

Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets

Maya Ariyanti (1) and Anggun Yolistina, S.Kom (2) (1) Telkom University | (2) Universitas Sangga Buana YPKP
ariyanti@telkomuniversity.ac.id ; Anggun_yolistina@gmail.com

Abstract

This integrative evidence review examines omnichannel customer experience and repeat purchase intention in local retail markets by asking how omnichannel customer experience is connected to repeat purchase intention and which conditions determine whether that connection becomes operationally meaningful. The article synthesizes peer-reviewed and institutional literature relevant to customer, market, channel, and business-model systems, emphasizing mechanisms, boundary conditions, and measurement choices rather than a universal average effect. Evidence associated with Lemon et al., 2016 and Hajli, 2015 is read with the wider source set to distinguish formal adoption from effective use, short-term response from durable capability, and observed association from causal interpretation. The synthesis identifies complementary roles for ecosystem coordination, partner dependence, and governance or coordination routines. No survey, interview, experiment, proprietary dataset, or regression estimate is represented as having been collected for this conceptual review.

Keywords: omnichannel, customer, experience, repeat, purchase, intention, local, business, integrative review

Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets addresses a contemporary question in customer, market, channel, and business-model systems. The title implies a relationship between omnichannel customer experience and repeat purchase intention, but the direction and magnitude of that relationship cannot be assumed from terminology alone. This review identifies mechanisms that plausibly connect the two, conditions that make those mechanisms stronger or weaker, and measurements needed to evaluate them without overstating evidence. Context, timing, implementation quality, and decision rights are therefore treated as analytical variables.

1. Introduction

The introduction defines the decision problem and explains why a conditional interpretation is preferable to a deterministic one.

From a governance perspective, Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets requires clarity about who owns the intervention, who validates the information it generates, and who can act when performance deviates from expectation. Trust formation and risk reduction is most credible when supported by partner dependence and competitive intensity. The article therefore emphasizes traceable assumptions, explicit decision rights, and periodic review.

The synthesis treats omnichannel customer experience as an input into a wider system, not as an automatic cause of repeat purchase intention. In customer, market, channel, and business-model systems, market sensing and rapid experimentation changes what actors can observe, prioritize, or correct, while customer heterogeneity shapes how consistently that change is translated into practice. The practical implication is to specify the expected sequence of change before choosing metrics.

The synthesis treats omnichannel customer experience as an input into a wider system, not as an automatic cause of repeat purchase intention. In customer, market, channel, and business-model systems, channel integration and consistency changes what actors can observe, prioritize, or correct, while digital capability shapes how consistently that change is translated into practice. This interpretation is consistent with Kraus et al., 2022 and Lemon et al., 2016 and is especially relevant in local retail markets. The practical implication is to

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The synthesis treats omnichannel customer experience as an input into a wider system, not as an automatic cause of repeat purchase intention. In customer, market, channel, and business-model systems, relationship repair and switching-cost management changes what actors can observe, prioritize, or correct, while competitive intensity shapes how consistently that change is translated into practice. This interpretation is consistent with OECD, 2023 and Hajli, 2015 and is especially relevant in local retail markets. The practical implication is to specify the expected sequence of change before choosing metrics.

From a governance perspective, Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets requires clarity about who owns the intervention, who validates the information it generates, and who can act when performance deviates from expectation. Ecosystem coordination is most credible when supported by channel maturity and brand credibility. The article therefore emphasizes traceable assumptions, explicit decision rights, and periodic review.

2. Conceptual and Literature Review

The literature review organizes evidence around mechanisms, complementary capabilities, and boundary conditions.

A recurring issue in research on Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets is the danger of reading correlation as a universal performance rule. Omnichannel Customer Experience may be associated with repeat purchase intention, yet the relationship can be delayed, mediated, or offset when partner dependence is weak. The mechanism examined here is market sensing and rapid experimentation, which connects the focal practice to changes in retention. Sources such as Verhoef et al., 2021 and Lemon et al., 2016 are therefore interpreted for mechanism and boundary conditions rather than combined into a single pooled effect.

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The synthesis treats omnichannel customer experience as an input into a wider system, not as an automatic cause of repeat purchase intention. In customer, market, channel, and business-model systems, ecosystem coordination changes what actors can observe, prioritize, or correct, while competitive intensity shapes how consistently that change is translated into practice. The practical implication is to specify the expected sequence of change before choosing metrics.

From a governance perspective, Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets requires clarity about who owns the intervention, who validates the information it generates, and who can act when performance deviates from expectation. Customer-journey coordination is most credible when supported by channel maturity and partner dependence. The article therefore emphasizes traceable assumptions, explicit decision rights, and periodic review.

3. Research Method

This manuscript is a conceptual narrative draft revised through a chronological source filter. Bibliography entries dated after 31 December 2023 and sentences explicitly invoking those years have been excluded. Original pre-cutoff references have been retained, with a limited historical source context added separately. This revision does not constitute a new systematic search, a meta-analysis, or a reproducible coding exercise. The historical source cutoff is stated here so that the scope of the discussion is explicit.

The remaining discussion proposes mechanisms and research questions. It does not supply new observations, estimated coefficients, or verified causal effects. Earlier reference entries retained from the source draft are retained as supplied and should be assessed against the original publications when interpreting specific claims. Sources added during this revision support only the historical context described in the dedicated source-context section.

4. Evidence Synthesis: Mechanisms

The first synthesis layer asks how the proposed relationship works in practice and which intermediate processes can be observed before the final outcome changes.

The synthesis treats omnichannel customer experience as an input into a wider system, not as an automatic cause of repeat purchase intention. In customer, market, channel, and business-model systems, relationship

repair and switching-cost management changes what actors can observe, prioritize, or correct, while partner dependence shapes how consistently that change is translated into practice. This interpretation is consistent with OECD, 2023 and Kraus et al., 2022 and is especially relevant in local retail markets. The practical implication is to specify the expected sequence of change before choosing metrics.

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From a governance perspective, Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets requires clarity about who owns the intervention, who validates the information it generates, and who can act when performance deviates from expectation. Trust formation and risk reduction is most credible when supported by competitive intensity and partner dependence. The article therefore emphasizes traceable assumptions, explicit decision rights, and periodic review.

For Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets, the relevant unit of analysis is the decision process linking omnichannel customer experience with repeat purchase intention. Market sensing and rapid experimentation provides one plausible channel, but its effect depends on channel maturity, digital capability, and the time available for adjustment. The literature represented by Hajli, 2015 and Lemon et al., 2016 suggests that average associations can conceal important differences in starting conditions and execution quality. A stronger assessment therefore combines a leading indicator of process integrity with a lagging indicator of retention.

5. Evidence Synthesis: Boundary Conditions

The second synthesis layer examines why results may differ across settings even when the focal intervention appears similar.

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From a governance perspective, Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets requires clarity about who owns the intervention, who validates the information it generates, and who can act when performance deviates from expectation. Customer-journey coordination is most credible when supported by customer heterogeneity and competitive intensity. The article therefore emphasizes traceable assumptions, explicit decision rights, and periodic review.

A useful starting point is to distinguish formal adoption from effective use. In Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets, omnichannel customer experience can influence repeat purchase intention through trust formation and risk reduction. The pathway is conditional on digital capability and brand credibility; these factors determine whether information becomes an operational response or remains a formal feature with limited practical effect. Evidence associated with Lemon et al., 2016 and Lemon et al., 2016 supports treating implementation conditions as part of the explanation rather than as background noise. For business owners, marketing leaders, service managers, and entrepreneurs, measurement should capture both the intervention and the intermediate process expected to produce conversion quality.

A mechanism-based reading avoids assuming that identical labels produce identical outcomes. In Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets, omnichannel customer experience can influence repeat purchase intention through market sensing and rapid experimentation. The pathway is conditional on competitive intensity and customer heterogeneity; these factors determine whether information becomes an operational response or remains a formal feature with limited practical effect. Evidence associated with Hajli, 2015 and Hajli, 2015 supports treating implementation conditions as part of the explanation rather than as background noise. For business owners, marketing leaders, service managers, and entrepreneurs, measurement should capture both the intervention and the intermediate process expected to produce retention.

The synthesis treats omnichannel customer experience as an input into a wider system, not as an automatic cause of repeat purchase intention. In customer, market, channel, and business-model systems, channel integration and consistency changes what actors can observe, prioritize, or correct, while channel maturity shapes how consistently that change is translated into practice. This interpretation is consistent with Morhart et al., 2015 and Morhart et al., 2015 and is especially relevant in local retail markets. The practical implication is to specify the expected sequence of change before choosing metrics.

6. Integrated Discussion

The integrated discussion reconciles different findings by distinguishing mechanism, context, timing, and measurement.

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The most decision-relevant question concerns the conditions under which the proposed relationship strengthens, weakens, or reverses. In Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets, omnichannel customer experience can influence repeat purchase intention through trust formation and risk reduction. The pathway is conditional on customer heterogeneity and channel maturity; these factors determine whether information becomes an operational response or remains a formal feature with limited practical effect. Evidence associated with Lemon et al., 2016 and Hajli, 2015 supports treating implementation conditions as part of the explanation rather than as background noise. For business owners, marketing leaders, service managers, and entrepreneurs, measurement should capture both the intervention and

the intermediate process expected to produce conversion quality.

For Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets, the relevant unit of analysis is the decision process linking omnichannel customer experience with repeat purchase intention. Market sensing and rapid experimentation provides one plausible channel, but its effect depends on digital capability, partner dependence, and the time available for adjustment. The literature represented by Hajli, 2015 and Morhart et al., 2015 suggests that average associations can conceal important differences in starting conditions and execution quality. A stronger assessment therefore combines a leading indicator of process integrity with a lagging indicator of retention.

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A recurring issue in research on Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets is the danger of reading correlation as a universal performance rule. Omnichannel Customer Experience may be associated with repeat purchase intention, yet the relationship can be delayed, mediated, or offset when channel maturity is weak. The mechanism examined here is relationship repair and switching-cost management, which connects the focal practice to changes in service recovery. Sources such as Verhoef et al., 2021 and Kraus et al., 2022 are therefore interpreted for mechanism and boundary conditions rather than combined into a single pooled effect.

7. Measurement and Decision Framework

A decision framework links leading process indicators, outcome indicators, and explicit assumptions about causality.

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delayed, mediated, or offset when channel maturity is weak. The mechanism examined here is ecosystem coordination, which connects the focal practice to changes in commercial resilience.

8. Practical Implications and Research Agenda

The practical implications translate the evidence into staged actions while preserving the limits of a literature-based design.

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Observed performance becomes interpretable only when implementation quality is separated from nominal adoption. In Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets, omnichannel customer experience can influence repeat purchase intention through ecosystem coordination. The pathway is conditional on competitive intensity and channel maturity; these factors determine whether information becomes an operational response or remains a formal feature with limited practical effect. For business owners, marketing leaders, service managers, and entrepreneurs, measurement should capture both the intervention and the intermediate process expected to produce commercial resilience.

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coordination. The pathway is conditional on channel maturity and partner dependence; these factors determine whether information becomes an operational response or remains a formal feature with limited practical effect. Evidence associated with OECD, 2023 and Lemon et al., 2016 supports treating implementation conditions as part of the explanation rather than as background noise. For business owners, marketing leaders, service managers, and entrepreneurs, measurement should capture both the intervention and the intermediate process expected to produce customer trust.

9. Conclusion

The conclusion summarizes the evidence logic and priorities for author verification and future empirical work.

A recurring issue in research on Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets is the danger of reading correlation as a universal performance rule. Omnichannel Customer Experience may be associated with repeat purchase intention, yet the relationship can be delayed, mediated, or offset when partner dependence is weak. The mechanism examined here is channel integration and consistency, which connects the focal practice to changes in market access.

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For Omnichannel Customer Experience and Repeat Purchase Intention in Local Retail Markets, the relevant unit of analysis is the decision process linking omnichannel customer experience with repeat purchase intention. Customer-journey coordination provides one plausible channel, but its effect depends on competitive intensity, brand credibility, and the time available for adjustment. The literature represented by OECD, 2023 and Hajli, 2015 suggests that average associations can conceal important differences in starting conditions and execution quality. A stronger assessment therefore combines a leading indicator of process integrity with a lagging indicator of customer trust.

Historical source context and interpretation

The mechanism discussion is conceptual and must be read alongside the pre-cutoff works listed in References. Removing later sources does not establish a new empirical finding, a pooled effect or comprehensive coverage of the literature. Organization-specific claims require additional evidence before publication.

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