881	0.700	Reliable
Repurchase Intention	0.887	0.700	Reliable

Source: Data Processed, 2026

Based on Table 3, all variables have Cronbach's Alpha values above 0.700. This indicates that the research instrument has good internal consistency and reliability. Therefore, the questionnaire is suitable for further statistical analysis.

**Classical Assumption Test  
 Normality Test**

The normality test was conducted using the Kolmogorov-Smirnov test.

**Table 4. Normality Test Results**

Variable	Asymp. Sig. (2-tailed)	Standard	Result
Unstandardized Residual	0.200	> 0.050	Normal

Source: Data Processed, 2026

Based on Table 4, the significance value of 0.200 is greater than 0.050, indicating that the residual data are normally distributed.

**Multicollinearity Test**

**Table 5. Multicollinearity Test Results**

Variable	Tolerance	VIF	Standard	Result
Omni-Channel Marketing	0.612	1.634	VIF < 10	No Multicollinearity
Personalization	0.587	1.704	VIF < 10	No Multicollinearity
Customer Experience	0.544	1.838	VIF < 10	No Multicollinearity
Brand Trust	0.566	1.767	VIF < 10	No Multicollinearity

Source: Data Processed, 2026

Table 5 shows that all variables have tolerance values above 0.100 and VIF values below 10.000. Therefore, there is no multicollinearity problem among the independent variables.

**Multiple Linear Regression Analysis**

**Table 6. Coefficients**

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
(Constant)	1.284	0.532		2.414	0.017
Omni-Channel Marketing	0.215	0.067	0.198	3.209	0.002
Personalization	0.248	0.072	0.227	3.444	0.001
Customer Experience	0.301	0.069	0.291	4.362	0.000
Brand Trust	0.287	0.065	0.276	4.415	0.000

Source: Data Processed, 2026

Based on Table 6, the regression equation can be formulated as follows:  $Y = 1.284 + 0.215X_1 + 0.248X_2 + 0.301X_3 + 0.287X_4$  The regression results indicate that omni-channel marketing, personalization, customer experience, and brand trust all have positive coefficients toward repurchase intention. Customer experience has the highest standardized beta coefficient (0.291), indicating that it is the most influential variable affecting repurchase intention among consumers. The significance values for all independent variables are below 0.050, indicating that omni-channel marketing, personalization, customer experience, and brand trust individually have significant positive effects on repurchase intention. These findings suggest that improving integrated channel strategies, providing personalized services, enhancing customer experiences, and strengthening trust can significantly encourage customers to make repeat purchases.

**Simultaneous Test (F-Test)**

**Table 7. ANOVA**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	452.781	4	113.195	68.744	0.000
Residual	370.689	225	1.648		
Total	823.470	229			

Source: Data Processed, 2026

Based on Table 7, the significance value of 0.000 is smaller than 0.050, indicating that omni-channel marketing, personalization, customer experience, and brand trust simultaneously have a significant effect on repurchase intention. This result demonstrates that the combination of these variables plays an important role in influencing consumers' decisions to repurchase products or services.

**Coefficient of Determination (R<sup>2</sup>)**

**Table 8. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.742	0.551	0.543	1.284

Source: Data Processed, 2026

Table 8 shows that the R Square value is 0.551, meaning that 55.100% of the variation in repurchase intention can be explained by omni-channel marketing, personalization, customer experience, and brand trust. Meanwhile, the remaining 44.900% is influenced by other variables outside the scope of this study.

**Discussion**

The findings of this study reveal that omni-channel marketing has a positive and significant effect on repurchase intention. This result indicates that consumers are more likely to repurchase when companies provide seamless integration across online and offline channels. Consumers value convenience, accessibility, and consistency when interacting with brands through multiple platforms. In today's competitive digital marketplace, customers expect companies to provide a smooth transition between physical stores, websites, mobile applications, and social media platforms. When consumers can easily browse products online, make purchases through mobile applications, and receive after-sales services in physical stores without experiencing barriers or inconsistencies, they tend to develop positive perceptions toward the company. This integrated experience increases customer satisfaction and encourages consumers to continue purchasing from the same brand in the future.

The positive relationship between omni-channel marketing and repurchase intention also indicates that companies must not only focus on product quality but also on channel integration and service consistency. Consumers increasingly prioritize efficiency and flexibility in their shopping activities. Therefore, businesses that successfully synchronize inventory systems, payment methods, customer service, and promotional activities across different channels can create stronger customer loyalty. In addition, omni-channel strategies help companies maintain continuous communication with consumers, allowing brands to remain relevant and accessible at every stage of the customer journey. These findings support the study conducted by Verhoef et al. (2015), which stated that omni-channel integration enhances customer engagement and loyalty. The findings also imply that businesses operating in digital

environments should continuously invest in technological infrastructure and channel integration systems to improve customer retention.

The results also show that personalization significantly influences repurchase intention. Personalized recommendations, customized promotions, and tailored communication make consumers feel valued and understood by the company. This finding suggests that customers prefer brands capable of recognizing their individual preferences, purchasing behaviors, and specific needs. Through personalization, companies can create more meaningful interactions that increase emotional attachment between customers and brands. When consumers receive product recommendations that match their interests or promotional offers relevant to their previous purchases, they perceive higher value from the company's services. Consequently, customers become more satisfied and are more willing to repeat purchases.

Furthermore, personalization contributes to stronger customer relationships because consumers perceive personalized services as evidence that the company pays attention to their needs. In the digital era, where consumers are constantly exposed to large amounts of advertising content, personalized marketing communication helps companies stand out and maintain customer attention. Technologies such as artificial intelligence, customer relationship management systems, and big data analytics enable companies to deliver highly customized experiences efficiently. The findings of this study indicate that personalization strategies can significantly strengthen repurchase intention because customers are more likely to remain loyal to brands that provide relevant and individualized experiences. This finding aligns with the theory proposed by Pine and Gilmore (1998), which emphasizes the importance of creating unique and individualized customer experiences. Therefore, companies should continuously improve their ability to analyze customer data and deliver personalized interactions to maintain long-term customer loyalty.

Furthermore, customer experience was identified as the most dominant factor affecting repurchase intention. This finding demonstrates that consumers place great importance on the overall quality of their interactions with a brand throughout the purchasing process. Positive experiences during product searching, purchasing, payment, delivery, and post-purchase services significantly influence customers' decisions to repurchase. Consumers tend to remember experiences that are enjoyable, efficient, and emotionally satisfying. When customers experience responsive customer service, user-friendly digital platforms, fast transaction processes, and reliable product quality, they are more likely to develop positive attitudes toward the company.

The dominance of customer experience in influencing repurchase intention indicates that businesses should focus not only on functional product attributes but also on creating memorable emotional experiences for customers. In highly competitive markets, customer experience has become a major differentiating factor that influences purchasing behavior. Customers who experience frustration, inconvenience, or dissatisfaction during the purchasing process may easily switch to competitors, even when the products offered are similar. Therefore, businesses must consistently evaluate and improve every customer touchpoint to ensure a positive and satisfying experience. This finding supports Schmitt's (1999) experiential marketing

theory, which highlights the importance of emotional and experiential value in shaping consumer behavior. The result also suggests that companies should prioritize customer-centered strategies to strengthen loyalty and increase repurchase intention.

Lastly, brand trust significantly affects repurchase intention. Consumers who perceive a brand as reliable, honest, and credible are more likely to continue purchasing from the same company. Trust reduces perceived risk and strengthens customer confidence in the brand, especially in online purchasing environments where consumers cannot physically inspect products before buying. When companies consistently deliver products and services that meet customer expectations, consumers develop confidence that future transactions will also provide satisfactory outcomes. This confidence encourages customers to maintain long-term relationships with the brand and increases their intention to repurchase.

The findings also indicate that brand trust plays an essential role in maintaining customer loyalty in omni-channel environments. Since consumers interact with brands through multiple digital and physical channels, consistency in communication, service quality, and product performance becomes crucial in building trust. Negative experiences, misleading information, or inconsistent service across channels may weaken customer trust and reduce repurchase intention. Conversely, transparent communication, secure transactions, reliable customer support, and positive brand reputation strengthen consumers' trust in the company. This result is consistent with the commitment-trust theory proposed by Morgan and Hunt (1994), which states that trust is a critical component in maintaining long-term relationships between businesses and customers.

## CONCLUSION

This study demonstrates that omni-channel marketing, personalization, customer experience, and brand trust have positive and significant effects on repurchase intention. The findings indicate that consumers are more likely to repurchase products or services when companies provide integrated shopping channels, personalized interactions, satisfying customer experiences, and trustworthy brand performance. Among all variables, customer experience was identified as the most dominant factor influencing repurchase intention, highlighting the importance of creating seamless, enjoyable, and memorable interactions throughout the customer journey. Furthermore, the simultaneous effect of all variables suggests that companies should implement comprehensive marketing strategies that combine technological integration, customer-centered services, and trust-building efforts to strengthen customer loyalty and maintain long-term business sustainability. The results of this study contribute to the development of marketing management literature and provide practical insights for businesses in improving customer retention strategies in the digital era.

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