



## The Effect of Omnichannel Integration Quality on Purchase Intention Mediated by Consumer Trust in Surakarta

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Service Channel  
Configuration, Integrated  
Interaction,  
Consumer Confidence,  
Purchase Intention

### Abstract

This research is related to Omnichannel integration quality and purchase intention and consumer trust. This study aims to determine the influence of Omnichannel integration quality on purchase intentions mediated by coffee consumer confidence in Surakarta. This research uses causal quantitative research. The population of this study was all coffee consumers at Cafe Surakarta with an unlimited number of population and a total sample of 100 respondents. The sampling technique uses accidental sampling. The results of the study show that the configuration of service channels has a significant positive effect on purchase intentions. Service channels have a significant positive effect on consumer confidence. Configuration of service channels has a significant positive effect on purchase intentions mediated by consumer trust. Integrated interaction has no significant negative effect on purchase intention. Integrated interactions affect consumer trust. Integrated interactions have a significant positive effect on purchase intentions mediated by consumer trust.



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## 1. Introduction

The development of the culinary business is increasing so that a creative and innovative marketing strategy is needed to create a variety of product menus, prices, service quality and promotion strategies in the face of competition. Famous culinary actors are currently in the business of marketing culinary coffee so that many business people or entrepreneurs are interested in getting into this business. The phenomenon occurs at this time is the style of young people in association to meet and chat in a relaxed atmosphere by providing various coffee drinks. The phenomenon that occurs nowadays is about the style of young people in socializing with their friends in a relaxed atmosphere while drinking coffee. Business people in response to this phenomenon provide these needs by providing coffee shops in the Surakarta City area. This happens because of the lifestyle of young people who are interested in places to hang out where they can eat and drink but to take pictures with affordable menu prices, as well as optimal service such as a clean and comfortable environment rather than taste, in addition to the culture of drinking coffee and hanging out in cafes. are two things that are very attached to the generation of young people, especially in the school or campus area. The culture of drinking coffee and hanging out has become a new lifestyle for the younger generation due to the influence of friends, the lifestyle of consumers who want to enjoy a comfortable coffee shop atmosphere and the lifestyle of consumers who want to take selfies with Instagramable coffee shop designs.

Purchasing decisions, namely the mental attitude of buyers to consume services and products that have been utilized, customers feel fulfilled with the assumption that the energy and products consumed are in accordance with the wishes of the buyer (Kuswati et al., 2021). From this, it can be seen very well that the purchase choice cycle can be affected by different variables. One of the variables that influence purchase intention is Omnichannel. *Omnichannel* is consolidating all store advertising channels on the web or offline, making it easier for buyers to get data, cycles, and make choices in buying goods (Pasaribu dkk., 2022).

Business actors in running a business need to implement proper marketing so as to implement a marketing strategy. Currently, the internet is one of the tools that can make it easier for someone to start a business and trade. People's shopping habits have shifted from traditional shopping to the Internet as the world changes. Consumer response to these items can also be obtained through digital marketing in the form of testimonials or comments on posts. This can improve communication and develop customer connections.

*Omnichannel* is a plan of action in which tasks and administration are coordinated across all supply channels an organization has in one common framework. Multichannel is a combination of all business marketing channels that are on the web or offline in a coordinated manner with each other fully aimed at making it easier for buyers to track data, rotate, and pursue choices in buying goods. The omni-divert exposure methodology in gold reserve fund items to suit the ongoing shopper status in the modern 4.0 era. Essential administration of multiple access channels and buyer touchpoints, with the end goal to improve buyer experience across channels and through-channel execution

The service channel is an instrument of blending/mixing in the service section and related transport channels (Sousa and Voss, 2006). The service aspect consists of determining administrative channels and directing administration channel arrangements. Channel administration relies on the buyer selecting an elective channel who is fully intent on getting the job done through the individual channel. Channel administration setup by empowering shoppers to manage online and offline. The directness of the administrative channel design refers to the motivation behind knowing the existence of the channels and the services available.

*Omnichannel* namely, the retail strategy of combining (integrating) several channels allows consumers to jointly take advantage of all online and offline retail channels when shopping (Bahri, 2020). User *Omnichannel* becoming increasingly competitive, retailers need to learn quickly from consumers and meet their needs. Strategies that encourage consumer interaction (providing content and reviews), use cross-channel integration to share information, and deploy data analytics to gain consumer insights can help provide differentiation (Cattrall dan Castello, 2022).

*Omnichannel* namely one of the most important retail revolutions in recent years, impacting various fields, such as marketing, retail, communication, or information systems. Omni-channel marketing refers to a brand strategy that integrates all available channels to create a seamless shopping experience that enhances convenience and engagement during the consumer journey (Mosquera, 2017).

Research conducted by Singla, Medina dan Gonzales (2022) states that there is a positive influence from all factors on consumer purchase intentions in retail omnichannel. Likewise in research conducted by Sugesti dkk., (2019) which stated that the impact of omnichannel marketing was on customers' buying interest in gold savings products.

Research by Pasaribu et al., (2022) which revealed that (1) the setup factors of help channels and coordinated channels fundamentally affect trust; (2) administrative channel design basically affects purchasing objectives, (3) but the combined collaboration variables influence purchasing objectives. (4) Trust equally intervenes in the design of the helpline as well as the coordinated existence of the purchase objective. Proper and hypothetical commitments are examined in this exploratory conversation. Trust as "the buyer's unshakable belief in the quality and honesty of the retailer. trust as a complex idea with three parts that define the dependability view: skills (the ability of the organization to perform tasks correctly and reliably), capacity (care and inspiration to act in view of legitimate concerns) towards customers) and honesty (sincerity and paying attention to guarantees) Appreciating virtue (Rahmawati and Setyawan, 2021).

Trust is described as the readiness of a party to be powerless over the activities of another party in the notion that the other party will take specific steps that are important to the giver of trust, regardless of his capacity to filter or control the other party (Permatasari dan Nugroho, 2022). Product visuals based on the origin of the product, as well as information about the product or brand, can evoke the trust function. Confidence can be seen as a technique for

reducing and avoiding uncertainty in the future. The gains from trust can be used to justify rejecting short-term decisions in favor of long-term rewards established by current decisions.

Based on the description of the background above, it was found that there was a gap in the results of previous research regarding *Omnichannel Integration Quality* and *trust* on Purchase Intentions. So, researchers want to do tests related to these variables to find out and clarify whether there is a relationship to these variables or not. Therefore, the main issues are formulated, namely: 1) does the configuration of service channels have an influence on purchase intentions; 2) whether the configuration of service channels has an influence on consumer confidence; 3) does the service channel configuration affect purchase intention mediated by consumer trust. 4) does integrated interaction affect purchase intention, 5) does integrated interaction affect consumer trust, 6) does integrated interaction affect purchase intention mediated by consumer trust.

The aims of the research are to: 1) find out that service channel configuration has an effect on purchase intention, 2) find out service channel configuration has an effect on consumer trust, 3) find out service channel configuration has an effect on purchase intention mediated by consumer trust. 4) knowing that integrated interaction has an effect on purchase intention, 5) knowing that integrated interaction has an effect on consumer trust, 6) knowing that integrated interaction has an effect on Purchase Intentions mediated by consumer trust.

## Theoretical Background and Hypothesis Development

### 1. Purchase Intent

Purchase intention, namely the decision made by consumers to determine whether to buy the product or not (Kotler, 2017). Purchase intention is a process in the basic psychology of consumers in an effort to carry out an important role that aims to understand consumers correctly when making buying decisions (Prakosa dan Tjahjaningsih, 2021). Purchase intention is a decision that consumers make in determining the appropriate choice they want or need at what time it is done, where it is and how it chooses (Paramita, Ali dan Dwikoco, 2022).

The indicators of purchase intention are: (Pasaribu *dkk.*, 2022)

1. Transactional interest, or inclination to buy an item.
2. Reference interest, or insider propensity to make references to others.
3. Preferential interest, or interest, namely how the behavior of someone who has a strong preference for a product, cannot be replaced until something negative happens to a particular product.
4. Explorative Interests. This desire is for people to identify a product they want and examine the evidence supporting the superior characteristics of the same product.

### 2. *Omnichannel Integrated Quality*

Say "*Omnichannel*" comes from "omnis," meaning universal. Multi-Channel creates a complete chronology of a business's interactions with customers by bringing the most relevant communication channels into a single interface. Companies use *Omnichannel*, a strategy used to introduce content across channels aimed at enhancing consumer experience of products. Sousa dan Voss (2006) state that the experience that consumers have of using channels is for the purpose of effective and appropriate use of one channel. *Omnichannel* demands integration with each other and channel management that integrates with each other both online and offline. When communicating with potential clients and customers, omni-channel marketing refers to a coordinated and consistent approach. It also refers to how to offer the best service through the most appropriate channels.

### 3. Service Channel Configuration

According to Sousa dan Voss (2006) Configuration of service channels, which is achieved through various sub- dimensions , namely the choice of service channels and transparency of service channel configurations by combining service components and delivery channels. The term "service channels" describes how many different channels a customer can choose for a given service or how many different ways they can perform their preferred task.

By enabling customers to place orders both online and offline, retailers can showcase their mastery of channel service settings. The extent to which subscribers are aware of the existence of channels, the services offered, and the variation in service quality between these channels is referred to as channel transparency (Bitner, 1990). Customers will leave retailers who do not adequately aggregate their channels.

#### 4. Integrated interaction

According to Sousa dan Voss (2006), interaction integration is interaction consistency across channels and is expressed through two sub- dimensions: content consistency and process consistency. The uniformity of content that merchants deliver across channels is referred to as content consistency. Consistency in content allows customers to get answers to the problems they raise in physical or digital media. Businesses must provide consistent content across retail channels that can offer customers valuable exchange value, such as content, pricing, product specifications, and warranty service. The perfect shopping experience relies heavily on consistent content (Cox, 2016). Without predictable substance accessible across channels, buyers are effectively disillusioned as they move from one channel to another. Overall, consistency helps to remove barriers to the shopping process and effectively cycle exchanges (Davies, 2017). Process consistency refers to the level of cycle-related consistency and can be thought of across channels for example image, benefits and speed of service delivery (Sousa dan Voss, 2006). A concentration on statistical surveys shows that 59% of respondents detail experiences in deviations when shopping from one channel to another (Mosquera, 2017).

#### 5. Trust

Trust is the assumption that someone will receive what others expect (Kuswati *dkk.*, 2021). Belief refers to the individual's desire to act with a certain purpose based on his belief that his scheme will produce what he hopes for and aspires to. It is often said that someone else's words, commitments, or explanations can be trusted. Trust is also important in business. If every meeting trusts each other, at least two meetings will reach an agreement. Trust is the readiness of a company to depend on colleagues. It relies on various relational and interorganizational factors, such as the company's real skills, trust, authenticity, and consideration (Kotler, 2017).

Where trust is the desire of the organization to depend on colleagues. Trust depends on a variety of relational and hierarchical variables, such as corporate skills, honesty, authenticity, and benevolence. Mowen and Minor (2013:201) belief is all customer-driven information and all the goals that buyers make about articles, properties, and advantages. Trust as a condition where one of the meetings participating in the trade cycle is confident in the quality and honesty of the other party (Rahmawati dan Setyawan, 2021). This definition expressly states that trust is a willingness or readiness to rely on a partner in a recognized exchange. Trust as a combination of unshakable security, protection, and quality (Ling, Chai dan Piew, 2010). These three elements can be explained as follows:

1. Security, specifically the degree to which buyers accept that trading on the web is okay for them to submit sensitive data to transactions. Security plays an important role in influencing mentality and buying hope because there are data communication stakes, such as cards and others.
2. Security, specifically guarding all buyer behavior during the exchange which is then linked to the online store presentation.
3. Unshakable quality, especially the organization can affect the trust of buyers in using online shopping, most buyers perceive that large businesses have a better ability to increase trust in their online exchanges. It is also suggested that organizations with a positive reputation improve reliability

#### 6. Research Framework and Hypothesis Development

##### 1. Effect of service channel configuration on purchase intention

*Omnichannel among students makes it easier for buyers to complete exchange activities and buy the desired product. Advances in innovation have made it easier for shoppers, where shoppers don't need to go to a store or retailer to buy goods. The motivation behind Omnichannel is to increase, shorten time and generate a sense of interest and interest in buying students for advertised products. So that by increasing the arrangement of service channels that are presented through advanced administration will affect the customer's purchasing goals. So the hypothesis is as follows:*

**H<sub>1</sub>: Channel configuration has a positive and significant effect on purchase intention**

## 2. Effect of service channel configuration on consumer trust

The quality of omni-channel aggregation, particularly the condition where there is a channel reconciliation that can offer unlimited types of services to buyers across multiple channels. Omni-channel aggregation quality refers to the coordination of the different types of connections used by organizations such as websites, actual stores, and different channels (Seck and Philippe, 2013). Channel aggregation quality alludes to an organization's capacity to provide a consistent customer buying experience across channels (Sousa and Voss, 2006). It is essential for overseeing customer connections across channels (Nhat and Le, 2021), and is a major part of Omnichannel retail. Thus, to take advantage of Omnichannel, organizations (retailers) need to carry out and guarantee synergistic channel reconciliation in business, to generate a level of customer trust (Pasaribu et al., 2022). For this situation, scientists think that there is a relationship between service channel configuration and influence on buyer trust. So the hypothesis is as follows:

***H2: Configuration of service channels has a positive and significant effect on consumer confidence***

## 3. Effect of service channel configuration on purchase intention with consumer trust as a mediating variable.

Trust is one of the foundations of any business, an agreement that at least two meetings will occur if each party is mutually willing. This trust cannot simply be felt by various associations/partners, but must be done without any preparation and can be demonstrated. Buyer trust significantly influences the purpose of buying online (Pasaribu et al., 2022). This effect is very beneficial for the affiliate or online merchant as there is evident overwhelming buyer interest in making purchases on the web. Buyer trust is increasing, so buying interest is increasing for purchases on the web. In this way the researcher thinks that there is a relationship between trust and purchase intention. So the hypothesis is as follows:

**H: Configuration of service channels influences purchase intention mediated by consumer trust.**

## 4. The effect of integrated interaction on purchase intention

Integrated interactions in Omnichannel shows influence customer purchasing expectations, whereby shoppers will be linked more effectively with follow-up promotions, with all channels coupled to one another. (Suggesti et al., 2019), related to the impact of the Omnichannel showcase on purchase intention (concentration on PT Pegadaian (Persero) Syariah's gold reserve fund item), shows that Omnichannel promotions affect purchase intentions. So the hypothesis is as follows:

**H: Integrated interaction has a positive and significant effect on purchase intention**

## 5. The effect of integrated interaction on consumer trust

Trust is the willingness of a party to act on another party with the expectation of the other party to take certain actions that are important to a giver of trust, regardless of the ability to monitor or control the other party (Permatasari dan Nugroho, 2022). Buyer trust significantly influences the purpose of buying online (Pasaribu et al., 2022). This effect is very beneficial for the affiliate or online merchant as there is evident overwhelming buyer interest in making purchases on the web. That is, the higher the trust given by the buyer, the higher the interest that appears in customers to make purchases on the web. In this way the specialist thinks that there is a trust relationship with the purchase objective. So the hypothesis is as follows:

***H: Integrated interaction has a positive and significant effect on consumer confidence***

## 6. The effect of integrated interaction on purchase intention with consumer trust as a mediating variable.

Integrated interaction includes choices about the number of channels to take, this is the idea of collaboration of the company (retailer) and what channels to offer to the customer and for what reason, confirmation that the buyer is experiencing positive and predictable communication with each one of them (Pasaribu et al. , 2022). Previous investigations yielded some of the growing retailer's multi-channel mixed orders. argues that the coordination of data frameworks that support virtual and actual switching can be provided as an additional service of sequencing, data aggregation and operations. Normal qualities of a highly coordinated retail methodology include: high progress aggregation, item consistency across channels, coordinated data framework for sharing customer, forecasting, and

stock information across multiple channels, processes that take into account in-store pickup for items purchased via the web, and looking for valuable multi-channel open doors with plausible accomplices (Stevan et al., 2023). It's seen as a way to oversee client connections across channels, and exists in Omnichannel retail. Ultimately, to take advantage of Omnichannel, it will be easier for organizations to gain trust from buyers in the goods the organization has to offer, so this will also influence buyers' purchasing expectations. specialists therefore suspect that there is an impact of omnichannel reconciliation quality on purchasing objectives through trust as intercessor. Then the hypothesis is as follows:

**H.: Integrated interaction influences Purchase Intention mediated by consumer trust.**

The framework of thinking in this study is.

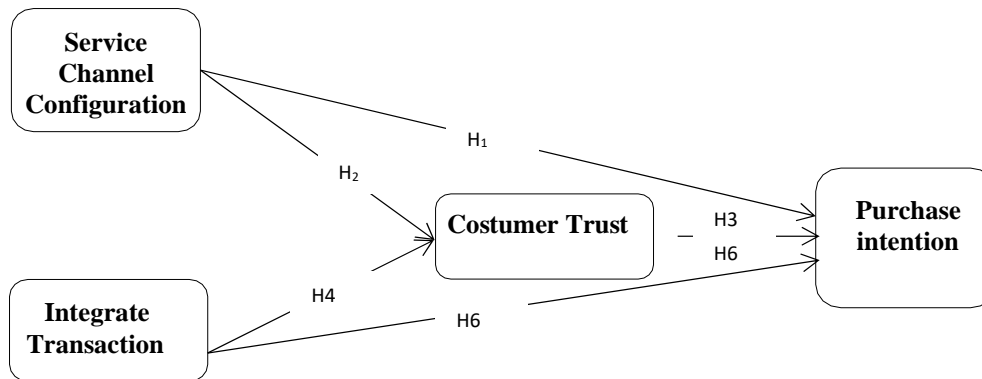


Figure 1. Research Model

## 2. Materials and Methods

This type of research uses a survey conducted on consumers who use coffee drinks with data collection techniques based on observation with research objects involving coffee consumers in Surakarta. Sources of data using primary data are data based on research (Sugiyono,2017). Sources of data from coffee consumers to fill in and answer questions given by researchers. Primary data related to coffee consumer responses. The population is the total number of objects based on the characteristics that the research will take (Djarwanto, 2018). The population uses 100 coffee consumers and is used as the sample. The sampling technique is purposive sampling with certain considerations (Sugiyono,2017). The criteria for taking this sample are coffee consumers. The data collection technique using a questionnaire is a list of written questions given to respondents (Sugiyono,2017). This questionnaire was given to respondents to fill in the answers provided with one answer considered the most appropriate based on the wishes of the respondents (Sugiyono,2017). Data analysis technique uses the Partial Least Square Software (PLS) method using Smart PLS Software.

## 3. Results and Discussions

### 3.1 Results

#### 3.1.1 Outer Model

The final outer model of this study produces four indicators that reflect Purchase Intention variables, six indicators that reflect Consumer Confidence, seven indicators that reflect Service Channel Configuration, and seven indicators that reflect Integrated Interaction. The PLS SEM analysis steps on the outer model use four criteria, namely

verifying the validity and reliability of variables by examining Convergent Validity, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) in each variable. The steps for the research test are as follows:

### 1. Convergent Validity

This test is used to verify convergent validity. If the outer loading value is more than 0.7 then an indicator is considered to have convergent validity with a good category. The outer loading value of each variable indicator is as follows.

Table 1. Results *Outer loading*

Item	Integrated Interaction	Consumer Trust	Service Channel Configuration	Purchase Intent
IT1	0,951			
IT2	0,812			
IT3	0,941			
KK1		0,871		
KK2		0,893		
KK3		0,889		
KK4		0,781		
KK5		0,876		
KK6		0,900		
KSL1			0,753	
KSL2			0,896	
KSL3			0,864	
KSL4			0,765	
KSL5			0,856	
KSL6			0,747	
NB1				0,975
NB2				0,967
NB3				0,908

Source: Processed data, 2023

Description: Service Channel Configuration (KSL); Integrated interaction (IT); Consumer Confidence (KK) and Purchase Intention (NB)

Based on the data shown in the table above, it is clear that several research variables have an outer loading greater than 0.7. There is no indication in the data above that it has an outer loading value of 0.5 which indicates that the indicator is feasible or valid.

### 2. Discriminant Validity

Approach *Average Variance Extracted* (AVE) can be used to determine discriminant validity for each indicator with a threshold  $> 0.5$  which is declared valid.

Table 2. Hasil Average Variance Extracted (AVE)

Variable	AVE	Information
Integrated Interaction	0,816	Valid
Consumer Trust	0,756	Valid
Service Channel Configuration	0,665	Valid

Purchase Intent	0,903	Valid
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Source: Processed data, 2023

The results showed that the AVE values for all variables were greater than 0.5 which indicated that all variables had valid discriminant validity values.

### 3. Composite Reliability

The composite reliability component is used to assess the value of variable indicator reliability. If the value of the composite reliability of a variable is more than 0.7 then it is considered to meet composite reliability. The following is the composite reliability of the results of each variable.

Table 3. Composite Reliability Results

Variable	Composite Reliability	Information
Integrated Interaction	0,930	Reliable
Consumer Trust	0,949	Reliable
Service Channel Configuration	0,922	Reliable
Purchase Intent	0,965	Reliable

Source: Processed data, 2023

The results of the study show that the Composite Reliability value for all variables is greater than 0.7 which indicates that all variables have Composite Reliability values that are reliable.

### 4. Cronbach's Alpha

Cronbach's alpha value can be used to increase the reliability test using the composite reliability described above. A variable is considered reliable if its Cronbach's alpha value is greater than 0.7. Cronbach's alpha value for each variable is shown below.

Table 4. Cronbach's Alpha results

Variable	Cronbach's Alpha	Information
Integrated Interaction	0,885	Reliable
Consumer Trust	0,935	Reliable
Service Channel Configuration	0,898	Reliable
Purchase Intent	0,946	Reliable

Source: Processed data, 2023

The results showed that the Cronbach's alpha value for all variables was greater than 0.7 which indicated that all variables had reliable Cronbach's alpha values.

### 5. Multicollinearity Test

This multicollinearity test aims to determine the multicollinearity of variables by looking at the correlation values between the independent variables. The results of the multicollinearity test for each variable are shown below.

Table 5. Multicollinearity Results

Information	Consumer Trust	Purchase Intent
Integrated Interaction	1,384	1,509
Consumer Trust		1,522
Service Channel Configuration	1,384	1,606



Source: Processed data, 2023

The research results show that the VIF values for all variables are less than 3 which indicates that all variables have independent values from multicollinearity.

### 3.1.2 Inner model analysis

Inner model analysis using path coefficient testing; goodness of fit test and hypothesis testing.

#### 1. Test *F-square* ( $F^2$ )

Test Testing *F-square* ( $F^2$ ) based on mark  $Q^2$  (*Predictive relevance*) the purpose of this test is to measure the predictive capability of assessing the results, the result value is 0.02 in the small category; value 0.15 medium category; 0.35 major categories affect the structural level. The results of data processing are assisted by using the Smart PLS 3.0 program as follows:

Table 6. Results *F-Square* ( $F^2$ )

Information	Consumer Trust	Purchase Intent
Integrated Interaction	0,090	0,002
Consumer Trust		0,164
Service Channel Configuration	0,160	0,077
Purchase Intent		

Source: Processed data, 2023

Based on the results above, it shows that the predictive capability of the Integrated Interaction value on consumer trust is 0.090 and purchase intention is 0.002, which is relatively small. Consumer confidence in purchase intention of 0.164 is classified as being below 0.35. Service Channel Configuration on consumer trust of 0.160 is classified as moderate and Service Channel Configuration on purchase intention is 0.077 classified as moderate.

#### 2. GOF Test

The GOF test is used to calculate how much the dependent variable is occupied by other variables. The R-square value is calculated based on data processing performed using smart PLS 3.0:

Table 7. R Square results

Variable	R Square	Adj R Square
Consumer Trust	0,343	0,330
Purchase Intent	0,338	0,317

Source: Processed data, 2023

Based on the findings of data processing, namely the variable influence of customer trust is 0.343 or 34.3%. While the effect on the purchase intention variable is 0.338 or 33.8%. The Q-Square number is used to determine suitability. In the regression analysis, the Q-Square value has the same significance as the coefficient of determination (R-Square), where the larger the Q-Square, the better or fits the model with the data. The following is the result of the Q-Square calculation:

$$\begin{aligned}
 \text{Q-Square} &= 1 - [(1-R^2_1) \times (1-R^2_2)] \\
 &= 1 - [1 - 0,317] \times [1 - 0,330] \\
 &= 1 - (0,683 \times 0,670) \\
 &= 0,542
 \end{aligned}$$

The Q-Square value is 0.421 based on computational findings. This shows the wide coverage of research data that can be explained by the research model (54.2%), while the remaining 45.8% is explained by factors outside the research model. According to this research model has a good fit.

### 3.1.3 Hypothesis testing

#### 1. Direct Effect Testing

The results of data processing can be used to answer the hypothesis in this study. In this study, hypothesis testing was carried out by looking at P Values. If the P value is less than 0.05, this hypothesis is considered accepted. Because there are independent factors, dependent variables, and intervening variables in this study, there are direct and indirect influences. The results of the Smart PLS program hypothesis test can be seen through the path coefficient of the Bootstrapping approach as follows:

Table 8. Direct Influence Path Results

Influence Test	Direction	Great Influence	Significant Value
Service Channel Configuration -> Consumer Trust	+	0,382	0,000
Service Channel Configuration -> Purchase Intention	+	0,285	0,029
Integrated Interaction -> Consumer Trust	+	0,286	0,004
Integrated Interaction -> Purchase Intention	-	-0,050	0,676
Consumer Confidence -> Purchase Intention	+	0,406	0,000

Source: Processed data, 2023

Based on the results of the path coefficient analysis with the Bootstrapping approach, the Service Channel Configuration has an effect on consumer trust of 0.000 or Sig. <0.05, meaning that the service channel configuration has a positive and significant effect on consumer trust. The effect of Service Channel Configuration on purchase intention is 0.029 or Sig. <0.05, meaning that service channel configuration has a positive and significant effect on purchase intention. The effect of integrated interaction on consumer trust is 0.004 or Sig.<0.05, meaning that integrated interaction has a positive and significant effect on consumer trust.

Integrated interaction on purchase intention of 0.676 or Sig. > 0.05 means that the integrated interaction has no significant effect on purchase intention. The significance value of the effect of consumer trust on purchase intention is 0.000 or Sig. <0.05, meaning that consumer trust has a positive and significant effect on purchase intention.

#### 2. Indirect Effect Testing

The indirect effect test is used to determine the indirect effect of the Service Channel Configuration variable on purchase intention through intervening variables, as well as the indirect effect of integrated interaction variables on purchase intention through intervening variables. The findings of the analysis are shown in the Indirect Effect table of the bootstrapping approach as follows:

Table 9. Indirect Influence Path Results

Influence Test	Original Sample	Significant Value
Service Channel Configuration -> Consumer trust -> Purchase intent	0,155	0,008
Integrated interactions -> Consumer trust -> Purchase intent	0,116	0,031

Source: Processed data, 2023

Based on the data presented above, the Significance value of the effect of Service Channel Configuration on Purchase Intentions mediated by Consumer Trust is 0.008 or Sig 0.05, which means that consumer trust mediates the influence of service channel configuration on purchase intentions. The significant value of integrated interaction on purchase intention mediated by customer trust is 0.030 (Sig 0.05), meaning that consumer trust mediates the effect of integrated contact on purchase intention.

## 3.2 DISCUSSION

### 3.2.1 Effect of Service Channel Configuration on Purchase Intentions

Configuration of Service Channels has a significant and positive effect on Purchase Intentions. This means that the lower the Service Channel Configuration, the lower the purchase intention. These results prove the first hypothesis which states Service Channel Configuration has a positive effect on purchase intention is proven to be true. These results are in line with the research of Simatupang *dkk*, (2021), namely the configuration of service channels has an effect on purchase intentions.

### **3.2.2 Effect of Service Channel Configuration on Consumer Trust**

Configuration of Service Channels has a significant and positive effect on consumer confidence. This means that the higher the Service Channel Configuration, the higher consumer trust. These results prove the second hypothesis which states that service channel configuration has a positive effect on consumer trust is proven to be true. These results are in line with the research of Simatupang *dkk*, (2021), which states that the configuration of service channels affects consumer trust.

### **3.2.3 Effect of Service Channel Configuration on Purchase Intention with Consumer Trust as a mediating variable.**

Consumer trust mediates the effect of Service Channel configuration on Purchase Intention. This means that consumer trust causes an influence on Service Channel Configuration on Purchase Intentions. These results are in line with the research of Simatupang *dkk*, (2021), namely the configuration of service channels on purchase intentions with consumer trust as a mediating variable.

### **3.2.4 The Effect of Integrated Interaction on Purchase Intentions**

Integrated interaction has no significant positive effect on purchase intention. This means that the higher the integrated interaction, the higher the purchase intention. These results prove the fourth hypothesis which states that Service Channel Configuration has a positive effect on Purchase Intentions is not proven to be true. These results are not in line with the results of research conducted Simatupang *dkk*, (2021) which reveal that integrated interactions have a positive and insignificant effect on purchase intentions. Trust is one of the foundations of any business, an agreement that at least two meetings will occur if each party is mutually willing. This trust cannot simply be felt by various associations/partners, but must be done without any preparation and can be demonstrated. Buyer trust significantly influences the purpose of buying online (Pasaribu et al., 2022). This effect is very beneficial for the affiliate or online merchant as there is evident overwhelming buyer interest in making purchases on the web. The increasing trust given by buyers, the more consumers' buying interest increases the customers to make purchases on the web.

### **3.2.5 The Effect of Integrated Interaction on Consumer Trust**

Integrated interactions have a significant and positive effect on consumer confidence. This means that the higher the integrated interaction, the higher consumer trust. These results prove the second hypothesis which states that the integrated interaction has a positive effect on consumer trust is proven to be true. These results are in line with the results of research conducted Simatupang *dkk*, (2021) stating that integrated interactions are integrated interactions with consumer trust. Trust is the willingness of a party to act on another party with the expectation of the other party to take certain actions that are important to a giver of trust, regardless of the ability to monitor or control the other party (Permatasari dan Nugroho, 2022).

### **3.2.6 The effect of integrated interaction on purchase intention with consumer trust as a mediating variable.**

Consumer trust mediates the effect of integrated interaction on purchase intention. This means that consumer trust causes an integrated interaction effect on purchase intentions. These results are in line with the research conducted which was inconsistent with the research conducted by Simatupang *dkk*, (2021) which says that consumer trust mediates the effect of integrated interaction on consumer trust.

## **4. Conclusion**

Judging from the results of the analysis that has been done, this research can be concluded as follows:

1. Configuration of Service Channels has a significant and positive effect on Purchase Intentions so that the first hypothesis is supported.
2. Configuration of Service Channels has a significant and positive effect on consumer confidence so that the second hypothesis is supported

3. Service channel configuration has a significant positive effect on purchase intention mediated by consumer trust so that the third hypothesis is supported.
4. The integrated interaction has no significant negative effect on purchase intention so that the third hypothesis is not supported.
5. Integrated interactions affect consumer confidence so that the fourth hypothesis is supported.
6. Integrated interaction has a significant positive effect on purchase intention mediated by consumer trust so that the seventh hypothesis is supported.

Future researchers and readers should be aware of this limitation. The following are some limitations of the study: The effect of purchase intention is limited to the quality of omnichannel integration and customer trust, so the scope is too narrow to be discussed in marketing management decision making. Because the scope of the research was limited to students in one location, namely the Surakarta area, and the time available for research was limited, the results could not be compared with customers in other similar places, and the research results were less than optimal.

Based on this research, the following recommendations are made for future researchers: To increase knowledge in the field of management, especially marketing management, add the Omnichannel Integration Quality dimension to the independent variable. In addition, changing the research paradigm by incorporating factors such as moderating variables. Always increase customer trust by building service channels to generate buying intent for markets and companies. In addition, it provides information to consumers that the data provided to the marketplace will be safe and will not be shared.

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