

THE INTEGRATION OF OMNICHANNEL DIGITAL MARKETING ON REPURCHASE INTENTION OF COFFEE PRODUCTS THROUGH CUSTOMER SATISFACTION MEDIATION

Nisrina Salsabila^{1*}, Ika Diyah Candra²,
nisrinasalsabila.22001@mhs.unesa.ac.id

Department of Digital Business, Faculty of Economics, Universitas Negeri Surabaya
Jalan Ketintang, Surabaya 60231, Indonesia

Abstract

This study aims to analyze the effect of omnichannel digital marketing integration on repurchase intention, with customer satisfaction as a mediating variable among Fore Coffee consumers. A quantitative approach was employed using purposive sampling, with data collected through an online Likert-scale questionnaire and analyzed using PLS-SEM with SmartPLS 4.0. The findings reveal that omnichannel digital marketing integration has a significant positive effect on customer satisfaction and repurchase intention. Customer satisfaction also has a significant positive effect on repurchase intention and mediates the relationship between omnichannel digital marketing integration and repurchase intention. These results highlight the importance of integrating digital marketing channels to enhance customer satisfaction and encourage repeat purchases among Fore Coffee consumers.

Keywords: *Omnichannel Digital Marketing; Customer Satisfaction; Repurchase Intention; PLS-SEM.*

Abstrak

Studi ini bertujuan untuk menganalisis pengaruh integrasi pemasaran digital omnichannel terhadap niat pembelian kembali, dengan kepuasan pelanggan sebagai variabel mediasi di antara konsumen Fore Coffee. Pendekatan kuantitatif digunakan dengan menggunakan purposive sampling, dengan data dikumpulkan melalui kuesioner skala Likert online dan dianalisis menggunakan PLS-SEM dengan SmartPLS 4.0. Temuan menunjukkan bahwa integrasi pemasaran digital omnichannel memiliki pengaruh positif yang signifikan terhadap kepuasan pelanggan dan niat pembelian kembali. Kepuasan pelanggan juga memiliki pengaruh positif yang signifikan terhadap niat pembelian kembali dan memediasi hubungan antara integrasi pemasaran digital omnichannel dan niat pembelian kembali. Hasil ini menyoroti pentingnya mengintegrasikan saluran pemasaran digital untuk meningkatkan kepuasan pelanggan dan mendorong pembelian berulang di antara konsumen Fore Coffee.

Kata kunci: *Omnichannel Digital Marketing; Customer Satisfaction; Repurchase Intention; PLS-SEM.*

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INTRODUCTION

The global coffee industry has undergone a fundamental transformation driven by rapid digital adoption and evolving consumer behavior. Global coffee consumption grows approximately 2% annually, with Indonesia emerging as the fourth-largest producer worldwide. At the national level, per capita consumption rose from 0.8 kg in 2016 to 1.3 kg in 2024 (AEKI, n.d.), accompanied by the proliferation of coffee shop outlets from around 1,000 in 2016 to more than 2,950 in 2019 (Toffin Indonesia, 2020), intensifying sectoral competition.

In the hyper-connected digital era, consumers demand seamless, consistent, and personalized experiences across every touchpoint, rendering traditional multichannel approaches insufficient and compelling companies to adopt omnichannel digital marketing strategies. This shift is particularly pronounced in the F&B industry, where coffee has evolved into a lifestyle statement among younger consumers. Over 60% of Indonesian coffee consumers are aged 18-35 years, with approximately 70% purchasing through digital channels (Databooks, 2023). McKinsey (2023) reports that omnichannel integration can increase customer satisfaction by up to 30%, while Deloitte (2024) found that consistent cross-channel experiences can double repurchase likelihood – positioning omnichannel digital marketing as a critical determinant of both customer satisfaction and repurchase intention.

Among Indonesian digital coffee brands, Fore Coffee exemplifies comprehensive omnichannel integration through its "Grab, Go, and Experience" concept, connecting its mobile application, marketplace, social media, digital payment systems, and app-based membership into a unified customer experience. In April 2025, Fore Coffee became the first coffee chain listed on the Indonesia Stock Exchange (Katadata, 2023), reflecting significant business growth. Nevertheless, no empirical study has specifically examined the influence of omnichannel digital marketing on customer satisfaction and repurchase intention within this context. Most prior studies address digital marketing partially or within single-channel frameworks (Liu et al., 2024), and while customer satisfaction has been identified as a mediating variable in omnichannel-repurchase relationships (Tran, 2025), this pathway remains untested in the Indonesian F&B market. This study addresses these gaps by empirically examining omnichannel digital marketing as the independent variable, repurchase intention as the dependent variable, and customer satisfaction as a mediating variable among Fore Coffee consumers in Indonesia.

Based on this background, the present study aims to answer the following research questions:

1. Does omnichannel digital marketing integration have a significant effect on customer satisfaction among Fore Coffee consumers?
2. Does omnichannel digital marketing integration have a significant effect on repurchase intention among Fore Coffee consumers?
3. Does customer satisfaction have a significant effect on repurchase intention among Fore Coffee consumers?
4. Does customer satisfaction mediate the relationship between omnichannel digital marketing integration and repurchase intention among Fore Coffee consumers?

Theoretical Studies

Service-Dominant Logic (S-D Logic), developed by Vargo and Lusch (2004), posits that service rather than goods constitutes the fundamental basis of value creation in economic exchange. In contrast to goods-dominant logic, which treats value as embedded in tangible products, S-D Logic argues that value is not produced but co-created through the experiential interaction between consumers and service providers. Under this perspective, consumers are not passive recipients but active participants in the value co-creation process, contributing through their engagement, knowledge, and experiences during consumption (Vargo & Lusch, 2004).

Building on this foundation, Vargo and Lusch (2016) further elaborated that value emerges through the integration of diverse resources within a broader service ecosystem. This principle is directly applicable to the present study's context. The omnichannel digital marketing integration implemented by Fore Coffee enables a consistent, interconnected service experience across both digital and physical channels from mobile application interactions and social media engagement to in-store visits and digital payment transactions. Such integration functions as a resource-combining mechanism within a service ecosystem, facilitating seamless customer experiences that align with S-D Logic's emphasis on value arising from interaction rather than transaction.

In the context of this study, S-D Logic provides a theoretical foundation for understanding how omnichannel integration shapes customer perception and behavior. When consumers engage with Fore Coffee across multiple integrated channels, they experience a coherent and personalized service encounter, which in turn cultivates customer satisfaction. This satisfaction, as a value-in-use outcome derived from the co-creative consumption experience, subsequently influences consumers' repurchase intention. The application of S-D Logic in this study is further supported by prior research demonstrating its relevance in explaining digital service quality, customer experience, and loyalty behavior in omnichannel retail environments (Breidbach & Maglio, 2016; McColl-Kennedy et al., 2019; Zeithaml et al., 2020).

Omnichannel Digital Marketing

Omnichannel digital marketing is a modern marketing strategy that integrates multiple online and offline channels into a unified system to deliver seamless, consistent, and connected experiences across all customer touchpoints (Cai & Choi, 2023). Unlike multichannel retailing, which optimizes each channel independently, omnichannel retailing requires full cross-channel integration to ensure coherent and interconnected customer experiences regardless of the channel of interaction (Mishra et al., 2021, as cited in Thaichon et al., 2024). Mateus (2021) further describes this approach as enabling the convergence of virtual and physical worlds, thereby strengthening the relationship between online and offline environments. Thaichon et al. (2024) identify two key technological enablers of omnichannel implementation: interactive technology, which facilitates direct firm-customer engagement through tools such as mobile applications, QR codes, and social media platforms; and supporting technology, which provides the operational backbone through enterprise systems, cloud computing, and big data analytics.

Customer Satisfaction

Customer satisfaction refers to an individual's emotional response arising from a comparison between perceived product or service performance and prior expectations, whereby performance that meets or exceeds expectations produces satisfaction and performance that falls short results in dissatisfaction (Kotler & Keller, 2016). Mittal et al. (2023) further affirm that customer satisfaction reflects a comprehensive evaluation of the overall consumption experience, with direct implications for customer-level outcomes such as retention and repurchase intention, as well as firm-level outcomes including profitability and market performance.

Repurchase Intention

Repurchase intention is defined as the probability that a consumer will make a repeated purchase of a product or service they have previously used, driven by positive prior experience and the continued perceived value of that consumption (Safitri et al., 2024). Grounded in the Theory of Planned Behavior (Ajzen, 1991), repurchase intention constitutes a form of behavioral

intention shaped by positive attitudes toward the product, subjective norms, and perceived behavioral control. Park and Thangam (2019) further specify that this intention is underpinned by perceived quality and satisfactory consumption experience, reinforcing its close conceptual link to customer satisfaction.

OMNICHANNEL DIGITAL MARKETING AND CUSTOMER SATISFACTION

The relationship between omnichannel digital marketing and customer satisfaction has been substantiated by several prior studies. Research by Gao and Jiang (2025), Nguyen et al. (2024), and Cai and Choi (2023) demonstrates that omnichannel integration has a positive and significant effect on customer satisfaction. The consistency of experience across channels strengthens customer perceptions of service quality and brand reliability, while the simultaneous use of multiple channels generates added value in terms of convenience and efficiency. Consequently, the greater the seamlessness and personalization of the omnichannel experience, the higher the level of satisfaction consumers are likely to report.

H1: Omnichannel digital marketing has a positive effect on customer satisfaction.

OMNICHANNEL DIGITAL MARKETING AND REPURCHASE INTENTION

The relationship between omnichannel digital marketing and repurchase intention has been supported by several prior studies. Gao and Jiang (2025) demonstrate that omnichannel marketing facilitates continuous brand-customer interaction through personalized experiences and seamless cross-channel transactions, which collectively strengthen customer trust and loyalty – both of which are recognized antecedents of repurchase intention. Grounded in the Theory of Planned Behavior (Ajzen, 1991), the ease of channel switching and service consistency offered through omnichannel integration reinforce positive attitudes toward the brand, ultimately increasing consumers' behavioral intention to repurchase. Consequently, the more effectively omnichannel digital marketing delivers consistent communication, accessible touchpoints, and positive customer experiences, the stronger the tendency for consumers to return and transact again.

H2: Omnichannel digital marketing has a positive effect on repurchase intention.

CUSTOMER SATISFACTION AND REPURCHASE INTENTION

The relationship between customer satisfaction and repurchase intention has been consistently supported across multiple prior studies. Park and Thangam (2019) found that positive product experiences significantly drive repurchase intention, while Wibowo (2022) demonstrated that customer satisfaction strengthens both emotional and rational brand attachment, leading to loyalty and repeat purchase behavior. Mittal et al. (2023), through a meta-analysis of 245 studies, further confirm that customer satisfaction maintains a direct correlation with repurchase behavior and firm performance. Grounded in Oliver's (2015) conceptualization of satisfaction as an emotional condition that fosters long-term loyalty, and supported by Kotler and Keller's (2016) assertion that satisfaction builds the trust necessary for repeat purchase decisions, these findings collectively indicate that the higher the level of customer satisfaction, the greater the likelihood of repurchase intention.

H3: Customer satisfaction has a positive effect on repurchase intention.

THE MEDIATING ROLE OF CUSTOMER SATISFACTION IN THE RELATIONSHIP BETWEEN OMNICHANNEL DIGITAL MARKETING AND REPURCHASE INTENTION

The mediating role of customer satisfaction in the relationship between omnichannel digital marketing and repurchase intention has been supported by several prior studies. Gao and Jiang (2025) demonstrate that omnichannel experience quality – encompassing channel integration,

service consistency, and personalization – generates customer satisfaction that subsequently drives loyalty and repeat purchase behavior. Ardiansyah et al. (2024) similarly find that customer satisfaction serves as a significant mediator between digital marketing strategies and repurchase behavior, as satisfaction elevates trust, comfort, and perceived brand value. Nguyen et al. (2024) further confirm that successful omnichannel strategies not only enhance shopping convenience but also strengthen brand value perception, whereby the resulting satisfaction stimulates repurchase intention. Collectively, these findings indicate that omnichannel digital marketing influences repurchase intention both directly and indirectly through the mediating mechanism of customer satisfaction.

H4: Customer satisfaction mediates the effect of omnichannel digital marketing on repurchase intention.

Hypothesis

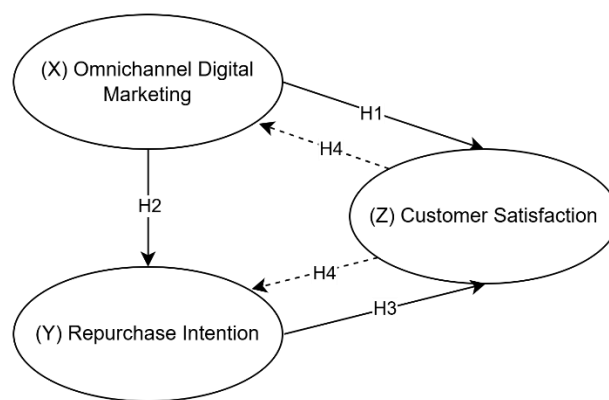


Figure 1. Research Hypothesis Framework
Source: Developed by the authors

H1: Omnichannel digital marketing has a positive effect on customer satisfaction.

H2: Omnichannel digital marketing has a positive effect on repurchase intention.

H3: Customer satisfaction has a positive effect on repurchase intention.

H4: Customer satisfaction mediates the effect of omnichannel digital marketing on repurchase intention.

METHODS

This study adopts a quantitative causal research design to examine the influence of omnichannel digital marketing on repurchase intention, with customer satisfaction as a mediating variable, among omnichannel-based coffee shop consumers in Indonesia. Data were collected through an online questionnaire distributed via Google Form, with 190 respondents selected using purposive sampling. All variables were measured using indicators adapted from prior studies on a five-point Likert scale. Data analysis was conducted using SmartPLS through structural equation modeling (SEM) to test both direct effects and the mediating role of customer satisfaction.

RESULT AND DISCUSSION

Respondent Profile

The sample size of 190 respondents satisfies the minimum threshold recommended by Hair et al. (2019), whereby the number of respondents should be at least five times the number of

indicators used in the study. Table 1 presents the demographic characteristics of the respondents, including gender, age, and domicile. The respondents are omnichannel coffee shop consumers from various regions across Indonesia, representing diverse demographic backgrounds and digital consumption experiences.

Table 1. Respondent Demographics (gender, age, domicile)

Characteristics	Categories	Frequencies	Percentage
Gender	Male	74	37%
	Female	1116	63%
Age	15 - 20 tahun	41	20,5%
	21 - 25 tahun	116	58%
	26 - 30 tahun	29	14,5%
	> 30 tahun	14	7%
Domicile	Jawa	101	50,5%
	Sumatra	36	18%
	Kalimantan	21	10,5%
	Sulawesi	16	8%
	Bali & Nusa Tenggara	15	7,5%
	Maluku	8	4%
	Papua	3	1,5%

Validity Test

Validity testing was conducted to assess how well each questionnaire item represents its underlying construct. Using outer loadings in SmartPLS, items are considered valid when the outer loading value exceeds 0.70 (Hair et al., 2019).

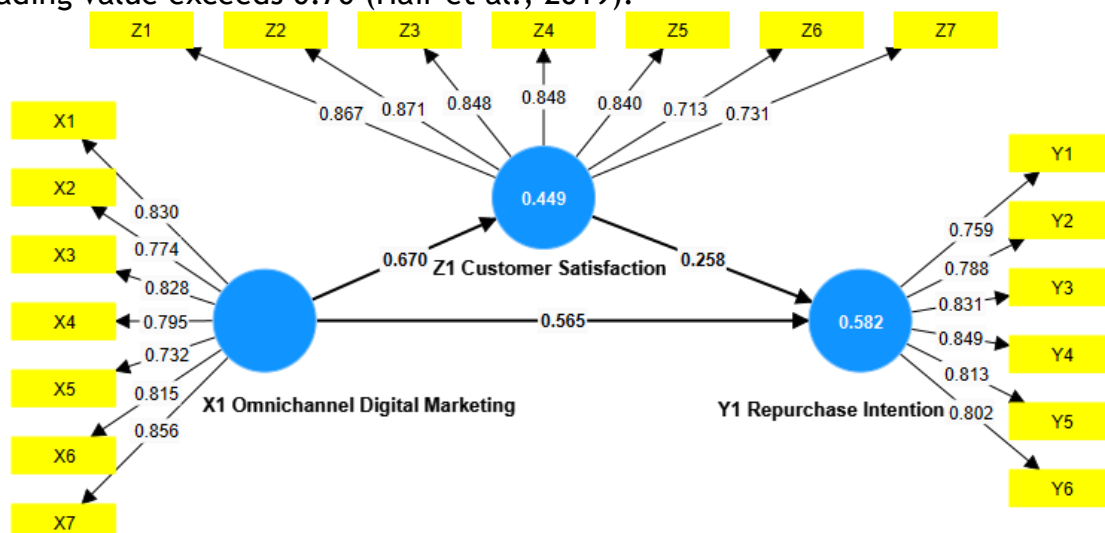


Figure 2. Outer Model (Measurement Model) Results

Source: SmartPLS 4.0 Output

Table 2. Validity Test Results (outer loading per item per variabel)

Variabel	Item Pernyataan	Outer Loading	Keterangan
Omnichannel Digital Marketing (X)	X1.1.1	0.830	Valid
	X1.1.2	0.774	Valid
	X1.1.3	0.828	Valid
	X1.1.4	0.795	Valid
	X1.1.5	0.732	Valid
	X1.1.6	0.815	Valid
	X1.1.7	0.856	Valid
Customer Satisfaction (Z)	Z1.1.1	0.867	Valid
	Z1.1.2	0.871	Valid
	Z1.1.3	0.848	Valid
	Z1.1.4	0.848	Valid
	Z1.1.5	0.840	Valid
	Z1.1.6	0.713	Valid
	Z1.1.7	0.731	Valid
Repurchase Intention (Y)	Y1.1.1	0.759	Valid
	Y1.1.2	0.788	Valid
	Y1.1.3	0.831	Valid
	Y1.1.4	0.849	Valid
	Y1.1.5	0.813	Valid
	Y1.1.6	0.802	Valid

Source: SmartPLS 4.0 Output

The results show that all items measuring omnichannel digital marketing (X), customer satisfaction (Z), and repurchase intention (Y) have outer loading values exceeding the threshold of 0.70, confirming that all measurement items are valid and capable of accurately capturing their respective constructs.

Reliability Test

Reliability testing was conducted to evaluate the internal consistency of the measurement instruments. In SmartPLS, reliability is assessed through Cronbach's Alpha and Composite Reliability values, with a threshold of 0.70 considered acceptable (Hair et al., 2019).

Table 3. Reliability Test Results (Cronbach's Alpha & Composite Reliability)

Variable	Cronbach's Alpha	Composite Reliability	Description
Omnichannel Digital Marketing (X)	0.909	0.928	Reliable
Repurchase Intention (Y)	0.893	0.918	Reliable
Customer Satisfaction (Z)	0.917	0.934	Reliable

Source: SmartPLS 4.0 Output

The results indicate that all variables demonstrate strong reliability, with Cronbach's Alpha values of 0.909, 0.893, and 0.917, and Composite Reliability values of 0.928, 0.918, and 0.934 for omnichannel digital marketing, repurchase intention, and customer satisfaction respectively. All values exceed the 0.70 threshold, confirming that the measurement instruments exhibit good internal consistency and are reliable for measuring all constructs in this study.

Multicollinearity Test

Multicollinearity testing was conducted to ensure that no predictor variables are too highly correlated with one another, which would otherwise distort the structural model estimates. In SmartPLS, multicollinearity is assessed using the Variance Inflation Factor (VIF), with values below 5 indicating the absence of multicollinearity (Hair et al., 2019).

Table 4. Multicollinearity Test Results

Variable	VIF	Threshold	Description
$X \rightarrow Y$	1.813	< 5	No Multicollinearity
$X \rightarrow Z$	1.000	< 5	No Multicollinearity
$Z \rightarrow Y$	1.813	< 5	No Multicollinearity

Source: SmartPLS 4.0 Output

The results show that all VIF values fall well below the threshold of 5, indicating that multicollinearity is not present among the predictor variables. The structural model is therefore free from multicollinearity issues and suitable for further hypothesis testing.

Coefficient of Determination (R^2)

The R^2 value indicates the proportion of variance in the dependent variable explained by the independent variables in the model.

Table 5. R^2 Results

Variable	R-Square	R-Square Adjusted
Repurchase Intention (Y)	0.582	0.578
Customer Satisfaction (Z)	0.449	0.446

Source: SmartPLS 4.0 Output

Customer satisfaction yields an R^2 of 0.449, meaning 44.9% of its variance is explained by omnichannel digital marketing, while repurchase intention yields an R^2 of 0.582, meaning 58.2% of its variance is explained by omnichannel digital marketing and customer satisfaction combined.

Q^2 Predictive Relevance

Q^2 Predictive Relevance evaluates the predictive accuracy of the structural model, where values above 0 indicate adequate predictive relevance, with 0.02, 0.15, and 0.35 representing weak, moderate, and strong predictive power respectively (Ghozali & Latan, 2015).

Table 6. Q² Predictive Relevance Results

Variable	Q ² Predict
Repurchase Intention (Y)	0.535
Customer Satisfaction (Z)	0.438

Source: SmartPLS 4.0 Output

Both constructs yield Q² values well above 0 - 0.438 for customer satisfaction and 0.535 for repurchase intention indicating that the model possesses strong predictive relevance and that the exogenous constructs adequately predict the endogenous constructs.

Effect Size (F²)

Effect size (F²) measures the magnitude of influence between constructs, where 0.02, 0.15, and 0.35 indicate small, medium, and large effects respectively (Sarstedt & Cheah, 2019).

Table 7. Effect Size (F²) Results

Path	F ² Value	Effect Size
X → Z	0.813	Large
X → Y	0.422	Large
Z → Y	0.088	Medium

Source: SmartPLS 4.0 Output

Omnichannel digital marketing demonstrates a large effect on both customer satisfaction and repurchase intention, while customer satisfaction shows a medium effect on repurchase intention.

Hypothesis Testing

Hypothesis testing was conducted using bootstrap resampling in SmartPLS. A hypothesis is accepted when the p-value is below 0.05 or the t-statistic exceeds 1.96 (Hair et al., 2019).

Table 8. Hypothesis Testing

Path	Original Sample	T-Statistics	P-Values	Result
Omnichannel Digital Marketing (X) → Repurchase Intention (Y)	0.565	10.534	0.000	Supported
Omnichannel Digital Marketing (X) → Customer Satisfaction (Z)	0.670	16.951	0.000	Supported
Customer Satisfaction (Z) → Repurchase Intention (Y)	0.258	3.755	0.000	Supported

Source: SmartPLS 4.0 Output

All three hypotheses are supported, with p-values of 0.000 and t-statistics exceeding 1.96 across all paths. Omnichannel digital marketing positively influences both customer satisfaction ($\beta = 0.670$) and repurchase intention ($\beta = 0.565$), while customer satisfaction positively influences repurchase intention ($\beta = 0.258$), confirming its role as a mediating variable in the model.

H1: Omnichannel digital marketing (X) → Customer Satisfaction (Z) The results yield a t-statistic of 16.523 (> 1.96) and a p-value of 0.000 (< 0.05), with a positive path coefficient of 0.664, indicating that omnichannel digital marketing has a positive and significant effect on customer satisfaction. H1 is therefore accepted.

H2: Omnichannel digital marketing (X) → Repurchase Intention (Y) The results yield a t-statistic of 11.023 (> 1.96) and a p-value of 0.000 (< 0.05), with a positive path coefficient of 0.569, indicating that omnichannel digital marketing has a positive and significant effect on repurchase intention. H2 is therefore accepted.

H3: Customer Satisfaction (Z) → Repurchase Intention (Y) The results yield a t-statistic of 3.999 (> 1.96) and a p-value of 0.000 (< 0.05), with a positive path coefficient of 0.260, indicating that customer satisfaction has a positive and significant effect on repurchase intention. H3 is therefore accepted.

H4: Omnichannel digital marketing (X) → Repurchase Intention (Y) via Customer Satisfaction (Z) The results yield a t-statistic of 3.794 (> 1.96) and a p-value of 0.000 (< 0.05), with an indirect path coefficient of 0.173, indicating that customer satisfaction significantly mediates the relationship between omnichannel digital marketing and repurchase intention, contributing an indirect effect of 17.3%. H4 is therefore accepted.

Discussion

The findings of this study confirm all four hypotheses, demonstrating that omnichannel digital marketing positively and significantly influences both customer satisfaction and repurchase intention, while customer satisfaction also positively affects repurchase intention and serves as a significant mediating variable.

The positive effect of omnichannel digital marketing on customer satisfaction (H1) aligns with Kotler and Keller (2016), who argue that satisfaction arises when actual experience meets or exceeds customer expectations. Integrated omnichannel channels provide customers with seamless, flexible, and efficient shopping experiences – conditions that consistently elevate satisfaction levels, as further supported by Cai and Choi (2023) and Gao and Jiang (2025).

The positive effect of omnichannel digital marketing on repurchase intention (H2) is consistent with the Theory of Planned Behavior (Ajzen, 1991), whereby positive attitudes formed through consistent, accessible, and flexible omnichannel interactions strengthen behavioral intentions to repurchase. This finding corroborates Gao and Jiang (2025) and Nguyen et al. (2024), who demonstrate that integrated omnichannel strategies reinforce brand-customer relationships and drive repeat purchase behavior.

The positive effect of customer satisfaction on repurchase intention (H3) supports Oliver's (2015) conceptualization of satisfaction as a precursor to long-term loyalty, as well as findings by Park and Thangam (2019) and Mittal et al. (2023), who confirm a strong relationship between satisfaction and repeat purchase behavior.

Finally, the mediating role of customer satisfaction (H4) indicates that omnichannel digital marketing influences repurchase intention not only directly but also indirectly through enhanced customer satisfaction. This finding is consistent with Mittal et al. (2023) and Gao and Jiang (2025), who identify satisfaction as a key mediating mechanism linking positive omnichannel experiences to future purchase behavior.

CONCLUSION

This study empirically demonstrates that omnichannel digital marketing integration positively and significantly influences customer satisfaction and repurchase intention among Fore Coffee consumers in Indonesia. Customer satisfaction likewise exerts a significant positive effect on repurchase intention and serves as a meaningful mediating variable in the relationship between omnichannel digital marketing and repurchase intention.

These findings underscore the strategic importance of delivering seamless, consistent, and personalized experiences across digital and physical touchpoints. When consumers encounter integrated channel experiences – spanning mobile applications, social media, digital payments, and in-store interactions – their satisfaction increases, which in turn reinforces their likelihood of making repeat purchases. The indirect effect through customer satisfaction (17.3%) further confirms that satisfaction is not merely an outcome but a critical mechanism linking omnichannel strategy to long-term consumer behavior.

From a managerial standpoint, coffee brands operating in Indonesia's competitive digital landscape should prioritize channel integration, cross-platform consistency, and personalized engagement as core components of their marketing strategy. For Fore Coffee specifically, sustaining and expanding its omnichannel infrastructure remains essential to maintaining customer satisfaction and driving repurchase loyalty.

Future research may extend this model by incorporating additional mediating variables such as brand trust or perceived value, examining longitudinal behavioral data, or applying the framework to other F&B segments and regional markets beyond Indonesia.

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