



Omnichannel Strategy and Customer Experience on Purchase Decisions: Trust as Mediating Variable

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Abstract

Background: Digital transformation has reshaped consumer behavior, encouraging cosmetics retailers to adopt *omnichannel strategies* and enhance *customer experience*. However, limited research has examined the mediating role of trust in the relationship between *omnichannel strategy*, *customer experience*, and purchase decisions within local cosmetics retail contexts.

Objective: This study examines the effects of *omnichannel strategy* and *customer experience* on purchase decisions at Rain Cosmetic Stores, with trust as a mediating variable.

Methods: A quantitative explanatory research design was employed. Data were collected from 100 Rain Cosmetic consumers using purposive sampling and analyzed using *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) with SmartPLS 4.0 to evaluate direct and indirect relationships among variables.

Results: *Omnichannel strategy* significantly influences trust ($\beta = 0.354$, $p = 0.004$) but does not significantly affect purchase decisions ($\beta = 0.133$, $p = 0.340$). *Customer experience* significantly affects trust ($\beta = 0.518$, $p < 0.001$) and purchase decisions ($\beta = 0.559$, $p < 0.001$). Trust does not have a significant effect on purchase decisions ($\beta = 0.231$, $p = 0.059$) and does not mediate the relationship between *omnichannel strategy* or *customer experience* and purchase decisions ($p > 0.05$). These findings indicate that *customer experience* is the primary driver of purchase decisions, whereas trust plays a limited mediating role.

Conclusion: *Customer experience* is the strongest determinant of purchase decisions, while *omnichannel strategy* primarily contributes to trust development rather than directly influencing purchasing behavior. Trust does not significantly translate into purchase decisions, suggesting that experiential factors have a greater influence than perceived credibility in shaping consumer decisions within this context.

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INTRODUCTION

The cosmetics retail industry has undergone fundamental changes due to technological advancements and evolving consumer preferences, which have driven the adoption of more integrated business models (Verhoef et al., 2015). This transformation reflects a shift away from traditional sales approaches toward strategies that utilize multiple channels to create seamless customer interactions (Le & Nguyen-Le, 2021; Sombultawee & Wattanatorn, 2022). In this context, omnichannel strategies have emerged as an innovative approach that combines physical stores, digital platforms, and social media to provide a consistent shopping experience (Statista, 2023).

This approach not only improves product accessibility but also shapes consumer

expectations regarding personalization and convenience. Therefore, a deeper understanding of its impact on purchase decisions has become crucial for retail companies. However, this technological transformation creates a critical tension: while omnichannel integration expands consumer touchpoints, it does not automatically translate into purchase conversion. Many retailers, including those in the cosmetics sector, invest heavily in channel integration but continue to face challenges in identifying which factors effectively drive consumers from channel engagement to the final purchase decision. This gap between channel availability and purchase realization represents the core problem motivating the present study (Verhoef et al., 2015).

Omnichannel strategies integrate offline and online channels (such as physical stores, Instagram, and marketplace platforms) to create seamless consumer journeys. For Rain Cosmetic, this integration is operationalized through the simultaneous use of physical stores, Instagram, and e-commerce platforms, which collectively shape consumers' experiences before and during the purchase decision process. However, the effectiveness of this integration depends on its ability to generate superior experiential quality that ultimately converts channel engagement into purchase behavior (Verhoef et al., 2015).

At the global level, the cosmetics market has experienced rapid growth, with an estimated value of hundreds of billions of dollars, as reported by various statistical sources. According to Statista (2023), the global cosmetics market size was projected to reach approximately USD 500 billion by 2023, with annual growth estimated at around 4–6% through 2030, driven by increasing demand for natural beauty products, e-commerce adoption, and social media influence.

Grand View Research (2023) also reported a market value of USD 532 billion in 2022, with projections reaching approximately USD 800 billion by 2030. Similarly, Euromonitor (2023) identified continuous market expansion, particularly in the Asia-Pacific region, which represents one of the largest cosmetics markets globally. However, this rapid market expansion intensifies competitive pressure and raises a critical strategic question: in an environment where consumers are exposed to numerous brands across multiple channels simultaneously, what determines whether consumers ultimately decide to purchase. The scale of the global cosmetics market highlights the necessity of moving beyond channel availability toward understanding the experiential and psychological mechanisms that transform consumer engagement into actual purchase behavior (Marinao-Artigas et al., 2025; Pires et al., 2025; Verhoef et al., 2015).

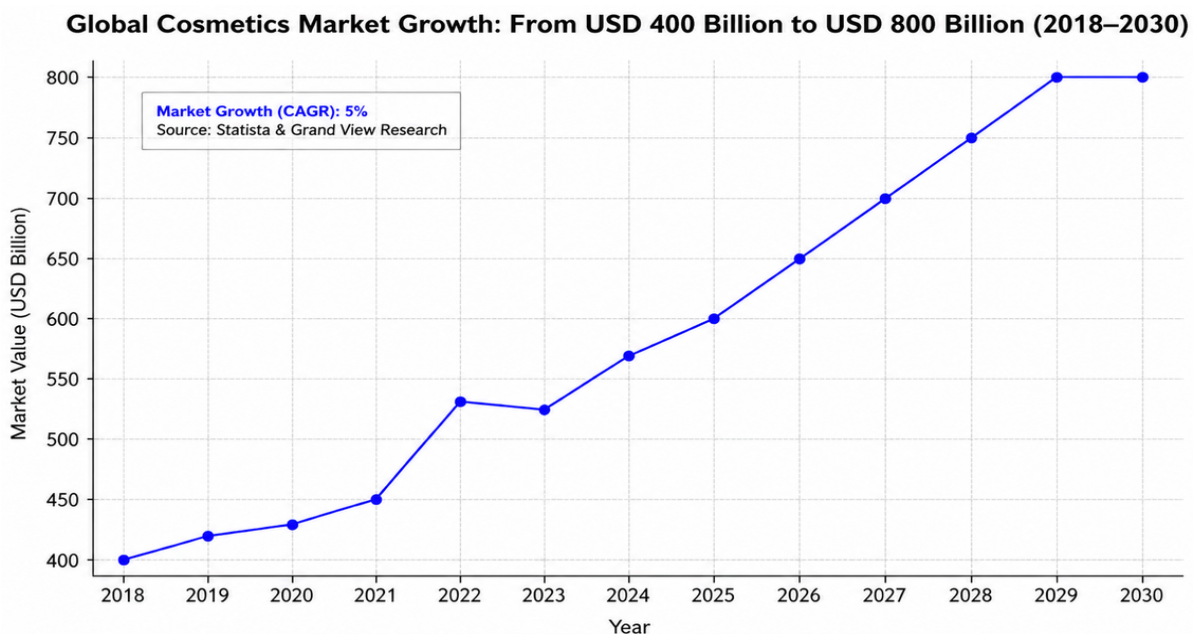


Figure 1. Global Cosmetics Market Growth Chart
Source: Statista and Grand View Research

This growth is driven by increasing demand for innovative beauty products and digitized shopping experiences. Today's consumers prefer brands that offer flexibility, such as the ability to purchase products online and pick them up at physical stores (buy online, pick up in store) (Verhoef et al., 2015). This phenomenon indicates that omnichannel strategies are no longer

optional but have become essential approaches for competing in increasingly competitive markets (Gowrie et al., 2026; Verdesoto, 2026). Therefore, examining the influence of omnichannel strategies on purchase decisions is relevant for identifying the primary factors that drive consumer behavior (Statista, 2023).

In Indonesia, the cosmetics industry is experiencing similar dynamics, with consumers becoming increasingly aware of product quality and shopping experiences. The local market is influenced by global trends as well as unique cultural preferences, such as the growing demand for halal-certified and locally produced products. Competition among domestic and international brands encourages companies to continuously innovate their sales strategies (Verhoef et al., 2015). In this context, omnichannel strategies can serve as a mechanism to bridge the gap between consumer expectations and product offerings (Hariasih et al., 2023; Mishra et al., 2024). Local studies indicate that digital technology adoption has contributed to increased sales performance; however, challenges related to logistics infrastructure remain significant barriers.

Toko Rain Cosmetic, as an entity within the Indonesian cosmetics retail ecosystem, faces challenges in effectively integrating its sales channels. Rain Cosmetic operates a physical retail store in West Java alongside active digital channels, including Instagram (with more than 10,000 followers), Shopee, and Tokopedia, reflecting an emerging omnichannel presence. Initial observations during the pre-research phase indicated increasing consumer interactions across these channels; however, sales conversion rates and customer retention remained suboptimal despite the availability of multiple channels. Specifically, customers frequently interacted with the brand through Instagram and online marketplaces but did not always complete the purchase journey, suggesting that channel integration alone is insufficient. Instead, the quality of customer experience and the level of consumer trust may serve as crucial mediating factors (Verhoef et al., 2015).

These brands need to leverage omnichannel strategies to attract consumers who are increasingly mobile and digitally connected (Dewantara & Laulita, 2024; Riaz et al., 2021). Consumer purchase decisions in these retail environments are influenced by various factors, including accessibility, convenience, and personalized interactions. Thus, analyzing the impact of omnichannel strategies can provide strategic insights for improving business performance. This approach can also assist Rain Cosmetic in establishing differentiation within an increasingly saturated market (Verhoef et al., 2015).

The research gap identified in this study encompasses several aspects: first, limited attention has been given to the specific context of the cosmetics industry; second, empirical evidence from local markets remains limited; and third, mediation analysis involving trust within the research model has not been sufficiently explored (Cahaya et al., 2022; Pasaribu & Pasaribu, 2021). This gap highlights the need for research examining the causal relationships among omnichannel strategies, customer experience, trust, and purchase decisions in the context of Rain Cosmetic. By addressing this gap, the study can contribute to retail literature by providing stronger empirical evidence regarding consumer behavior in digital-integrated retail environments. Furthermore, this gap reflects practical challenges faced by companies in implementing effective omnichannel strategies (Verhoef et al., 2015).

The significance of this research lies in its potential to provide strategic recommendations for Rain Cosmetic and other similar retail companies (Sariani et al., 2026; Yang et al., 2025). By understanding these research gaps, this study can identify opportunities to enhance consumer experiences and encourage purchase decisions (Statista, 2023). Practical implications include the development of business models that are more adaptive to evolving market conditions. Academically, this research can enrich retail theory by incorporating a more comprehensive mediation approach involving consumer trust (Qi & Yao, 2020; Vidyanata et al., 2026). Therefore, this research background emphasizes the urgency of addressing existing knowledge gaps through an in-depth examination of the relationships among omnichannel strategies, customer experience, trust, and purchase decisions (LE Trang & Phung, 2026; Riaz et al., 2024).

Previous research on Omnichannel strategies has been conducted in various industry sectors, ranging from financial technology to religious tourism, to see its impact on consumer behavior. Cross-sector comparisons remain theoretically valid because omnichannel integration and customer experience operate through universal consumer psychological mechanisms. Grounded in the Stimulus-Organism-Response (S-O-R) framework, omnichannel stimuli (channel

consistency, accessibility) and customer experience (organism-level processing) shape behavioral responses (purchase decisions) regardless of the product sector. Trust, similarly, functions as a universal cognitive-affective construct mediating the relationship between environmental cues and behavioral intentions across service and product contexts.

The sector differences (fintech, umrah, coffee shops, cosmetics) become meaningful precisely as boundary conditions that allow this study to identify whether the model findings hold in the specific context of physical-digital cosmetics retail, a contribution the prior studies, conducted in different sectors, could not make (Azzahra & Negoro, 2025; Yosifanti and Yusuf, 2022). However, most of these studies focus more on the outcome variables in the form of customer loyalty or purchase intention, rather than on the purchase decision which is the focus of your research on the Rain Cosmetic Store (Nugroho et al., 2023). This gap shows the urgency to examine the final stage of the consumer decision-making process, namely the realization of purchases, which has not been explored specifically in the context of local cosmetics retail compared to other large platforms or service sectors.

Previous research has analyzed the influence of influencer marketing and Omnichannel strategies on purchase intent on large platforms such as Sociolla. Although the study found that Omnichannel strategies have a positive effect on purchase intent, the study did not examine the role of customer experience as a mechanism that links the strategy to purchasing decisions. Therefore, the study fills this gap by testing the validity of these relationships on different retail scales, namely Rain Cosmetic's specific stores, which may have different customer interaction characteristics compared to large e-commerce (Azzahra & Negoro, 2025).

There is a significant difference in the use of mediation variables between previous research and the proposed research model (Nugroho et al., 2023). Research focusing on coffee shops in Surakarta places consumer trust as a mediating variable between the quality of Omnichannel integration and purchase intent (Nugroho et al., 2023). On the contrary, this study confirms the model in which Trust as the mediating variable between Omnichannel strategy and Customer Experience on Purchase Decisions, while Customer Experience functions as an independent variable directly influencing Purchase Decisions. This model is theoretically grounded in the Stimulus-Organism-Response (S-O-R) framework, wherein omnichannel stimuli and customer experience serve as environmental and experiential stimuli, trust functions as the organism-level mediating state, and purchase decision represents the behavioral response.

Trust develops from consistent, reliable, and competent organizational behaviors across interaction channels, precisely what omnichannel integration and quality customer experience aim to deliver (Nugroho et al., 2023). Conceptual differences are also found in the placement of the Customer experience variable itself in the research model (Azzahra & Negoro, 2025). In the study of Umrah travel services, perceived Omnichannel Customer experience is positioned as an independent variable that affects satisfaction and loyalty, not as a mediating variable (Azzahra & Negoro, 2025). The study provides a new perspective by making Customer experience an intervening variable that bridges the influence of Omnichannel on purchasing decisions, an approach that views experience as an internal psychological process that occurs before a decision is made (Azzahra & Negoro, 2025).

Previous studies have found that Omnichannel perceived value has a very dominant influence on customer loyalty compared to the quality of channel integration itself in fintech application users (Yosifanti and Yusuf, 2022). This finding leaves the question whether the dominance of perception values also applies in shaping purchasing decisions for physical products such as cosmetics, or whether customer experience plays a more vital role (Yosifanti and Yusuf, 2022). The research has the potential to clarify whether the experience dimension is more relevant than just the perception of value in the context of purchasing beauty products at Rain Cosmetic (Yosifanti and Yusuf, 2022).

There was also an inconsistency in the results in previous studies, where the integrated interaction variable was found to have no significant effect on direct purchase intention, but had a significant effect when mediated by trust (Nugroho et al., 2023). This opens opportunities for research to prove whether Omnichannel can have a direct influence on purchase decisions, or indeed requires the mediation of Customer experience to produce a significant impact (Nugroho et al., 2023). Retesting this relationship on different objects will enrich the literature on the effectiveness of direct and indirect channels in Omnichannel marketing (Nugroho et al., 2023).

Other research shows that social media and customer relationship management (CRM) do not always have a significant impact on customer satisfaction in the context of travel services, although they do influence loyalty (Azzahra & Negoro, 2025). This phenomenon strengthens the argument that digital marketing variables do not always work linearly so that approaches that use customer experience as mediation are very relevant to explain the "black box" of consumer behavior that is not explained by CRM or social media alone (Azzahra & Negoro, 2025). Thus, this study offers a more comprehensive model for understanding how interactions across different channels are converted into purchasing decisions (Azzahra & Negoro, 2025).

The main research gap of this study lies in the unique combination of the research object (Rain Cosmetics retail), dependent variables (purchase decisions), and the role of mediation (Customer experience) that is different from previous studies that used more purchase intent, loyalty, and mediation of trust or satisfaction (Azzahra & Negoro, 2025; Nugroho et al., 2023). The integration of these concepts is expected to provide more specific managerial implications for cosmetics retailers in designing effective Omnichannel experiences to convert interest into real purchasing decisions (Azzahra & Negoro, 2025; Yosifanti and Yusuf, 2022).

The study also emphasizes the importance of further exploration of consumer psychological dynamics in the context of cosmetics retail, which could broaden theoretical insights into how multichannel experiences affect actual transactions (Marinao-Artigas et al., 2025; Pires et al., 2025; Verhoef et al., 2015). In addition, considering specific challenges in the Indonesian market, such as regional preference variations and technology adoption, this study can make a practical contribution to improving the competitiveness of stores like Rain Cosmetic in the digital era. Finally, the development of this model has the potential to inspire advanced research that integrates cultural and technological elements in the analysis of retail consumer behavior (Verhoef et al., 2015).

In line with the formulation of the problem that has been determined, this study aims to find out and analyze the influence of omnichannel strategy and customer experience on consumer trust and purchasing decisions at Toko Rain Cosmetic. In addition, this study also aims to analyze the influence of trust on purchase decisions and examine the role of trust as a mediating variable in the relationship between omnichannel strategy and customer experience on purchase decisions, so that a more comprehensive understanding of the factors that affect consumer purchasing behavior can be obtained.

This research is expected to provide theoretical, practical, and academic benefits. Theoretically, this study contributes to the development of retail marketing studies related to omnichannel, customer experience, trust, and purchasing decisions, as well as enriching empirical evidence on the cosmetics industry in Indonesia. Practically, the results of the research can be a reference for Toko Rain Cosmetic in improving marketing strategies and customer experience to drive purchase decisions. In addition, this research is expected to be a reference for future researchers in developing a similar research model by adding other variables according to the development of consumer behavior and technology.

METHOD

This study employed a quantitative approach to examine the relationships among omnichannel strategy, customer experience, trust, and purchase decisions. The research design used an explanatory approach because the study aimed to examine the direct and indirect relationships between variables through hypothesis testing. The analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS), which was appropriate for examining complex relationships involving latent variables and mediation effects (Hair et al., 2021). Data analysis was performed using SmartPLS 4.0 to evaluate the measurement model and structural model. The assessment criteria included indicator loading values (>0.70), Average Variance Extracted (AVE >0.50), Composite Reliability (CR >0.70), and Discriminant Validity using the Heterotrait-Monotrait (HTMT) ratio (<0.90).

Data collection was conducted using a questionnaire instrument with a five-point Likert scale to measure respondents' perceptions of omnichannel strategy, customer experience, trust, and purchase decisions.

The research was conducted at Rain Cosmetic Store, which was selected because the store had implemented integrated marketing channels through both physical and digital platforms. The

combination of offline and online customer interactions provided a relevant context for examining how omnichannel strategies influenced customer experience, trust, and purchase decisions. The research location also supported data collection because consumers had direct experience with various sales channels, including physical stores and digital platforms.

The research was conducted for approximately one month, including questionnaire distribution, observation, and coordination with the store. This period was considered sufficient to collect data from relevant respondents and ensure that the research activities were conducted according to the established methodological procedures.

The population of this study consisted of Rain Cosmetic consumers who had made at least one purchase transaction through physical stores or digital channels, including Instagram, Shopee, or Tokopedia, during the data collection period from January to March 2025. Because Rain Cosmetic did not maintain an integrated customer database covering all purchasing channels, the total population size was considered unknown. Therefore, the population was treated as an infinite population.

The criteria for respondents were: (1) consumers who had completed at least one purchase transaction at Rain Cosmetic; (2) consumers who had used at least one Rain Cosmetic sales channel, including physical stores, Instagram, or marketplaces; and (3) consumers who had sufficient experience with Rain Cosmetic's services to provide relevant responses. These criteria ensured that respondents had direct experience with the omnichannel system and customer experience being examined.

The sampling technique used in this study was non-probability sampling with a purposive sampling approach. This technique was selected because respondents were required to meet specific criteria related to their purchasing experience and interaction with Rain Cosmetic's sales channels. The recommended sample size for multivariate analysis ranges from 5–10 times the number of indicators used in the research instrument. Based on the 20 indicators used in this study, the required sample size ranged from 100 to 200 respondents.

This study used a questionnaire as the primary data collection instrument. The questionnaire was distributed online through Google Forms and shared through Rain Cosmetic's official WhatsApp customer groups, Instagram Direct Messages (DM), and QR codes available at the physical store. This distribution method allowed the study to capture responses from consumers who interacted with Rain Cosmetic through different channels, including online, offline, and integrated shopping experiences.

The data collected consisted of primary and secondary data. Primary data were obtained directly from respondents through questionnaire responses measured using a five-point Likert scale. Secondary data were obtained from relevant supporting sources, including store information, industry reports, and previous studies related to omnichannel marketing and consumer behavior.

The questionnaire instrument consisted of measurement items representing four research constructs: omnichannel strategy, customer experience, trust, and purchase decisions. Each construct was measured using five indicators. The omnichannel strategy indicators were adapted from Verhoef (2015), Marinao (2025), and Sombultawee (2022), covering channel consistency, accessibility, information integration, seamless navigation, and cross-channel interaction quality. The customer experience indicators were adapted from Le (2021) and Riaz (2021), covering pre-purchase experience, purchase experience, post-purchase experience, emotional response, and service interaction quality. The trust indicators were adapted, covering competence, benevolence, integrity, predictability, and willingness to depend. The purchase decision indicators were adapted from Verdesoto (2026) and Vidyanata (2026), covering need recognition, information search, alternative evaluation, purchase intention, and post-purchase behavior.

The quality of the research instrument was evaluated through validity and reliability testing. Construct validity was assessed through indicator loading values and convergent validity using AVE, while reliability was evaluated through Composite Reliability (CR). The structural model was subsequently examined using SEM-PLS to evaluate path coefficients, significance levels, and mediation effects.

RESULTS AND DISCUSSION

Results

Hypothesis Testing

This section presents the findings of the SEM-PLS analysis conducted using SmartPLS 4.0. The results are organized into three components: (1) direct effects testing, which examines the direct causal relationships between omnichannel strategy (OM), customer experience (CE), trust (KC), and purchase decision (KP); (2) indirect effects testing, which examines the mediating role of trust in the relationships between OM and CE with KP; and (3) variable-level summaries, which describe the descriptive performance of each construct in the model. Hypothesis acceptance was determined based on the significance of path coefficients at $\alpha = 0.05$, using bootstrapping-derived t-statistics (critical value ≥ 1.96) and p-values (< 0.05), following standard procedures for evaluating the inner model in SEM-PLS (Hair et al., 2021).

Conceptually, the use of t-statistics and p-values represents an inferential approach aimed at ensuring that research findings have a strong statistical foundation. The t-statistic measures the magnitude of the estimated path coefficient relative to its standard error, whereas the p-value indicates the probability of obtaining an equally or more extreme test statistic if the null hypothesis is true. Therefore, these two measures complement each other in assessing the statistical significance of relationships within the model. In practical terms, a t-statistic value above 1.96 or a p-value below 0.05 indicates that the effect of independent variables on dependent variables is unlikely to occur by chance and is supported by empirical evidence. Accordingly, these results provide the basis for concluding that the proposed hypotheses are statistically supported and scientifically justified.

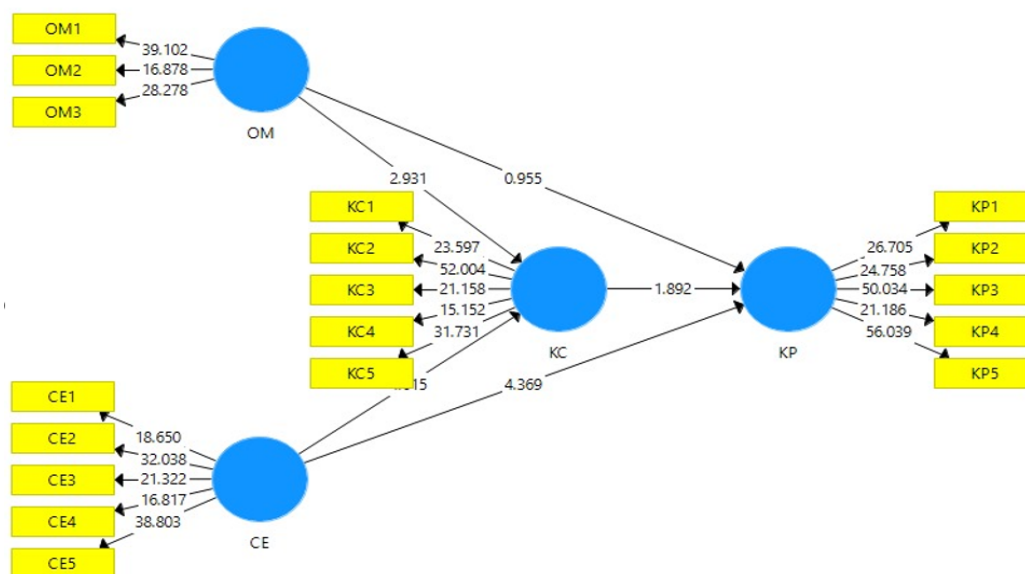


Figure 2. The research hypothesis

Source: SmartPLS Processed Primary Data (2025)

Direct Effect

Direct influence refers to the relationship that occurs directly between an independent variable and a dependent variable without involving any intervening variables. In other words, changes in the causal variable will directly affect the outcome variable. In Structural Equation Modeling (SEM) analysis, the direct effect is represented by the path coefficient that connects two variables directly. This relationship indicates the magnitude and direction of the influence of the independent variable on the dependent variable without considering the contribution of a mediator. Assessing direct effects is important because it helps identify the strength and direction of the fundamental relationships among variables within the model. If the path coefficient is statistically significant, it indicates that the independent variable has a meaningful and direct role in influencing the dependent variable.

Table 1. Direct Effect Hypothesis Test

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
CE → KC	0.518	0.534	0.112	4.615	0.000	Significant
CE → KP	0.559	0.571	0.128	4.369	0.000	Significant
KC → KP	0.231	0.235	0.122	1.892	0.059	Insignificant
OM → KC	0.354	0.334	0.121	2.931	0.004	Significant
OM → KP	0.133	0.113	0.139	0.955	0.340	Insignificant

Source: SmartPLS Processed Primary Data (2025)

Based on the table above, the following is an explanation of the hypothesis of the test results:

1. *Customer experience* → Trust (CE → KC)

The relationship between customer experience and trust shows a path coefficient of 0.518, indicating that customer experience has a positive and strong influence on trust formation. A t-statistic value of 4.615, which exceeds the critical value of 1.96, confirms that this effect is statistically significant. In addition, a p-value of 0.000 indicates a highly significant result at the 5% significance level. Conceptually, this finding explains that the better the quality of the experience received by customers, including service convenience, interaction comfort, and satisfaction during transactions, the higher the level of trust that can be established. Therefore, customer experience is a key determinant in shaping positive perceptions and fostering customer trust in the system or service provider.

2. *Customer experience* → Purchase Decision (CE → KP)

The relationship between customer experience and purchase decisions resulted in a path coefficient of 0.559, indicating a positive and relatively strong influence. The t-statistic value of 4.369, which is higher than the threshold value of 1.96, confirms that this relationship is statistically significant. A p-value of 0.000 further supports the conclusion that customer experience significantly contributes to purchase decisions. These findings demonstrate that improved customer experience, such as faster responses, easier navigation, and more pleasant services, encourages consumers to feel comfortable and confident, ultimately leading them to make purchasing decisions. Positive experiences strengthen the perception that the purchasing process is not only convenient but also provides greater value, thereby increasing consumers' purchase intentions.

3. Trust → Purchase Decision (KC → KP)

The analysis results show that trust has a path coefficient of 0.231, indicating a positive but relatively weak influence on purchase decisions. Although the direction of the relationship is positive, the t-statistic value only reached 1.892, which is below the critical threshold of 1.96 at the 5% significance level. Furthermore, the p-value of 0.059 exceeds the significance limit of 0.05, indicating that this relationship is statistically insignificant. Substantively, these findings suggest that trust has not provided a sufficiently strong contribution to influencing purchase decisions within this research model. Although trust is generally considered an important factor in consumer decision-making, particularly regarding perceived security and confidence in a platform or product, its role in this study does not appear to be the dominant determinant. Therefore, it can be concluded that trust does not have a significant effect on purchase decisions and is not the primary factor influencing purchasing behavior in the context of this study.

4. *Omnichannel* → Trust (OM → KC)

The path coefficient of 0.354 indicates that the omnichannel strategy has a positive influence on customer trust formation. A t-statistic value of 2.931, which is above the critical value of 1.96, indicates that this relationship is statistically significant. The p-value of 0.004 further confirms that the omnichannel variable contributes significantly to explaining the trust variable. Theoretically, this can be explained by the fact that the integration of multiple service channels, both online and offline, can provide consistent information, ease of access, and more efficient interaction experiences. Consumers who perceive smooth and consistent services across different channels are more likely to develop confidence in the service provider. Therefore, the implementation of an effective omnichannel strategy has been proven to strengthen customer

trust.

5. *Omnichannel* → Purchase Decision (OM → KP)

The path coefficient for this relationship is 0.133, indicating a positive but relatively weak influence. The t-statistic value of 0.955, which is below the critical value of 1.96, indicates that this effect is not statistically significant. This result is further supported by a p-value of 0.340, which is greater than 0.05. Theoretically, these findings indicate that omnichannel strategies alone are insufficient to directly drive purchase decisions. The influence of omnichannel on purchase decisions may occur indirectly through other variables, such as customer experience or trust. Although omnichannel integration facilitates the purchasing process, it is not strong enough to become a key determinant of purchase decisions without being supported by superior customer experience or higher levels of consumer trust.

Indirect Effect

Indirect influence refers to the effect of one variable on another variable through one or more mediating variables. Therefore, the effect does not occur directly but through an interconnected mechanism. In Structural Equation Modeling (SEM), the indirect effect is calculated by multiplying the path coefficient between the independent variable and the mediator by the path coefficient between the mediator and the dependent variable. Understanding indirect effects is essential because it enables researchers to examine how one variable influences another through specific psychological processes, behavioral mechanisms, or theoretical pathways. For example, the effect of omnichannel strategies on purchase decisions may occur not only directly but also through customer experience or trust as mediating variables. This indicates that relationships among variables are often complex and require an understanding of the role of intermediate variables in explaining consumer behavior.

Table 2. Indirect Effect Hypothesis Test

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
CE -> KC -> KP	0.120	0.126	0.072	1.655	0.099	Insignificant
OM -> KC -> KP	0.082	0.080	0.054	1.509	0.132	Insignificant

Source: SmartPLS Processed Primary Data (2025)

Based on the table, the following is an explanation of the results of the hypothesis testing:

1. *Customer experience* → Trust → Purchase Decision (CE → KC → KP)

The analysis results showed that the indirect effect coefficient was 0.120, indicating that customer experience influences purchase decisions through trust as a mediating variable. The average sample value ($M = 0.126$) supports the consistency of the model estimation results. However, the t-statistic value of 1.655, which is below the critical threshold of 1.96, indicates that this indirect effect is not statistically significant at the 5% significance level. This finding is further supported by the p-value of 0.099, which exceeds 0.05, indicating that the indirect relationship does not meet the conventional significance criteria. Conceptually, these findings suggest that although customer experience positively influences trust, and trust contributes to purchase decisions, the mediating effect of trust is insufficiently strong to establish a significant mediation pathway. In other words, customer experience is more effective in influencing purchase decisions directly rather than indirectly through trust as a mediator.

2. *Omnichannel* → Trust → Purchase Decision (OM → KC → KP)

The indirect effect coefficient for this pathway was 0.082, indicating that an omnichannel strategy positively influences purchase decisions through trust as a mediating variable. The average sample value ($M = 0.080$) supports the stability of the estimated results. The t-statistic value of 1.509, which is below the threshold of 1.96, indicates that this mediation relationship is not statistically significant at the 5% significance level. This result is consistent with the p-value of 0.132, which is greater than 0.05. Therefore, the mediation pathway from omnichannel strategy to purchase decisions through trust cannot be considered significant. These findings indicate that

although an omnichannel strategy can enhance consumer trust, it has not demonstrated a significant indirect effect on purchase decisions through trust. This suggests that the influence of an omnichannel strategy on purchase decisions may be driven more strongly by other factors, such as customer experience, rather than through the mediating role of trust.

Discussion

Omnichannel Variables Summary

The results showed that the omnichannel variable obtained an average score of 4.07, which was categorized as high. These findings indicate that consumers perceive the integration of channels used by Rain Cosmetic, including information alignment, ease of access, and service consistency, as having been implemented effectively. All indicators of this variable have outer loading values above 0.80 and an AVE value of 0.750, confirming that the omnichannel measurement instrument is valid and reliable. In the structural model, omnichannel was shown to have a significant influence on Trust but no direct effect on Purchase Decisions. In addition, omnichannel also had no indirect influence on Purchase Decisions through Trust as a mediator. Thus, the omnichannel variable plays a role in shaping consumer perceptions of trust but is not the primary factor that directly drives purchasing decisions.

This finding is consistent with Verhoef (2015) proposition that omnichannel strategies primarily function as trust-building infrastructures by providing consistent, reliable, and accessible service experiences across multiple touchpoints. In the context of Rain Cosmetic, where consumers interact with the brand through Instagram, marketplace platforms, and physical stores simultaneously, consistency in information and channel experiences enhances perceived brand credibility and competence, both of which are antecedents of consumer trust.

The absence of a significant direct OM→KP path can be explained through the S-O-R framework, where omnichannel stimuli do not automatically generate purchase responses; instead, they must first be cognitively and affectively processed at the organism level. In this study, such processing occurs through Customer Experience rather than Trust. This finding is also consistent with Nugroho (2023), who found that the direct effects of omnichannel integration on purchase intention were insignificant without experiential mediation. Similarly, Yosifanti (2022) identified comparable patterns in fintech contexts, where perceived value, as an experiential outcome, played a more dominant role than channel quality alone in influencing loyalty. Collectively, these findings suggest that for Rain Cosmetic, omnichannel functions as a necessary but insufficient condition for purchase conversion, it establishes the foundation for consumer trust, while purchase decisions are ultimately determined by the quality of experiences delivered across integrated channels.

Customer experience variables summary

The Customer Experience variable obtained an average score of 4.11, which was categorized as high. Consumers perceived that their shopping experiences, including the ease of obtaining information, comfort during interactions, service quality, and the utilization of digital channels, were highly positive. The validity of the Customer Experience construct was also strong, with outer loading values ranging from 0.823 to 0.909 and an AVE value of 0.744. Based on the inner model analysis, Customer Experience was proven to have a significant influence on Trust and the strongest significant influence on Purchase Decisions. However, the indirect effect of Customer Experience on Purchase Decisions through Trust was insignificant, indicating that purchase decisions are influenced more strongly by direct customer experiences. These findings demonstrate that Customer Experience is the most dominant variable within the research model and serves as the primary determinant in shaping consumer purchasing behavior.

Summary of Trust Variables

The Trust variable obtained an average value of 4.16, which was categorized as high, with the KC1 indicator achieving the highest score among all indicators in this study. This finding indicates that consumers have strong confidence in product authenticity, transaction security, information clarity, and the professionalism of Rain Cosmetic. This variable also demonstrated excellent validity and reliability, with outer loading values ranging from 0.817 to 0.929 and an AVE value of 0.779. However, the structural model analysis results showed that Trust did not have

a significant influence on Purchase Decisions. Furthermore, Trust did not function as a mediator in the relationship between omnichannel and Customer Experience toward Purchase Decisions.

These findings suggest that although consumer trust is high, it is not the primary determinant influencing purchasing decisions because consumers place greater emphasis on their overall shopping experience. This counterintuitive finding, high trust but an insignificant effect on purchase decisions, can be explained through the theoretical distinction between trust as a prerequisite and trust as a differentiating factor. In the context of Rain Cosmetic, where consumers already demonstrate a high mean trust score ($M = 4.16$), trust may have become a hygiene factor: a basic expectation that, once fulfilled, no longer differentiates between consumers who decide to purchase and those who do not.

This trust saturation effect on purchase decisions indicates that when trust has already reached an established threshold, additional increases in trust do not necessarily produce proportional increases in purchase intentions. At this stage, purchase experience quality becomes the key differentiating factor. This finding is further supported by the result that Customer Experience significantly outperforms Trust as a direct predictor of Purchase Decisions ($\beta = 0.559$ vs. $\beta = 0.231$), indicating that within the cosmetics retail context, hedonic and experiential dimensions play a more dominant role than cognitive credibility assessments in determining purchase completion. Future research could investigate whether this trust saturation effect is specific to the cosmetics retail sector or applicable to other beauty and lifestyle product categories.

Summary of Purchase Decision Variables

The Purchase Decision variable obtained an average score of 4.01 and was categorized as high. These findings illustrate that consumers perceive purchasing products from Rain Cosmetic as the right decision, demonstrate interest in repurchasing, and show willingness to recommend the products to others. From a measurement perspective, this variable achieved very high outer loading values ranging from 0.852 to 0.932 and an AVE value of 0.798, representing the highest value among all variables. Based on the structural analysis results, Purchase Decisions were significantly influenced by Customer Experience, while omnichannel and Trust did not have significant effects on Purchase Decisions. These findings indicate that consumer purchasing decisions are primarily driven by positive shopping experiences rather than channel integration or direct trust levels. Therefore, Customer Experience represents the key factor shaping Purchase Decisions.

CONCLUSION

The study concludes that an omnichannel strategy significantly enhances consumer trust through consistent information, seamless transactions, and the integration of online and offline channels; however, it does not have a direct significant effect on purchase decisions, indicating that its role is primarily supportive in improving shopping convenience and credibility perceptions. Customer experience is found to have a strong and significant influence on both trust and purchase decisions, making it the most dominant determinant of consumer purchasing behavior at Rain Cosmetic Stores. Although trust is positively associated with purchase decisions, its effect is not statistically significant, and it fails to mediate the relationship between omnichannel strategy and purchase decisions, suggesting that trust alone is insufficient to drive actual purchasing behavior in this context.

Overall, purchase decisions are primarily driven by the quality of customer experience rather than omnichannel integration or trust mechanisms. These findings contribute to the omnichannel and customer experience literature by repositioning omnichannel strategy as a trust-building enabler rather than a direct conversion driver, while reinforcing the dominance of experiential quality in influencing consumer behavior. Practically, managers are advised to prioritize the enhancement of customer experience across digital and physical channels while treating omnichannel and trust-building initiatives as long-term brand equity strategies rather than short-term sales drivers. The limitations of this study include its single-location scope, cross-sectional design, and purposive sampling method, which restrict generalizability and causal inference. Future research is recommended to expand the sample across multiple retail contexts, apply longitudinal approaches, and explore alternative mediating variables such as satisfaction,

perceived value, or brand loyalty.

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AUTHOR CONTRIBUTION STATEMENT

All authors contributed equally to this research. The first author was responsible for conceptualization, methodology design, data analysis, and manuscript drafting. The second and third authors contributed to data collection, interpretation of results, and critical revision of the manuscript. All authors have read and approved the final version of the manuscript and agree to be accountable for all aspects of the work.

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