



Omnichannel Based Integrated Marketing Communication At Tripatria Innovation Marketing Program

Aliya Khoirunnisa ¹⁾, Endy Gunanto Marsasi ^{2)*}

^{1,2)} Study Program of Management Faculty of Economics and Business, Islamic University of Indonesia

Email: ²⁾ 183111301@uii.ac.id

How to Cite :

Khoirunnisa, A., Marsasi, G.E. (2024). Omnichannel Based Integrated Marketing Communication At Tripatria Innovation Marketing Program. EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis, 12(4). doi: <https://doi.org/10.37676/ekombis.v12i4>

ARTICLE HISTORY

Received [20 Juli 2024]

Revised [21 September 2024]

Accepted [15 Oktober 2024]

KEYWORDS

Omnichannel, Integrated Marketing communication, Healthcare Marketing, Social Media Interaction, Marketing Strategy.

This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



Abstract

This study explores the application of an Integrated Marketing Communication (IMC)-based omnichannel approach in Tripatria's Innovation Marketing Program. This program aimed to increase brand awareness and consumer trust through an integrated online marketing strategy. The program, conducted over six months, successfully engaged general consumers and healthcare professionals, leading to increased interactions on social media and product purchases. The findings highlight the significant impact of a well-executed omnichannel strategy on consumer behavior and brand perception and emphasize the need for continuous innovation and adaptation in marketing strategies to remain competitive in the dynamic healthcare market. Future research should investigate the long-term effects of such marketing programs on customer loyalty and retention.

INTRODUCTION

Medical device distributors are both domestic and foreign businesses that work directly with device manufacturers to produce, market, import, and develop their goods. In Indonesia, the medical device industry plays a crucial role in fulfilling community demands and preserving public health. The high demand and urgency for medical devices leads to intense competition (D, 2021). Because imports make up about 95% of the market, the industry is heavily dependent on them, which means that in order to meet public health demands in a highly competitive market, significant investments in marketing and distribution infrastructure are required. Device manufacturers designate these wholesalers to guarantee broad availability of necessary healthcare items through their pivotal roles in promotion, importation, sales, and product development. Understanding local culture and sensitivity to cultural differences is key to developing successful and effective marketing strategies for promoting public health. Analyze the impact of cultural aspects of healthcare marketing on marketing creativity (Jamal et al., 2021).

Cultural factors deeply influence health behaviors, shaping responses to health promotions based on beliefs, ideologies, knowledge, religion, and governance. Cultural sensitivity is thus pivotal in planning and executing health promotion activities, with healthcare professionals, particularly nurses interacting frequently with diverse clientele, playing integral roles in this regard.

Marketing activities that assist in product development will give consumers a sense of satisfaction with each product and service provided. Commoditization is a widespread threat in many B2B markets (Goffin et al., 2021). Analyzing strengths, weaknesses, and consumer needs is crucial for developing competitive solutions amidst evolving market dynamics. Digital transformation of the company will give rise to new channels, such as the formation of social media or software; data from customers will also be easier to collect and change marketing practices (Kalaighnam et al., 2021). This shift has significantly influenced medical device distribution, prompting Indonesia to enhance local production capabilities to meet national healthcare demands effectively.

LITERATURE REVIEW

The advantages provided by using IMC attract interest for researchers to use this method. In recent years, the application of IMC has had a positive impact on business performance (Gordon-Isasi et al., 2022). IMC makes it easy to carry out promotional activities because they can spread quickly. Using IMC will facilitate promotion even to people who are illiterate and/or not interested in reading. This means that marketing using this method can be broader than just using written or printed media (Senachai et al., 2022).

Following the COVID-19 pandemic, there has been an upsurge in health awareness. Health and medicine-related products are becoming increasingly popular. Thus, a study of customer behavior is required. Sellers can also increase and sustain brand awareness. Recognized branding can boost the likelihood of consumers purchasing a product. The journal "A Study on Integrated Marketing Communication (IMC) Programs of Hand Sanitizer Brands During the Covid-19 Pandemic" explained that some goods that have integrated with other companies by providing prizes such as sweepstakes and contests will become advertising opportunities (Babu et al., 2022).

Industries, the concept of omnichannel is difficult to deny. Today's consumers use a variety of channels to make selections about what to buy. Using a smartphone to search for better prices online while in-store, placing online orders that are picked up in-store, hopping between channels to find the best deal, and so forth. To guarantee customer happiness, businesses with sufficient omnichannel capabilities would be able to gather consumer interaction data from one channel and apply it to the others (Shahriar Akter, 2021). Omnichannel marketing is a customized and integrated approach that arranges content for all connected channels while maintaining a consistent approach to personalize for every customer's experience or preference. The foundation of omnichannel planning is a strategy that aims to further integrate and customize independent channels. It is commonly used in the retail industry. However, as digital transformation advances, it is being more widely employed in medical publishing and communication (Bessler et al., 2023).

METHODS

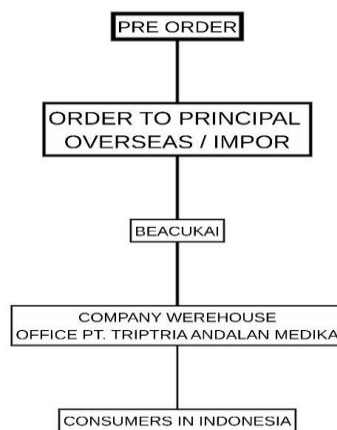
The data analysis method used in this Final Project Internship employs a descriptive qualitative approach (Susan & Carol, 2024), which thoroughly assesses research by integrating the researcher's perspective, literature studies, and environmental context to provide a contextual understanding. This approach utilizes primary data (Hamed, 2021) such as surveys, questionnaires, interviews, observations, and case studies, supplemented by secondary data sourced from publications, company profiles, government papers, books, websites, journals, and

internal company data. Data collection methods include qualitative interviews conducted in-person, over the phone, or online, and observational field notes documenting participant behaviors (Creswell J, 2023). These methods ensure comprehensive engagement while maintaining the integrity and accessibility of research information.

RESULTS

Tripatria Andalan Medika, founded by Taslim, started as a reseller of laboratory equipment and reagents. In 1992, it expanded into government sectors and began distributing Ciba Corning laboratory tools, Yal Color cleaner, and Takei sports science equipment. Today, it uses geographic segmentation for its B2B and B2C models across Indonesia as the Sole Agent for various international principals.

Figure 1 Distribution Channels Of PT Tripatria Andalan Medika



Source: Interview results of the Manager of PT Tripatria Andalan Medika, 2024

Figure 1 outlines the post-purchase e-catalog process: After purchase, legal negotiations occur. For pre-orders, the head office arranges shipment to PT Tripatria in Indonesia. After Customs clearance, goods are sent to PT Tripatria’s warehouse, then to the Regional Hospital for installation, testing, and training. Payment is made post-completion. Government guarantees payment with penalties for non-compliance. The Contract Agreement Letter (SPK) specifies transaction terms, including pricing and shipping costs.

Table 1 Interview Analysis Results

Question	Answer
Factors that make PT Tripatria Andalan Medika a challenger?	PT Tripatria is not a manufacturer but PT Tripatria is a local distributor but the one who holds the LOA or Lethal of Agreement usually given by the overseas principal to PT Tripatria is Soul Agent. Soul Agent is the sole agent. Tripatria has no distributor that holds a license from the manufacturer. So, PT Tripatria can sell goods from abroad to all parts of Indonesia with regulations or SOPs which are of course determined by themselves.
How does the company adjust its marketing strategy in the face of increasing competition?	The company actually has increased competition that is caused by government regulations so competitors usually have done what you said earlier. Later competitors have already done OIM.

<p>What encourages consumers to choose medical device products from PT Tripatria Andalan Medika?</p>	<p>PT Tripatria's equipment is better and if for example there is damage, the response from PT Tripatria is fast so there is no need for difficulty if there is a problem, just consult. Even if for example there are difficulties from our side regarding the equipment, the response from PT Tripatria is very good and easy for those of us who are still learning to use medical devices.</p>
--	--

Source: Manager and Consumer Interview Results, 2024

Table 1 shows PT Tripatria Andalan Medika as a leading local distributor in Indonesia with Soul Agent status, allowing nationwide distribution of imported products. They need to adapt marketing strategies, follow regulations, and manage competitive threats. They are favored for high-quality equipment, quick problem resolution, and strong support.

Table 2 SWOT Analysis Results

Strenght	Weakness	Opportunity	Threat
Hightech products	Tool operation is complicated	The inspection results obtained are better than using conventional tools made by competitors	Competitors are always trying to create similar tools
Cheaper price and better quality	Tripatria does not have digital marketing	The product has a very flexible price following the market	Competitors are trying to lower prices for their products
Tripatria uses direct promotion with a team that already understands the product well.	Delivery time can be longer	Consumers feel satisfied because they are directly served by the seller without a third hand	Products with low prices are considered poor quality goods by the medical community
Tripatria provides maximum after-sales service such as service or warranty, training can be done periodically every year.			Promotion costs a lot of money to spread information to the consumer market

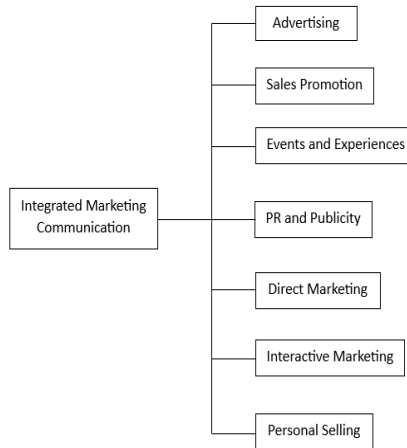
Table 1.2 highlights PT Tripatria Andalan Medika's strengths in high-tech products with competitive pricing, quality, effective direct promotion, and comprehensive after-sales service. The company's weaknesses include complex equipment operations, lack of digital marketing, and extended delivery times. Opportunities involve superior inspection results and flexible pricing, while threats include competitor replication, price reductions, and negative perceptions of inexpensive medical products.

DISCUSSION

Advertising, sales promotion, direct reflection advertising, event marketing, and packaging are all examples of consumer-communicated messages that should be presented in a way that strengthens the brand. Since each message must be delivered comprehensively and repeated by other parties in order to support other perceptions or messages about the organization, this is known as integrated marketing communication. Hu et al., 2023; Siems et al., 2022; Kovalchuk et

al. IMC ensures a consistent brand messaging. Maintaining consistency in information and building brand equity are two ways that website updates assist PT Tripatria Andalan Medika's TIMP in incorporating marketing elements.

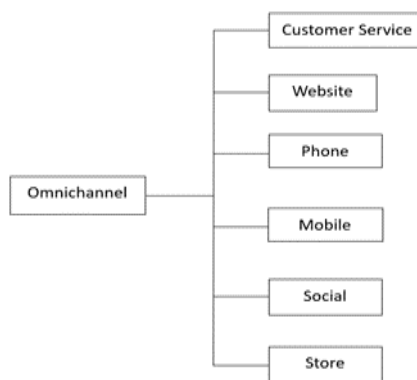
Figure 2 Visual Theory of Integrated Marketing Communication



Source: Kledo.com, 2024

As seen in Figure 2, Integrated Marketing Communication, or IMC, is a strategic planning process that aims to make sure that all brand interactions are consistent and pertinent throughout time. In order to successfully engage consumers with the brand, it highlights a cooperative approach to coherent branding by coordinating marketing initiatives across a range of media. To achieve objectives, combine content strategy, sales promotions, and advertising with a powerful website and active social media presence. TIMP programs are a useful tool for PT Tripatria Andalan Medika in both B2C and B2B settings as they foster partnerships, disseminate product information, and increase brand recognition. Major multinational firms, non-profit groups, and tiny businesses that cannot afford to outsource marketing can all use it. (Robin Marc Swidersky, 2023; Simon-Akinremi Bridget Simon Akinr et al., 2022).

Figure 3 Visual Omnichannel Concept



Source: Seamrush.com, 2024

According to Figure 3, omnichannel consumer interaction is a strategy that unifies all communication channels to provide a cohesive experience. A customer views a dress advertisement on her smartphone and finds social media posts featuring other individuals wearing the dress.

Retail that is omnichannel is crucial because it gives customers the same experience across all channels during the purchasing process. The impact and attraction of consumer behavior vary depending on the stage of purchase. As such, it is crucial to collect data through a disaggregated

analysis of omnichannel integration services. Research on omnichannel products is cited (Furquim et al., 2023; Quach et al., 2022; Huang, 2021). Omnichannel retail requires a change in consumer behavior. To improve product access and confidence, Tripatria Andalan Medika seamlessly combines online and in-store channels. Effective communication is essential.

An organization that can create seamless and uniform customer experiences across numerous digital and physical channel venues is known as an omnichannel business. This is achieved through the use of integrated processes and information systems. (Gao et al., 2021; Lehrer & Trenz, 2022; Gasparin & Slongo, 2023). PT Tripatria Andalan Medika ensures seamless customer interactions across social media, mobile apps, websites, and physical stores by integrating processes and systems. This boosts client loyalty, engagement, and fosters stronger relationships through consistent communication and service across all channels.

Pre-purchase customers typically have inquiries concerning goods, conditions of sale, modes of delivery, and similar matters. The vendor is often informed of these inquiries. Omnichannel retail, on the other hand, enables customers to communicate their questions via social media and non-sales channels. (Rahman et al., 2022; Saghiri & Mirzabeiki, 2021; Risberg, 2023). Customers can contact brands directly through social media, although they can also do so by phone, email, or chat. Websites and apps included in omnichannel retail improve the clientele of PT Tripatria Andalan Medika. Researching the effects of a seamless omnichannel environment on the likelihood of mixed (positive and negative) word-of-mouth (WOM) and how this can lead to a more optimized shopping experience (flow state) (Paula Rodríguez-Torrico, Rebeca San José Cabezudo, Sonia San-Martín, 2021). Omnichannel shoppers are active and spend longer on platforms, but their post-purchase behavior needs more understanding. Exploring how omnichannel experiences impact their buying and word-of-mouth can offer better insights.

Using an omnichannel strategy will probably provide you a competitive edge in terms of attracting and keeping clients, as well as a way to make sure business sustainability. Multichannel organizations put customers at the core of their interactions. Omnichannel items are referenced from research (Gerea et al., 2021; Massi et al., 2023). Omnichannel organizations aid PT Tripatria Andalan Medika in understanding customer needs. TIMP creates a dedicated online marketing team for personalized strategies. Omnichannel is intended to offer integrated retail channels, services, and procedures. They enable customers to switch channels during their buying journey and are regarded as a customer-centric strategy that blurs channel boundaries to deliver a smooth customer journey and shopping experience regardless of channel. Omnichannel goods are based on research (Sumrit & Sowijit, 2023; Costa Climent et al., 2022; Cocco & Demoulin, 2022). Omnichannel enhances brand loyalty by providing seamless buying experiences across several channels, allowing for greater flexibility and convenience. TIMP claims that this increases consumer happiness and helps businesses develop efficient integrated marketing strategies.

One dimension of an integrated omnichannel strategy is pricing. Distributors implement various pricing strategies to create synergies between their different sales channels (Li et al., 2021; Eriksson et al., 2022). PT. Tripatria can enhance production and sales, reduce costs, and improve management by using varied pricing strategies and omnichannel integration.

Omnichannel drives increased sales by allowing businesses to acquire multiple channels. This gives consumers more choices and monetary benefits. Omnichannel facilitates economic sustainability as a major platform for commerce. Omnichannel items are referenced from research (Hyo Geun Song, 2023; Wolf & Steul-Fischer, 2022; Nguyen & Borusiak, 2021). Omnichannel integrates multiple channels for sustainable trading, aligning with brand trust and product quality. This approach ensures a consistent shopping experience. Enhanced internal systems and digital payment integration with the LKPP E-Catalogue boost customer satisfaction and efficiency. An omnichannel approach attempts to give a unique and superior experience regardless of the customer's purchasing phase or channel of choice. Omnichannel goods are based on research (Alonso-Garcia et al., 2021; Jung & Kim, 2022). PT Tripatria Andalan Medika

seeks to provide a consistent shopping experience across all channels and phases. They use data to personalize services, improve shopping experiences, and increase customer engagement.

Based on the findings, businesses can establish demographic marketing strategies that prioritize consumer wants and desires before developing products and services (Marsasi & Barqiah, 2023). Understanding consumer demographics helps organizations target promising market niches. This begins with a rigorous review of surveys, internal data, or market research to uncover patterns such as population increase and behavioral shifts. Tripatria effectively adapts products, innovates new ones, and fine-tunes marketing methods.

Brand Image is the consumer's perception of the brand derived from the consumer's association with the brand in his/her memory (Marsasi et al., 2022). Brand image is shaped by consumers' emotional, functional, and symbolic associations with a brand. It encompasses product quality, reputation, values, design, packaging, advertising, and customer experience. The core of brand image is the emotional impression formed from prolonged consumer interactions, which can arise from direct product experience, brand stories in ads or social media, or emotional connections with the brand. Omnichannel creates companies that excel in their markets with integration, optimization, and increased customer reach (Churina & Marsasi, 2023). In digital era, integrating sales channels and customer interactions is crucial for enhancing a company's competitive edge. Alongside integration, optimizing each sales channel through technology and data is essential for a successful omnichannel strategy. This approach helps companies enhance sales performance and address any gaps in the customer experience.

The corporation uses a number of tactics, such as enhancing facilities, boosting product promotion, and maintaining the caliber of the products it offers, to stay competitive and boost revenues (Nirmala & Marsasi, 2023). High quality standards attract new customers, retain existing ones, and set businesses apart. Facility renovations enhance competitiveness by improving efficiency, cutting costs, and boosting customer service, crucial for profitability and growth alongside effective marketing strategies.

The organization has effectively developed and implemented a comprehensive management strategy to ensure corporate success and sustainability. The corporation employs four parts of the marketing mix, taking into account profit, loss, convenience, and other factors (Siregar & Marsasi, 2024). PT Tripatria Andalan Medika uses internet marketing to reach more customers at a lower cost and simplify administration, while offline initiatives grow the team across the country, increasing sales and proving efficient marketing integration.

Figure 4 Visualization Of Tripatria Innovation Marketing Program Flowchart Against The Concept Of Satisfaction From Omnichannel Theory

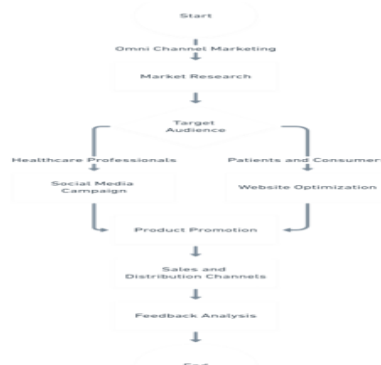


Figure 4, illustrates PT Tripatria's diverse product line catering to various markets, including hospitals, campus laboratories, government agencies, private institutions, and professional associations. The company boosts sales through B2B promotions and lifetime maintenance services, leveraging these institutions for indirect promotion. For example, the K5 tool used at ITB to measure VO2 max in athletes may influence other universities such as UNNES, UNESA, and IPB.

Results Youtube Social Media Creation

PT Tripatria Andalan Medika's Tripatria Innovation Marketing Program (TIMP) uses an omnichannel approach to boost brand visibility. The program focuses on online execution with a dedicated marketing team enhancing the website and social media, especially YouTube, where product reviews and guides are shared across other platforms. TIMP aligns with IMC principles for a consistent brand message and seamless consumer engagement across all channels.

Results Facebook social media creation

Facebook can enhance PT Tripatria Andalan Medika's TIMP by broadening its virtual marketing reach. Using features like Pages, Ads, and Insights, Facebook supports effective online marketing and real-time adjustments. Aligning with IMC theory and the omnichannel approach, it strengthens brand presence, attracts new customers, and fosters relationships, making it a powerful tool for social media marketing.

Results Instagram social media creation

PT Tripatria Andalan Medika uses Instagram in its IMC and omnichannel strategy. Their TIMP program enhances online marketing from headquarters, improving their website and social media presence. This strategy extends their reach, boosts data collection, and ensures consistent communication, creating a seamless customer experience.

Instagram Visualization Menu Tripatria Innovation Marketing Program On Theory And Concepts

TIMP uses Linktree to integrate feedback from Facebook, YouTube, the company website, and Instagram, ensuring consistent branding and a seamless customer experience all platforms. TIMP leverages technology and social media to improve efficiency and service, especially in areas without physical branches, allowing PT Tripatria Andalan Medika to swiftly respond to market trends and feedback.

Evidence Of Increase Or Decrease After Implementing Digital Marketing Strategy

This report evaluates the impact of a digital marketing strategy on sales for three product brands: LABTECH, COSMED, and LODE, across two periods: October 2023 - January 2024 and February - June 2024. LABTECH and COSMED saw a decrease in sales, from 6 to 3 units and 17 to 5 units, respectively, suggesting ongoing adjustments in their strategies. In contrast, LODE experienced an increase in sales from 21 to 24 units, reflecting the effectiveness of the digital marketing efforts.

Table 4 Implementation Of Tripatria Innovation Marketing Program

Aspects	Description
Destination	The long-term goal is to drive increased sales of PT Tripatria Andalan Medika products by utilizing effective and integrated online marketing. The short-term goal is to build consumer awareness and trust in the PT Tripatria Andalan Medika brand through active and targeted online marketing activities. The specific objective was to optimize the use of the company website and social media to increase brand and product exposure, as well as increase the number of potential customers engaged.
Time Period	6 months
Person in Charge	Product Manager
Activities	<ul style="list-style-type: none"> ■ Create social media accounts ■ Create content to attract customers ■ Make Power Point on each product
Target	<ul style="list-style-type: none"> ■ Target program for consumers (users or lay people) to become aware

Aspects	Description
	of medical devices ■ Target to make power point for users or doctors
Output	■ Social media accounts have increased and become more interesting ■ As well as the occurrence of purchases

Table 4 describes the six-month Tripatria Innovation Marketing Program, led by the Product Manager, aiming to rank in the top 5 medical device companies. It targets better consumer understanding and presentations for users and doctors, with expected outcomes of increased social media engagement and higher purchase rates.

CONCLUSION

PT Tripatria Andalan Medika should strengthen its omnichannel strategy with digital innovations across YouTube, Facebook, Instagram, and Linktree. The Tripatria Innovation Marketing Program (TIMP) will enhance digital presence: YouTube for product reviews, Facebook for engaging professionals, Instagram for visual content and community building, and Linktree for easy resource access. This approach aims to expand market reach, overcome physical branch limitations, and achieve a short-term goal of building brand awareness and trust, with the long-term goal of increasing sales through effective online marketing.

This research investigates how Integrated Marketing Communication (IMC) and omnichannel strategies using platforms like YouTube, Facebook, Instagram, and Linktree affect consumer awareness and loyalty. It examines IMC's role in consistent messaging and omnichannel strategies in creating a unified customer experience. The study focuses on marketing videos for B2B on YouTube and Facebook, Instagram's visual impact, and Linktree's navigation function, aiming to improve PT Tripatria Andalan Medika's marketing strategies and customer relations.

SUGGESTION

It is recommended that PT Tripatria Andalan Medika improve its online visibility by fortifying its multichannel approach with technological advancements on websites like as Facebook, Instagram, YouTube, and Linktree, as well as by creating captivating content to draw in and keep users. A strong brand image and increased consumer trust can be achieved through the implementation of an integrated marketing communication (IMC) strategy that is consistent. Diverse sales channels can work together more effectively if diverse pricing techniques are used. It will be advantageous to concentrate on providing an excellent client experience through the combination of online and offline sales channels and regular contact. In order to customize goods and services to the demands of the market, it is imperative to conduct regular market research in order to comprehend consumer demographics and preferences. Maintaining a positive brand image through superior products and successful marketing initiatives is vital. Lastly, developing precise performance measures will help evaluate the effectiveness of marketing strategies and enable data-driven decision-making.

REFERENCES

D, M. M. (2021). Effects of Marketing Mix Strategies on Sales Performance Among Medical Devices Distributors in Kenya Maina Daniel Mwaura a Research Project Submitted in

- Partial Fulfillment of the Requirements for the Award of a Degree Master of Business, Faculty of Busin. <http://erepository.uonbi.ac.ke/handle/11295/160959>
- Jamal Ali, B., & Anwar, G. (2021). The Effect of Marketing Culture Aspects of Healthcare Care on Marketing Creativity. *International Journal of English Literature and Social Sciences*, 6(2), 171-182. <https://doi.org/10.22161/ijels.62.25>
- Goffin, K., Beznosov, A., & Seiler, M. (2021). Countering Commoditization Through Innovation Challenges for European B2B Companies: B2B companies can use a Commoditization-Innovativeness Matrix to identify actions to counteract the pervasive threat of commoditization that exists in many B2B markets. *Research Technology Management*, 64(4), 20-28. <https://doi.org/10.1080/08956308.2021.1908721>
- Kalaignanam, K., Tuli, K. R., Kushwaha, T., Lee, L., & Gal, D. (2021). Marketing Agility: The Concept, Antecedents, and a Research Agenda. *Journal of Marketing*, 85(1), 35-58. <https://doi.org/10.1177/0022242920952760>
- Gordon-Isasi, J., Narvaiza, L., & Gibaja, J. J. (2022). An exploratory approach of the association between integrated marketing communication and business performance in higher education institutions. *Journal of Marketing for Higher Education*. <https://doi.org/10.1080/08841241.2022.2070938>
- Senachai, P., Julsrigival, J., & Sann, R. (2022). Social Marketing Strategy to Promote Traditional Thai Medicines during COVID-19: KAP and DoI Two-Step Theory Application Process. *International Journal of Environmental Research and Public Health*, 19(14). <https://doi.org/10.3390/ijerph19148416>
- Babu Vallyakath, A., & Tressa Cherian, A. (2022). A Study on Integrated Marketing Communications (IMC) programs of Hand Sanitizer brands during Covid-19 Pandemic. *International Journal for Research in Engineering Application & Management (IJREAM)*, 08(8), 1-9. <https://doi.org/10.35291/2454-9150.2022.0470>
- Shahriar Akter, Tasnim M. Taufique Hossain & Carolyn Strong (2021) What does omnichannel really mean?, *Journal of Strategic Marketing*, 29:7, 567-573, <https://doi.org/10.1080/0965254X.2021.1937284>
- Bessler, J. B., Fazzino, W., Sladicka, N., & Ruth, A. (2023). Understanding US healthcare provider preferences for consumption of publication content: opportunities to leverage omnichannel approaches. *Current Medical Research and Opinion*, 39(9), 1271-1277. <https://doi.org/10.1080/03007995.2023.2240116>
- Susan, L., & Carol, A. (2024). Qualitative Description A "How-To" Guide. 0-39. <https://doi.org/dx.doi.org/10.13028/8vwe-xc61>
- Taherdoost, H. (2021). Data Collection Methods and Tools for Research; A Step-by-Step Guide to Choose Data Collection Technique for Academic and Business Research Projects. *International Journal of Academic Research in Management (IJARM)*, 2021(1), 10-38. <https://hal.science/hal-03741847>
- Creswell, J. W. and J. D. (2023). RESEARCH DESIGN Qualitative, Quantitative, and Mixed Methods Approaches
- Alonso-Garcia, J., Pablo-Martí, F., & Nunez-Barriopedro, E. (2021). Omnichannel Management in B2B. Complexity-based model. Empirical evidence from a panel of experts based on Fuzzy Cognitive Maps. *Industrial Marketing Management*, 95(March), 99-113. <https://doi.org/10.1016/j.indmarman.2021.03.009>
- Churina, M. F., & Marsasi, E. G. (2023). Implementation of Integrated Marketing Communication Through The concept of Omnichannel Marketing in the Laksana Boga Campaign Marketing Program. *Journal of Business Economics Informatics*, 5, 1155-1161. <https://doi.org/10.37034/infv.v5i4.724>
- Cocco, H., & Demoulin, N. T. M. (2022). Designing a seamless shopping journey through omnichannel retailer integration. *Journal of Business Research*, 150, 461-475. <https://doi.org/10.1016/j.jbusres.2022.06.031>

- Costa Climent, R., Haftor, D. M., & Chowdhury, S. (2022). Value creation through omnichannel practices for multi-actor customers: an evolutionary view. *Journal of Enterprising Communities*, 16(1), 93-118. <https://doi.org/10.1108/JEC-07-2021-0100>
- Eriksson, E., Norrman, A., & Kembro, J. (2022). Understanding the transformation toward omnichannel logistics in grocery retail: a dynamic capabilities perspective. In *International Journal of Retail and Distribution Management* (Vol. 50, Issues 8-9). <https://doi.org/10.1108/IJRDM-10-2021-0508>
- Furquim, T. S. G., da Veiga, C. P., Veiga, C. R. P. da, & Silva, W. V. da. (2023). The Different Phases of the Omnichannel Consumer Buying Journey: A Systematic Literature Review and Future Research Directions. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(1), 79-104. <https://doi.org/10.3390/jtaer18010005>
- Gao, W., Li, W., Fan, H., & Jia, X. (2021). How customer experience incongruence affects omnichannel customer retention: The moderating role of channel characteristics. *Journal of Retailing and Consumer Services*, 60 (September 2020), 102487. <https://doi.org/10.1016/j.jretconser.2021.102487>
- Gasparin, I., & Slongo, L. A. (2023). Omnichannel as a Consumer-Based Marketing Strategy. *Revista de Administracao Contemporanea*, 27(4 Special Issue), 1-16. <https://doi.org/10.1590/1982-7849rac2023220327.en>
- Gerea, C., Gonzalez-Lopez, F., & Herskovic, V. (2021). Omnichannel customer experience and management: An integrative review and research agenda. *Sustainability (Switzerland)*, 13(5), 1-24. <https://doi.org/10.3390/su13052824>
- Hu, Z., Wang, C., & Xu, Z. (2023). Integrated marketing communication and new media strategy for the domestic industry based on 4P and 4C theory. *The Frontiers of Society, Science and Technology*, 5(5), 113-117. <https://doi.org/10.25236/fsst.2023.050518>
- Huang, W.-J. (2021). Literature Review on Omnichannel Retailing. *Expert Journal of Marketing*, 9(1), 1-7. <https://marketing.expertjournals.com/23446773-901/>
- Hyo Geun Song, H. J. (2023). Understanding the Continuance Intention of Omnichannel: Combining TAM and TPB. *Sustainability (Switzerland)*, 15(4), 1-20. <https://doi.org/10.3390/su15043039>
- Jung, E. A., & Kim, J. H. (2022). Effects of Omnichannel on Pleasure, Resistance, and Repurchase Intention. *Journal of Distribution Science*, 20(3), 95-106. <https://doi.org/10.15722/jds.20.03.202203.95>
- Kovalchuk, S., Tsurska, B., Nianko, V., Katkova, T., & Baran, R. (2022). Prospects of the Marketing Communication Development of Trade Enterprises in Current Conditions. *Management Theory and Studies for Rural Business and Infrastructure Development*, 44(2), 201-208. <https://doi.org/10.15544/mts.2022.21>
- Lehrer, C., & Trenz, M. (2022). Omnichannel Business. *Electronic Markets*, 32(2), 687-699. <https://doi.org/10.1007/s12525-021-00511-1>
- Li, Z., Yang, W., Jin, H. S., & Wang, D. (2021). Omnichannel retailing operations with coupon promotions. *Journal of Retailing and Consumer Services*, 58 (September 2020), 102324. <https://doi.org/10.1016/j.jretconser.2020.102324>
- Marsasi, E. G., & Barqiah, S. (2023). The Role of Gender, Age, and Educational Groups in Utilitarian Motivation for Sharia Products. *Indonesian Journal of Business and Entrepreneurship*, 9(1), 104-117. <https://doi.org/10.17358/ijbe.9.1.104>
- Marsasi, E. M., Barqiah, S., & Gusti, Y. K. (2024). Investigation of the Effects of Social Capital on Information/Knowledge-Sharing Behavior that Drives Gen Z Purchase Intentions through Social Commerce. *Economics and Management Media*, 39(1), 42-60
- Massi, M., Piancatelli, C., & Vocino, A. (2023). Authentic omnichannel: Providing consumers with a seamless brand experience through authenticity. *Psychology and Marketing*, 40(7), 1280-1298. <https://doi.org/10.1002/mar.21815>

- Nguyen, N. M. H., & Borusiak, B. (2021). Using utaut2 model to examine the determinants of omnichannel technology acceptance by consumers. *Logforum*, 17(2), 231-241. <https://doi.org/10.17270/J.LOG.2021.580>
- Nirmala, C. K., & Marsasi, E. G. (2023). Implementation of Customer Relationship Management Based on Artificial Intelligence in the Dharma Boost Marketing Program. *Cakrawala*, 4(1), 88-100. <https://cakrawala.imwi.ac.id/index.php/cakrawala/article/view/195/333>
- Paula Rodríguez-Torrico, Rebeca San José Cabezudo, Sonia San-Martín, L. T. A. (2021). Let it flow: the role of seamlessness and the optimal experience on consumer word of mouth in omnichannel marketing. 7(3), 6. <https://doi.org/10.1108/JRIM-06-2021-0154/full/html>
- Quach, S., Barari, M., Moudry, D. V., & Quach, K. (2022). Service integration in omnichannel retailing and its impact on customer experience. *Journal of Retailing and Consumer Services*, 65(January), 102267. <https://doi.org/10.1016/j.jretconser.2020.102267>
- Rahman, S. M., Carlson, J., Gudergan, S. P., Wetzels, M., & Grewal, D. (2022). Perceived Omnichannel Customer Experience (OCX): Concept, measurement, and impact. *Journal of Retailing*, 98(4), 611-632. <https://doi.org/10.1016/j.jretai.2022.03.003>
- Risberg, A. (2023). A systematic literature review on e-commerce logistics: towards an e-commerce and omni-channel decision framework. *International Review of Retail, Distribution and Consumer Research*, 33(1), 67-91. <https://doi.org/10.1080/09593969.2022.2089903>
- Robin Marc Swidersky. (2023). Development of an integrated marketing communication plan for the film production company Studio 88 and their film "The Journey of the Elephant Soliman." *Journal of Education Science*, 7(2), 809-820. https://repositorio.iscte-iul.pt/bitstream/10071/29921/1/master_robin_marc_swidersky.pdf
- Saghiri, S., & Mirzabeiki, V. (2021). Omni-channel integration: the matter of information and digital technology. *International Journal of Operations and Production Management*, 41(11), 1660-1710. <https://doi.org/10.1108/IJOPM-04-2021-0262>
- Siems, F. U., Landmann, E., & Pilny, H. L. (2022). Lessons Learned from Integrated Marketing Communications: An Integrated Relationship Marketing Approach. March. <https://archives.marketing-trends-congress.com/2022/pages/PDF/081.pdf>
- Simon-Akinremi Bridget Simon Akinr, B., Simon Akinremi, B., & Forsstrom, M. (2022). Marketing Finnish Higher Education in Nigeria: a study on the best Marketing practices for the Nigerian Market. <http://www.theseus.fi/handle/10024/745331>
- Siregar, A. N., & Marsasi, E. G. (2024). Implementation of Omnichannel Improves Business Performance Based on Integrated Marketing Communication. *CENTRALIZATION*, 13(2), 180-201. <https://doi.org/10.33506/sl.v13i2.3067>
- Sumrit, D., & Sowijit, K. (2023). Winning customer satisfaction toward omnichannel logistics service quality based on an integrated importance-performance analysis and three-factor theory: Insights from Thailand. *Asia Pacific Management Review*, 28(4), 531-543. <https://doi.org/10.1016/j.apmr.2023.03.003>
- Team, S. (2023). What Is Omnichannel (+ Tips to Create Seamless Experiences). <https://www.semrush.com/blog/omnichannel-marketing/>
- Wolf, L., & Steul-Fischer, M. (2022). Factors of customers' channel choice in an omnichannel environment: a systematic literature review. In *Management Review Quarterly* (Vol. 73, Issue 4). Springer International Publishing. <https://doi.org/10.1007/s11301-022-00281-w>