

**THE IMPACT OF OMNICHANNEL INTEGRATED MARKETING
COMMUNICATIONS (IMC) ON RETAIL PRODUCT AND SERVICE
SATISFACTION IN INDONESIA: AN ANALYSIS WITH AN OPEN ACCESS
APPROACH**

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ABSTRACT

Integrated Marketing Communication (IMC) Omnichannel has become a key strategy for retail companies in Indonesia. This research aims to analyze the impact of IMC Omnichannel implementation on the satisfaction of retail products and services in Indonesia using an open access approach. The rapid development of technology and high internet penetration in Indonesia has prompted retail companies to shift to digital technology-based marketing. The objective of this study is to understand how the integration of various communication channels in IMC Omnichannel affects consumers' perceptions and levels of satisfaction with retail products and services in Indonesia. The research method used is descriptive qualitative, with primary data sources derived from relevant journals, books, and articles. Analysis was conducted by collecting and evaluating relevant information about IMC Omnichannel implementation and its impact on consumer satisfaction in the retail context in Indonesia. The research findings indicate that IMC Omnichannel implementation has a significant impact on the satisfaction of retail products and services in Indonesia. The integration of various communication channels allows companies to provide a more comprehensive and consistent shopping experience for consumers. Additionally, service quality, responsiveness to consumer needs, and personalized shopping experiences also play a crucial role in influencing consumer satisfaction in the context of IMC Omnichannel.

Keywords: Integrated Marketing Communication, IMC Omnichannel, product satisfaction, service satisfaction.

INTRODUCTION

Technological advancements in the era of globalization have significantly changed the business landscape, especially in terms of marketing communications. One of the rapidly growing phenomena is Omnichannel Marketing Communication (IMC) Integration, where various communication channels are combined synergistically to achieve marketing goals. In Indonesia, the rapid growth of internet usage has opened up new opportunities for businesses to adopt Omnichannel IMC strategies in an effort to increase retail product and service satisfaction. According to data released by the Ministry of Communication and Information Technology (Kominfo) in 2022, the development of the internet in Indonesia experienced a significant surge. The internet has become a very effective means of communication and information to reach various groups, both in terms of personal and business. In early 2021, the number of internet users in Indonesia reached an astonishing figure of around 202.6 million users. This figure represents an increase of 15.5% compared to the previous year, reflecting the rapid adoption of digital technology (Sari et al., 2022).

Sourced from the Central Bureau of Statistics 2021 illustrates the high percentage of internet usage in Indonesia in various activities, ranging from accessing social media, searching for news information, to purchasing goods and services online. This phenomenon provides a clear picture of how important the internet is in the daily lives of Indonesians. In the context of marketing, this phenomenon encourages a paradigm shift from traditional marketing to digital technology-based marketing. Businesses that previously relied on conventional marketing methods are now starting to turn to more modern and efficient marketing strategies, such as Omnichannel IMC. Omnichannel IMC is an approach that combines various communication channels, ranging from social media, websites, mobile applications, to physical stores, in an effort to create a consistent and comprehensive experience for consumers.

Omnichannel Integrated Marketing Communication (IMC) is a strategic approach to marketing that combines and coordinates various marketing communication elements in a holistic and integrated manner through various communication channels, ranging from traditional to digital media (Ardiyansyah et al., 2022). In this concept, all communication channels are integrated to deliver a consistent and comprehensive message to the target audience, regardless of the boundaries between media or platforms used. Thus, Omnichannel IMC creates a uniform and connected communication experience for consumers, whether they interact through physical stores, websites, social media, or mobile applications (Anwar & Irhamni, 2020)..

According to (Suminar & Wahyuni, 2021) The IMC Omnichannel approach not only aims to send promotional messages to consumers, but also to build sustainable relationships with them. By integrating various communication channels, companies can expand their reach and create a more personalized and relevant experience for consumers. In addition, Omnichannel IMC also allows companies to monitor and analyze consumer interactions across multiple communication channels, allowing them to be more responsive to consumer needs and preferences (Imam, 2021). Thus, Omnichannel IMC is not only a tool to increase marketing effectiveness, but also to strengthen the relationship between companies and consumers in an increasingly connected and complex digital era..

According to (Syira et al., 2023) Product and service satisfaction is a measure of the extent to which customers feel satisfied or satisfied with the products they buy or the services they receive from a company or service provider. It includes customers' perceptions of the quality of the product or service provided, the extent to which the product or service meets or exceeds their expectations, and the overall level of satisfaction in the experience of interacting with the product or service. Product and service satisfaction is often measured through customer surveys, direct feedback, or performance indicators such as customer retention rates or brand loyalty rates (Syahputri & Nawawi, 2023)..

Product and service satisfaction is crucial in building long-term relationships between companies and customers (Wono & Aji, 2020). Customers who are satisfied with a product or service tend to become loyal customers and can be a source of positive references for the company. In addition, product and service satisfaction can also affect a company's brand image and reputation in the eyes of consumers, which in turn can have an impact on future purchasing decisions and overall brand perception. Therefore, companies often strive to improve product and service satisfaction through product innovation, service quality improvement, and responsive and personalized customer service (Turhaman et al., 2022). In the context of an increasingly competitive and rapidly changing market, product and service satisfaction is key in winning customer loyalty and maintaining market share. Companies that are able to provide products or services that meet or exceed customer expectations have a greater chance of

surviving and growing in the market. Therefore, a deep understanding of customer needs and preferences and consistent efforts to improve product and service quality are very important strategies for the long-term success of a company (Nasrulhak Akkas, 2023).

Thus, research on the impact of Omnichannel IMC on retail product and service satisfaction in Indonesia is very relevant and important to do. Through this research, it is expected to find a deeper understanding of how the implementation of Omnichannel IMC strategies can affect consumer perceptions of retail products and services, as well as identify factors that influence the successful implementation of Omnichannel IMC in increasing consumer satisfaction. Thus, the results of this study are expected to provide valuable input for businesses in designing more effective and efficient marketing strategies in this digital era.

Open access analysis refers to a methodological approach that aims to promote transparency, inclusivity and accessibility in research. In this approach, research findings, data and methodologies are made freely available to the public without any restrictions, such as pay walls or subscription fees. The primary goal of open access analysis is to democratize knowledge and promote collaboration by allowing anyone, regardless of their institutional affiliation or financial resources, to access and utilize research results. By removing access barriers, open access analysis facilitates the dissemination of knowledge, encourages collaboration across disciplines, and accelerates scientific progress..

The open access approach emphasizes the importance of making research results, including articles, data sets, and methodologies, openly available to the global community. This means that researchers are encouraged to publish their work in open access journals or repositories, where it can be freely accessed, downloaded, and shared by anyone. In addition, open access analysis promotes the use of transparent and reproducible research practices, such as providing detailed descriptions of methodology and making raw data available for examination. By embracing transparency and openness, open access analysis increases the credibility and reliability of research findings, allowing for further examination and validation by the scientific community. Furthermore, open access analysis has implications beyond academia, extending to a wide range of stakeholders, including policymakers, educators, and the general public. By making research results freely available, open access analysis enables policymakers to make decisions based on the latest scientific evidence, educators to incorporate the latest research findings into their teaching materials, and the public to stay informed about important developments in various fields. Ultimately, open access analysis contributes to the democratization of knowledge and the advancement of society as a whole by promoting collaboration, transparency, and accessibility in research efforts..

RESEARCH METHODS

The research method used in this research is descriptive qualitative with an open access approach. The descriptive qualitative approach is used to describe and analyze the impact of omnichannel integrated marketing communications (IMC) on the satisfaction of retail products and services in Indonesia in depth. With this approach, the research will focus on a deep understanding of how the implementation of omnichannel IMC affects consumer perceptions and satisfaction with retail products and services (Sugiyono, 2017)..

The data sources used in this research are journals, books, and articles relevant to the research topic. Through a careful and in-depth literature search, the researcher will collect the necessary information to support the analysis and findings in the study. Secondary data obtained from these sources will be critically analyzed to identify trends, patterns and factors

that influence the relationship between omnichannel IMC and retail product and service satisfaction in Indonesia. Using a descriptive qualitative approach and diverse data sources, this research is expected to provide deep insights and a comprehensive understanding of the impact of omnichannel IMC on retail product and service satisfaction in Indonesia..

The data analysis technique used in this research is thematic qualitative analysis. In the context of a study on the impact of omnichannel integrated marketing communications (IMC) on retail product and service satisfaction in Indonesia with an open access approach, thematic qualitative analysis allows researchers to identify and analyze patterns of themes or key issues emerging from the data collected. Data from sources such as journals, books and articles will be analyzed in depth to identify relevant information relating to the interaction between omnichannel IMC and retail product and service satisfaction in Indonesia (Sugiyono, 2018). Then, the emerging themes will be grouped and interpreted to understand the impact of omnichannel IMC holistically. By using thematic qualitative analysis techniques, this research will be able to explore the complexity of the relationship between omnichannel IMC and retail product and service satisfaction in Indonesia more comprehensively..

RESEARCH RESULTS AND DISCUSSION

Marketing practices have undergone significant changes with the advent of Omnichannel Integrated Marketing Communications (IMC). This phenomenon not only affects the way companies communicate with consumers, but also has the potential to have a major impact on retail product and service satisfaction in Indonesia. With the widespread adoption of digital technology and increasing internet penetration in Indonesia, understanding the relationship between Omnichannel IMC and retail product and service satisfaction is crucial for companies to maintain and increase their market share (Ofosu-Boateng & Dwamena Agyei, 2020). In this literature review, we will explore in depth how Omnichannel IMC affects retail product and service satisfaction in Indonesia using an open access approach.

According to (Abdul Lasi & Mohamed Salim, 2020) The growth of digital technology, including increased internet usage and smartphone adoption, has encouraged retail companies in Indonesia to turn to a more integrated and holistic marketing strategy. Omnichannel IMC is becoming one of the most popular approaches in dealing with the challenges and opportunities posed by this increasingly complex marketing environment. By combining various communication channels, ranging from physical stores, websites, social media, to mobile apps, Omnichannel IMC enables companies to create a consistent and connected shopping experience for consumers across multiple touchpoints..

Based on the results of research conducted by (Gordon-Isasi et al., 2021) on the impact of Omnichannel IMC on retail product and service satisfaction in Indonesia, an open access approach will be used to investigate the complex relationships between the various variables involved. Through a review of relevant literature, including academic journals, books, and industry articles, we will identify factors that influence the successful implementation of Omnichannel IMC in improving retail product and service satisfaction in Indonesia. This literature review will also evaluate empirical findings from previous studies, identify emerging trends and patterns, and present a comprehensive conceptual framework to understand the relationship between Omnichannel IMC and retail product and service satisfaction.

In this study, we conducted an in-depth analysis of the impact of Omnichannel Integrated Marketing Communication (IMC) on satisfaction with retail products and services in Indonesia using an open access approach. The results of research conducted by (Rehman et

al., 2022) indicate a significant relationship between the implementation of Omnichannel IMC and the level of consumer satisfaction with retail products and services in Indonesia. Based on research conducted by (Sulaeman & Kusnandar, 2020) shows that retail companies that successfully implement Omnichannel IMC strategies tend to have higher levels of customer satisfaction. The integration of various communication channels, from physical stores to online platforms, allows companies to provide a more comprehensive and consistent shopping experience for consumers. With the consistency of messages and experiences provided to consumers across various touchpoints, consumers feel more connected to the brand and have a more positive perception of the products and services offered.

The results of research conducted by (Tamulienė et al., 2020) also show that factors such as service quality, responsiveness to consumer needs, and personalization of the shopping experience also have an important role in influencing consumer satisfaction in the context of Omnichannel IMC. Companies that are able to provide high-quality services and are responsive to consumers' individual needs tend to get higher levels of satisfaction. In addition, the use of technology to personalize the shopping experience, for example through customized product recommendations, can also significantly increase customer satisfaction..

The conclusion from the results of this study is that the implementation of Omnichannel Integrated Marketing Communication (IMC) has a significant positive impact on retail product and service satisfaction in Indonesia. Retail companies need to pay attention to the integration of various communication channels and efforts to improve service quality and personalize the shopping experience to maximize the positive impact of the Omnichannel IMC strategy in increasing customer satisfaction. This research makes an important contribution to the understanding of the relationship between Omnichannel IMC and retail product and service satisfaction in Indonesia, and provides a solid foundation for companies to design more effective and consumer-oriented marketing strategies in the future.

1. Impact of Omnichannel IMC Implementation on Customer Satisfaction

Omnichannel Integrated Marketing Communications (IMC) has become one of the key strategies in companies' efforts to increase consumer satisfaction. Omnichannel IMC integrates various communication channels, from physical stores to online platforms, in order to create a comprehensive and consistent shopping experience for consumers. In this discussion, we will elaborate on the impact of Omnichannel IMC implementation on consumer satisfaction in depth, explaining how the integration of various communication channels and a consistent shopping experience affect consumer perceptions and satisfaction levels (Anabila, 2020)..

1. Message Consistency and Shopping Experience

The integration of communication channels done through Omnichannel IMC allows companies to deliver consistent messages to consumers across multiple touchpoints. For example, consumers may see a product advertisement on social media, visit the company's website for more information, and then visit a physical store to make a purchase. In this case, the message conveyed by the company, be it related to promotions, product attributes, or brand values, should be consistent across all communication channels. Thus, consumers will have a uniform and connected experience when interacting with the brand, which in turn can increase their satisfaction with the products and services..

2. Personalized and Relevant Shopping Experience

One of the advantages of Omnichannel IMC is its ability to provide consumers with a personalized and relevant shopping experience. Through the use of data and

technology, companies can identify consumers' individual preferences, behaviors, and needs, and then use that information to tailor messages and product offerings specifically. For example, companies can use consumer behavior tracking technology to offer product recommendations tailored to consumers' previous purchase or search history. By providing a more personalized and relevant shopping experience, companies can strengthen bonds with consumers and increase their satisfaction with products and services..

3. Communication Channel Integration and Holistic Shopping Experience

In the context of Omnichannel IMC, the integration of various communication channels not only impacts message consistency, but also creates a holistic shopping experience for consumers. Modern consumers often use multiple communication channels in their buying journey, from searching for product information online to visiting physical stores to see and try products in person. By integrating these various communication channels, companies can create a seamless and unified shopping experience for consumers, where they can switch from one channel to another without experiencing any barriers or gaps in the experience. This can increase consumer satisfaction by providing easy access and a convenient and efficient shopping experience..

In the context of Omnichannel IMC, measuring and evaluating consumer satisfaction becomes more complex because consumer interactions with brands can occur at various touchpoints and through various communication channels. Therefore, companies need to use appropriate and encompassing measurement methods to holistically assess the level of consumer satisfaction. For example, in addition to traditional customer satisfaction surveys, companies can also leverage digital data analytics to track consumer interactions with brands across various online platforms. In addition, companies can also use social media sentiment analysis to understand consumers' views and perceptions of their brands and products. By using these various measurement methods, companies can gain a more comprehensive insight into consumer satisfaction in the context of Omnichannel IMC (Sawaftah, 2020).

In order to create a consistent, personalized, and connected shopping experience for consumers, the implementation of Omnichannel IMC has brought a significant impact on consumer satisfaction. Through the integration of various communication channels and a holistic shopping experience, companies can strengthen bonds with consumers and increase their satisfaction with products and services. However, to achieve the full potential of Omnichannel IMC, companies need to continuously develop and improve their strategies, as well as use appropriate measurement methods to comprehensively assess consumer satisfaction. Thus, Omnichannel IMC plays a crucial role in shaping the relationship between companies and consumers in this increasingly connected and complex digital era..

2. Factors Affecting Consumer Satisfaction in the Context of Omnichannel IMC

In the context of Omnichannel Integrated Marketing Communications (IMC), customer satisfaction is of paramount importance to companies. With the integration of multiple communication channels and a holistic shopping experience, Omnichannel IMC introduces a number of factors that influence the level of customer satisfaction. In this talk, we will explore in depth the factors that influence customer satisfaction in the context of Omnichannel IMC, discussing how service quality, responsiveness to customer needs, personalization of the shopping experience, and other factors contribute to customer satisfaction levels (Khoa, 2021)..

1. Service Quality

One of the key factors that influence consumer satisfaction in the context of Omnichannel IMC is the quality of service provided by the company. Service quality covers various aspects, including responsiveness, accuracy, friendliness, and ease of access. In Omnichannel IMC, consumers can interact with companies through various communication channels, ranging from social media to online customer service. Therefore, it is important for companies to provide consistent, high-quality service across all of these communication channels. Prompt, responsive, and friendly service will improve consumers' overall experience and contribute positively to their level of satisfaction..

2. Responsiveness to Consumer Needs

In addition to service quality, responsiveness to consumer needs is also an important factor influencing consumer satisfaction in the context of Omnichannel IMC. In an ever-changing and digitally connected world, consumers often expect quick and efficient responses from companies regarding their queries, complaints or requests. Therefore, companies need to have responsive and adaptive systems and processes in place to respond to consumer needs in a timely and effective manner. By providing fast and relevant responses to customer needs, companies can increase customer satisfaction and strengthen relationships with them..

3. Personalize the Shopping Experience

In addition to service quality and responsiveness to consumer needs, personalization of the shopping experience is also an important factor in influencing consumer satisfaction in the context of Omnichannel IMC. In Omnichannel IMC, companies can use data and technology to identify consumers' individual preferences, behaviors, and needs, and then use that information to tailor messages and product offerings specifically. For example, companies can offer product recommendations tailored to a consumer's previous purchase or search history, or provide special offers that match consumer preferences. By providing a personalized and relevant shopping experience, companies can increase customer satisfaction and strengthen their bond with them..

The integration of various communication channels and a holistic shopping experience also play an important role in influencing consumer satisfaction in the context of Omnichannel IMC. In Omnichannel IMC, consumers can interact with brands through various communication channels, ranging from social media to physical stores. Therefore, it is important for companies to provide a seamless and unified shopping experience for consumers across all touchpoints. By integrating these various communication channels, companies can create a well-rounded and consistent shopping experience for consumers, which in turn will increase their satisfaction with products and services..

The factors that influence consumer satisfaction in the context of Omnichannel IMC are complex and interrelated. High service quality, responsiveness to consumer needs, personalization of the shopping experience, and integration of communication channels and a holistic shopping experience all play an important role in shaping consumer satisfaction levels (Fitriana et al., 2021). Therefore, companies need to pay attention to and carefully manage these factors in order to increase consumer satisfaction and strengthen relationships with them in the context of Omnichannel IMC..

The implementation of Omnichannel Integrated Marketing Communications (IMC) has a significant impact not only on consumer satisfaction, but also on the managerial practices and marketing strategies of companies. In this talk, we will explore in depth the practical and JESOCIN V.1. No.3, February 2024

managerial implications of Omnichannel IMC implementation, discuss how companies can effectively implement this strategy in their daily operations and how Omnichannel IMC affects managerial decision-making at various levels (Agusiady et al., 2024).

1. Integration of Organizational Silos

Omnichannel IMC implementation requires integration and collaboration between various functions and departments within the organization, including marketing, sales, customer service, and IT. This enables companies to provide consumers with a consistent and connected shopping experience across multiple communication channels. However, to achieve effective integration, companies need to overcome any organizational silo barriers that may exist. This involves building a corporate culture that is open to collaboration and information sharing between departments, as well as the use of technology that enables seamless access and exchange of data across the organization..

2. Big Data Management and Data Analytics

Omnichannel IMC generates large amounts of data from various communication channels, including social media, websites, mobile apps and physical stores. To optimize the use of this data in managerial decision-making, companies need to have the ability to manage, analyze and extract valuable insights from it. This involves investing in advanced IT infrastructure, as well as developing strong data analytics skills within the organization. By leveraging big data and data analytics, companies can gain deep insights into consumer preferences, behaviors, and needs, which can be used to design more effective and consumer-oriented marketing strategies.

3. Business Model and Marketing Strategy Adjustments

The implementation of Omnichannel IMC can affect a company's business model and marketing strategy. Traditional business models that focus on selling through a single channel or a limited number of channels may no longer be relevant in the context of Omnichannel IMC. Instead, companies need to adopt a more flexible and consumer-oriented business model, which enables interaction and transactions through multiple communication channels. In addition, companies need to adapt their marketing strategies to cover both digital and traditional communication channels, and leverage technology and data to personalize the consumer experience..

4. Employee Training and Development

The implementation of Omnichannel IMC also requires investment in employee training and development to develop the skills and knowledge required to effectively manage and execute this strategy. Employees need to be equipped with a deep understanding of Omnichannel IMC, the technologies used, and the importance of the consumer experience. This training can include formal training sessions, online training, as well as continuous learning and career development. By having a skilled and trained team, companies can improve the execution of Omnichannel IMC strategies and achieve the desired results.

The practical and managerial implications of Omnichannel IMC implementation are vast and complex, and require serious attention from companies. By integrating organizational silos, managing big data and data analytics, adjusting business models and marketing strategies, and training and developing employees, companies can maximize the potential of Omnichannel IMC and achieve a competitive advantage in this increasingly connected and complex market. Therefore, it is important for companies to adopt a holistic and strategic approach in managing

Omnichannel IMC implementation, and continuously update and refine their strategies according to technological developments and changing consumer needs.

CLOSING

The importance of a deep understanding of the impact of Omnichannel Integrated Marketing Communications (IMC) on retail product and service satisfaction in Indonesia. The analysis conducted with an open access approach has provided valuable insights into how the integration of various communication channels can affect consumers' perceptions and satisfaction levels with products and services. Omnichannel IMC is not just a trend, but a necessity in an increasingly complex and digitally connected marketing environment. In the Indonesian context, where internet penetration continues to increase, Omnichannel IMC has opened up new opportunities for retail companies to increase consumer engagement and strengthen bonds with their brands..

The successful implementation of Omnichannel IMC depends not only on technology, but also on a well-thought-out strategy and effective integration between various departments and functions within the organization. Companies need to understand that Omnichannel IMC is not just about being across multiple communication channels, but also about providing a well-rounded, consistent and personalized experience for consumers throughout their purchase journey. Challenges and opportunities faced by retail companies in Indonesia in implementing Omnichannel IMC. Challenges such as organizational silos, big data management, and business model changes require a well-thought-out strategy and strong commitment from all parties involved. However, in the midst of these challenges there are also opportunities to increase competitive advantage and strengthen relationships with consumers. In order to achieve success in implementing Omnichannel IMC, companies need to adopt a holistic and sustainable approach. This involves constant updating, ongoing evaluation, and readiness to adapt to ongoing environmental changes. As such, this conclusion underscores the importance of Omnichannel IMC as one of the key strategies in improving retail product and service satisfaction in Indonesia, as well as the need for a sustainable and consumer-oriented approach in order to achieve long-term success.

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