



OMNICHANNEL APPROACH: CUSTOMER LOYALTY THROUGH BRAND EXPERIENCE AND CHANGE HABITS CUSTOMER ON SEPHORA

Oleh

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Abstract

Omnichannel Approach: Customer Loyalty Through Brand Experience and Change Habits Customer on Sephora Kuta, the purpose of this study was to examine the effect of the omnichannel approach on customer loyalty through brand experience and change habits of customers on Kuta. Thus, this study determines the structural causal relationship between the omnichannel approach and one dependent variable and two mediating variables. A total of 100 respondents who are customers of Kuta Kuta responded to the questionnaire. This study uses partial least square (PLS) and reveals the results that the omnichannel approach has a positive effect on customer brand experience; the omnichannel approach positively affects change habits of customers; brand experiences that arise positively affect customer loyalty; change habits of customers positively affect customer loyalty; The omnichannel approach does not become a fulcrum for customers to be loyal so that the results obtained in the field are negative; The omnichannel approach has a positive effect on customer loyalty through brand experience and change habits. The results of this study indicate that customer brand experience and change habits have an important effect on the omnichannel approach to increasing customer loyalty.

Keywords: Brand Experience, Change Habits, Customer Loyalty, Omnichannel Approach

PENDAHULUAN

The number of business activities that involve selling goods or services directly to end consumers or what is commonly called a retail business. The retail business makes business competition very tight in Indonesia, therefore there are many kinds of retail business industries in Indonesia. One of the retail businesses that is currently mushrooming is the retail business in the health and beauty sector. Nowadays, make-up and personal care are increasingly becoming an inseparable part of the Indonesian lifestyle. Many are increasingly concerned about their well-being, especially in terms of cleanliness and appearance. The influence of popular

culture becomes a fulcrum to keep on updating something new and following appropriate trends. The cosmetic industry is an industry that is attractive to Indonesia and abroad which is followed by the presence of many beauty clinics in a variety of various treatments and also products issued by beauty doctors from the clinic. According to the Ministry of Industry of the Republic of Indonesia (2020), the beauty industry in Indonesia continues to experience growth to record an increase of 7 percent in 2019, and is predicted to continue to increase to above 9 percent in 2020. This growth rests on an increase in various types of cosmetics that follow trends. beauty and personal care that



influence consumer behavior patterns in buying beauty products.

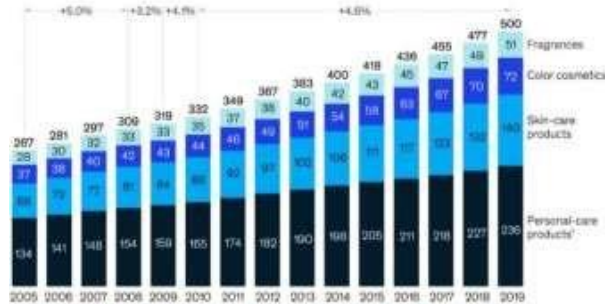


Figure 1. Cosmetics Industry Growth

Source: McKinsey processed by Republika.co.id, 2020

McKinsey's data shows that the development of the cosmetics industry throughout Indonesia shows a positive sign from year to year. In line with this trend, make-up and personal care have become the primary needs of Indonesian women who are generally the main target of the world cosmetic industry. This has a psychological influence so that there are demands on every woman, especially many career women to be able to look beautiful and confident in any situation.

consumers is getting used to online shopping. Based on this technology, following the e-commerce industry and social media as a direct buying and selling channel between brands and consumers provides experience for consumers in fulfilling their beauty product needs and affects the transaction process that consumers can carry out in many channels. Multichannel combines consumer experiences and provides choices for consumers to engage in channels they like (Winkler, 2020). Based on this, multichannel means using a lot of channels in offering brands and products so that consumers are given free will in choosing which channel to choose to shop, in another sense it can make a difference in which approach to choose. For retail businesses in implementing multichannel, after knowing the channel that best suits their target market, they can optimize marketing on that channel to maximize sales.

The experience of the Sephora brand experience can be felt by easily finding information about what products you want to buy in Sephora through various available channels such as social media, websites and mobile applications that can be accessed whenever and wherever consumers need or consumers can also immediately see products in the form physically by coming directly to an offline store that is widespread. With this service, it can be concluded that the application of omnichannel can make consumers have expectations in shopping through various ways, with easy access and the same brand experience. Changes in consumer behavior are changes in real consumer actions that are influenced by psychological and external factors that direct consumers to choose and use a product they want (Hidayatullah et.al,2018). From the picture above there is a transition, where with the development of the cosmetic trend that continues to develop, teenagers who are in school are starting to take advantage of the trend to keep looking beautiful with natural

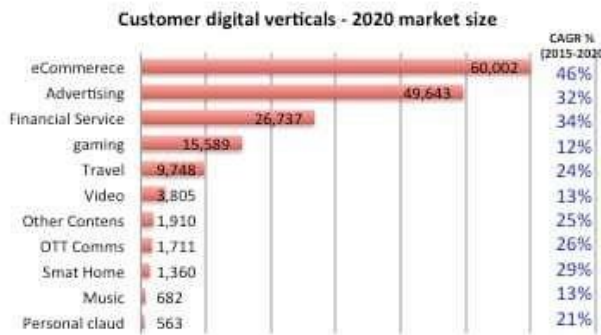


Figure 2: Indonesia Digital Consumer Opportunity

Source: Jurnal Manajemen Indonesia, 2020

The growth of internet users, mobile users, and social media users has driven a shift in the shopping behavior of Indonesian digital consumers towards online shopping. The trend of selling via the internet is increasing, thus the behavior of Indonesian



makeup. This change in adolescent behavior greatly affects the development of the cosmetics industry in Indonesia.

Customer loyalty is a measure of customer loyalty in a consistent purchase of a product or service over time and a decision to return and recommend other people to buy the product. According to Griffin in Budianto (2019), customer loyalty includes all consumers who buy a company product, consumers buy it because consumers believe in the quality of the product even though they do not know about the company and the products offered. Therefore, for a company, sometimes they are competing to attract the attention of new customers, even though if the company can maintain the satisfaction of the old customers, these consumers will voluntarily promote themselves and become more loyal to the company.

This research needs to be done to see the relationship between each variable which can be the research findings in the service context. This research was conducted at cosmetic retailers that have established an omnichannel in Indonesia. The research object chosen was the two Sephora shop outlets available in Kuta, Bali. Sephora was chosen because it is one of the cosmetic retailers with many types of cosmetics and personal care with services that implement omnichannel in Indonesia and the lack of concern in its existence among the middle and upper class.

Problem Formulation

1. How does the omnichannel approach affect the brand experience at Sephora in Kuta?
2. How does the omnichannel approach affect the change habits at Sephora in Kuta?
3. How does brand experience affect consumer loyalty to Sephora in Kuta?
4. How do change habits affect consumer loyalty to Sephora in Kuta?
5. How does the omnichannel approach affect consumer loyalty to Sephora in Kuta?

6. How does the omnichannel approach to customer loyalty through brand experience?

7. How Does the omnichannel approach to customer loyalty through change habits?

LITERATURE REVIEW

Omnichannel Approach

Omnichannel is all channels available to serve all customers who want to buy any product, anytime and anywhere consumers want to make a purchase with the aim of maintaining customer satisfaction about communicating in a manner that is aligned with awareness of individual customer stages in the customer's life cycle so it can be said to be omnichannel focuses more on customer placement than on product. According to Mirsch et al. (2016), channel integration refers to the degree to which various channels in a channel environment interact with each other. This integration enables a seamless customer experience, unique brand image, data sharing, and overall management

Brand Experience

An experience that gives an impression to customers when enjoying a product offered so that it makes customers want to feel it again when buying the same product can be called a brand experience. Brand experience is an interaction of consumer responses caused by brands that are related to impressions (sensations, feelings, cognitions) in the design of the brand, brand identity, and the environment of the brand being marketed (Lee, Hye-jin et.al., 2018).

Change Habits

Changes in habits are changes that occur in social life that affect habits in values, attitudes and patterns of social behavior. According to Suhaeri (2020) states that "Changing habits is an easy thing to implement, especially habits that have never been faced at all". Change is an act of a state which has now occurred and will lead to a state where the situation is different from the previous state. Habit is a paradigm for



responding to certain situations that someone does and is repeated with the same goal. Changes in habits are changes that occur in social life that affect habits in values, attitudes and patterns of social behavior.

Customer Loyalty

Online Merchandising Visual Design plays an important role in influencing user attitudes towards an application. More attractive application design will influence a more positive attitude towards users. Online store design and environment can generate positive or negative feelings towards the influence of belief, purchase intention, and subsequent customer behavior (Wu et al., 2014). Online stores do have several different attributes from physical stores. In-store and online visual merchandising has the same goal of bringing consumers to the store and creating consumer purchase intentions, so the online and physical stores have the same goal and the similarities towards their visual merchandising (Ha et al.,2007).

Based on the descriptions that have been stated previously, the related variables in this study can be formulated through a framework as shown in Figure 2.1

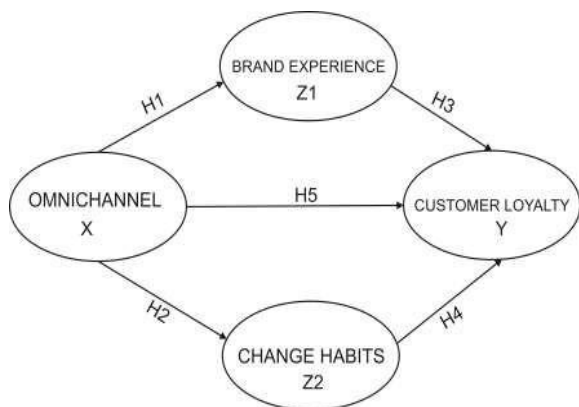


Figure 3. Research Framework

Effect of Omnichannel Approach on Brand Experience

According to Bernon, Michael (2016) states that "Omni-channel retailing is a seamless approach to retailing that offers a single and unified shopping experience across

all retail channel formats". Brand experience is an interaction of consumer responses caused by brands that are related to impressions (sensations, feelings, cognitions) in the design of the brand, brand identity, and the environment of the brand being marketed (Lee, Hye-jin et.al., 2018). Based on the theory above, there is a relationship between the omnichannel approach and brand experience which can be felt directly by consumers, so a hypothesis can be drawn

H1: Omnichannel Approach has an effect on brand experience

Effect of Omnichannel Approach on Change Habits

According to Suhaeri (2020) states that "Changing habits is an easy thing to implement, especially habits that have never been faced at all". According to Mirsch et al. (2016), channel integration refers to the degree to which various channels in a channel environment interact with each other. Based on the theory above, there is a relationship between the omnichannel approach and change habits that consumers can feel directly, so that a hypothesis can be drawn.

H2 : Omnichannel Approach affects Change Habits

Effect of Brand Experience on Customer Loyalty

According to Selang (2013) in Muhhamad Alfin Rheza (2017) "Customer Loyalty is the strength of the relationship between the relative attitudes of an individual towards a unity (brand, service, shop, or supplier) and repurchase". Brand experience is needed to increase brand loyalty (Suntoro and Silintowe, 2020). Based on the theory above, there is a relationship between brand experience and customer loyalty which can be felt directly by consumers, so a hypothesis can be drawn

H3: Brand Experience affects Customer Loyalty

Effect of Change Habits on Customer Loyalty

According to Suhaeri (2020) states that "Changing habits is an easy thing to



implement, especially habits that have never been faced at all". According to Griffin in Budianto (2019), customer loyalty includes all consumers who buy a company product, consumers buy it because consumers believe in the quality of the product even though they do not know about the company and the products offered. Based on the theory above, there is a relationship between change habits and customer loyalty which can be felt directly by consumers, so a hypothesis can be drawn

H4: Change Habits affects Customer Loyalty

Effect of Omnichannel Approach on Customer Loyalty

Further, Verhoef et al., (2015) states that "discusses the optimization of performance across the numerous available channels and customer touchpoints recognizing the imperative for effective operations and processes". According to Mowen and Minor (2001) in Sari, Kartika (2020) states "Because it is four to six times cheaper to retain old customers than to acquire new ones, managers must give the highest priority to the creation of a strategy that builds and maintains brand loyalty." Based on the theory above, there is a relationship between the omnichannel approach and customer loyalty which can be felt directly by consumers, so a hypothesis can be drawn

H5: Omnichannel Approach affects Customer Loyalty

Effect of Omnichannel Approach on Customer Loyalty through Brand Experience

Further, Verhoef et al., (2015) omnichannel is "discusses the optimization of performance across the numerous available channels and customer touchpoints recognizing the imperative for effective operations and processes". According to Selang (2013) in Muhhamad Alfin Rheza (2017) "Customer Loyalty is the strength of the relationship between the relative attitudes of an individual towards a unity (brand,

service, shop, or supplier) and repurchase". Brand experience is an interaction of consumer responses caused by brands that are related to impressions (sensations, feelings, cognitions) in the design of the brand, brand identity, and the environment of the brand being marketed (Lee, Hye-jin et.al., 2018). Based on the theory above, there is a relationship between the omnichannel approach and customer loyalty through brand experience which can be felt directly by consumers, so a hypothesis can be drawn

H6: Omnichannel Approach affect Customer Loyalty through Brand Experience

Effect of Omnichannel Approach on Customer Loyalty through Change Habits

Further, Verhoef et al., (2015) omnichannel is "discusses the optimization of performance across the numerous available channels and customer touchpoints recognizing the imperative for effective operations and processes". According to Griffin in Budianto (2019), customer loyalty includes all consumers who buy a company product, consumers buy it because consumers believe in the quality of the product even though they do not know about the company and the products offered. "Changing habits is an easy thing to implement, especially habits that have never been faced at all" (Suhaeri, 2020). Based on the theory above, there is a relationship between the omnichannel approach and customer loyalty through brand experience and change habits customer which can be felt directly by consumers, so a hypothesis can be drawn.

H7: Omnichannel Approach affect Customer Loyalty through Change Habits Customers

RESEARCH METHOD

Research Location

This research took place in two branches of Sephora, namely at Discovery Shopping Mall which is located at Kartika Plazastreet and Beachwalk Kuta which is located at Pantai Kuta street, Kuta, Badung Regency, Bali. This location determination is



done to make it easier for researchers to develop and compile data more precisely and accurately. Researchers chose this location because Sephora is a cosmetic retailer that has implemented omnichannel.

Population and Sample

This population was chosen because Kuta is a very famous tourist area with many destinations as an attraction for tourists and local residents, as well as a shopping center in Bali Province because of its high mobility with easy road access and close to the city (Website Kota Badung, 2020). The sampling technique used was random sampling, which was taking a random sample from a predetermined population. Therefore, the number of samples will be determined based on the minimum sample calculation results. According to Hair et al (2018) determination of the number of samples using PLS, namely (Number of indicators) x (5 to 10 times) Based on these guidelines, the minimum sample size for this study is:

Minimum sample = (17) x (5) = 85 respondents

Based on the formula above, the minimum sample size in this study is 85 random respondents from visitors to Sephora in two places.

Data Analysis Technique

This study uses data analysis techniques in the form of Partial Least Squares (PLS) analysis, which is a multivariate statistical technique that makes comparisons between the dependent variable and multiple independent variables. PLS is a variant-based SEM statistical method which is designed to solve multiple regression when there are specific problems in the data, such as small study sample size, missing data, and multicoline data. Two testing methods were used in this study, namely as follows:

- Measurement Model (Outer Model)
- Struktural Model (Inner Model)
- Hypotesis Test

ANALYSIS AND DISCUSSION

Outer Model Evaluation (Measurement Model)

The following is a outer model schematic of the PLS program model being tested:

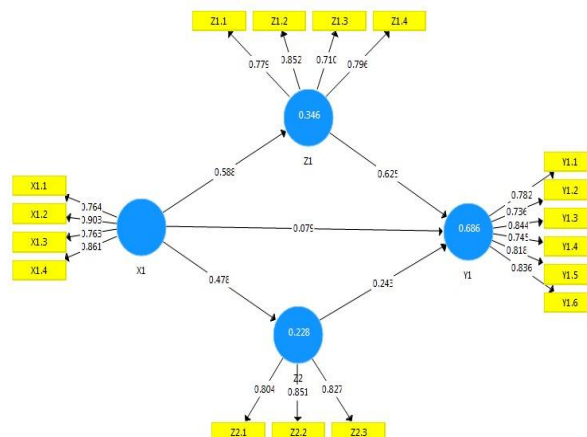


Figure 4. Outer Model

Sources: Primary Data is Processed, 2020

Figure 4. shows the value in each construct, showing the direction of causality from the construct to the measurement indicator. The construct explains its measurement variance according to the researcher's framework. In the outer model's image above, the numbers shown come from the factor loading values and outer weights. The value listed will be declared valid if it shows a value above 0,7.

Inner Model Evaluation (Structural Model)

The following is an inner model schematic of the PLS program model being tested:

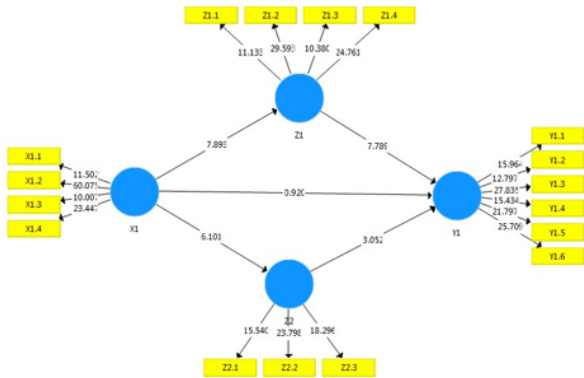


Figure 5. Inner Model

Sources: Primary Data is Processed, 2020

The inner model can be evaluated by looking at the R-Square (reliability indicator) for the dependent construct and the T-statistic value from the path coefficient test. The higher the R-Square value means the better the prediction model of the proposed research model. The path coefficient value shows the level of significance in hypothesis testing.

Analysis of Variance (R²) or Determination Test

Analysis of Variant (R²) or the Determination Test, which is to determine the influence of the independent variable on the dependent variable. The higher the R-Square value means the better the prediction model of the proposed research model (Jogiyanto and Abdillah, 2019). The structural model that has an R-square (R²) result of 0,67 or 67% indicates that the model is "Good", an R-square (R²) is 0,33 or 33% indicating that the model is "Moderate", and an R-square (R²) is 0,19 or 19% indicating that the model is "Weak" (Ghozali, 2006). The value of the coefficient of determination can be shown in:

Table 1 The Amount of R-Square

Variable	R-Square	
Customer Loyalty (Y1)	0.686	Good
Brand Experience (Z1)	0.346	Good

Change Habits (Z2)	0.228	Moderate
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Sources: Primary Data is Processed, 2020

The interpretation of the R-square output can be explained as follows:

1. The value of R-Square Customer Loyalty in the first model is 0.686. This means that the Omnichannel Approach variable can explain the Customer Loyalty construct of 68.6%. The remaining 31.4% is explained by other constructs outside of this study.
2. The value of R-Square Brand Experience in the second model is 0.346. This means that the Omnichannel Approach variable can explain the Brand Experience construct of 34.6%. The remaining 65.4% is explained by other constructs outside of this study.
3. The value of R-Square Change Habits in the third model is 0.228. This means that the Omnichannel Approach variable can explain the Change Habits construct of 22.8%. The remaining 77,2% is explained by other constructs outside of this study.

Analysis of Q-Square

The goodness of fit assessment is known from the Q-Square value. Q-square is coefficient determination (R-Square) in regression analysis, where the higher the Q-square, the model can be said to be better or more fit with the data. Following are the results of the calculation of the Q-Square value:

$$\begin{aligned}
 Q\text{-Square} &= 1 - [(1 - R^2_1) \times (1 - R^2_2) \times (1 - R^2_3)] \\
 &= 1 - [(1 - 0.686) \times (1 - 0.346) \times (1 - 0.228)] \\
 &= 1 - (0,314 \times 0,654 \times 0,772) \\
 &= 1 - 0,158 \\
 &= 0,842
 \end{aligned}$$

Based on the results of the above calculations, the Q-Square value is 0.842.



This shows that the diversity of research data that can be explained by the research model is 84.2%. While the remaining 15.8% is explained by other factors that are outside this research model. Thus, from these results, this research model can be said to have a good goodness of fit.

Hypothesis Test

Tabel 2. Path Coefficient Hypotesis Testing Result

Hipotesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Result
X1 > Z1	0.588	0.587	0.075	7.893	0.000	Accepted
X1 > Z2	0.478	0.488	0.078	6.101	0.000	Accepted
Z1 > Y1	0.625	0.621	0.080	7.789	0.000	Accepted
Z2 > Y1	0.243	0.258	0.080	3.052	0.002	Accepted
X1 > Y1	0.079	0.078	0.086	0.920	0.358	Not Accepted
X1-> Y1	Z1-> 0.368	0.365	0.070	5.250	0.000	Accepted
X1-> Y1	Z2-> 0.116	0.128	0.051	2.285	0.023	Accepted

Sources: Primary Data is Processed, 2020

Omnichannel Approach on Brand Experience

In line with the observations of the author's experience with Sephora in Kuta, the development of an omnichannel approach that can be felt directly by customers both offline and online has triggered the birth of a brand experience every time they visit Sephora. There are many things customers can do while in Sephora. Sephora with unquestionable product quality and variety in trying products with a digital beauty hub where customers can try products without having to experience the product firsthand. This customer experience can enhance the Sephora customer brand experience. According to Bernon, Michael (2016) states that "Omni-channel retailing is a seamless approach to retailing that offers a single and unified shopping experience across all retail channel formats". Brand experience

is an interaction of consumer responses caused by brands that are related to impressions (sensations, feelings, cognitions) in the design of the brand, brand identity, and the environment of the brand being marketed (Lee, Hye-jin et.al., 2018).

In accordance with the supporting theory put forward by Bernon, Michael (2016) and Lee, Hye-jin et.al., (2018) and the phenomena that occur directly in the field, as well as the results of data analysis that show a significant positive, a better omnichannel approach will be enhance the consumer's Brand Experience. The sophistication of use found in the sephora offline and online stores plays an important role in customer opinion on the shopping experience at Sephora.

Omnichannel Approach on Change Habits

In line with the author's observation of changes in shopping habits at Sephora Kuta, the increasingly sophisticated developments in the world of technology have forced people to get involved and adjust themselves so as not to be left behind. Curiosity to try things that have never been done is one of the triggers for making habit changes. The need for online shopping has resulted in changes in online shopping habits that allow the use of more than one channel, platform, device at the same time to find and buy products (Fuente, 2019). Development of an omnichannel approach that can be felt directly by customers both offline and online in the integration of channels to shop using whatever channel they want, where and whenever they want to transact.

According to Suhaeri (2020) states that "Changing habits is an easy thing to do, especially habits that have never been faced at all". According to Mirsch et al. (2016), channel integration refers to the degree to which various channels in a channel environment interact with each other. Sephora with the application of easy transactions in all channels and variations that always follow the world's beauty trends where customers can immediately know the development of beauty and make customers participate in trying



products at Sephora. In accordance with the supporting theory put forward by Suhaeri (2020) and Mirsch et.al. (2016) and phenomena that occur directly in the field, as well as the results of data analysis that show a significant positive, the omnichannel approach is right on target which increases changes in consumer habits in shopping at Sephora.

Brand Experience and Customer Loyalty

In line with the author's observations on the brand experience of customer loyalty in shopping at Sephora Kuta, the brand experience can be felt by consumers directly or indirectly. The Sephora brand experience can easily be felt by finding information about what products you want to buy in Sephora through various available channels such as social media, websites and mobile applications that can be accessed whenever and wherever consumers need or consumers can also immediately see products in physical form with comes directly to a widespread offline store.

According to Selang (2013) in Muhhamad Alfin Rheza (2017) "Customer Loyalty is the strength of the relationship between a person's relative attitude towards a unity (brand, service, shop, or supplier) and repurchase". Brand experience is needed to increase brand loyalty (Suntoro and Silintowe, 2020). Sephora with innovations in information search that make it easier for customers to make customers buy back because of the relative relationship to the Sephora brand. In accordance with the supporting theory put forward by Selang (2013) in Muhhamad Alfin Rheza (2017) and (Suntoro and Silintowe, 2020) and the phenomena that occur directly in the field with the results of data analysis that show a significant positive, brand experience is able to make customers have no trouble. increase customer loyalty in shopping at Sephora.

Change Habits and Customer Loyalty

In line with the author's observations on changing habits towards customer loyalty

in shopping at Sephora Kuta, changes in habits occur in an era that always follows world trends, including in the world of beauty. As a cosmetic retailer with a variety of products, in addition to satisfying product quality, of course the services provided will also make consumers have new experiences with a shopping environment that always innovates to follow trends. Trend-following innovations make customers feel like coming to Sephora with new changes. According to Suhaeri (2020) states that "Changing habits is an easy thing to do, especially habits that have never been faced at all". According to Griffin in Budianto (2019), customer loyalty includes all consumers who buy a company's product, consumers buy it because consumers believe in product quality even though they don't know about the company and the products offered. In accordance with the supporting theory put forward by Suhaeri (2020) and Budianto (2019) as well as the phenomena that occur directly in the field with the results of data analysis that show a significant positive, change habits are able to make customers aware of beauty trends with no doubt because the quality of their products increases loyalty customers in shopping at Sephora.

Omnichannel and Customer Loyalty

In line with the author's observations, regarding the omnichannel approach to customer loyalty in shopping at Sephora Kuta, the omnichannel approach factor applied to Sephora does not guarantee customers to be loyal. due to the lack of phenomena occurring within sephora itself. According to Further, Verhoef et al., (2015) states that "discusses the optimization of performance across the numerous available channels and customer touchpoints recognizing the imperative for effective operations and processes". According to Mowen and Minor (2001) in Sari, Kartika (2020) states "Because it is four to six times cheaper to retain old customers than to acquire new ones, managers must give the highest priority to the creation of a



strategy that builds and maintains brand loyalty. "based on the theory, performance optimization across the various available channels and customer contact points that recognize the importance of effective operations and processes. According to Griffin in Budianto (2019), customer loyalty includes all consumers who buy a company's product, consumers buy it because consumers believe in product quality even though they don't know about the company and the products offered. Therefore, there must be other mediations such as brand experience and change habits to make customers make sephora the beauty shop that they remember when they need beauty products. With phenomena that occur directly in the field with the results of data analysis that show insignificant negative effects, the omnichannel approach is not a direct factor for customer loyalty.

Omnichannel Approach on Customer Loyalty Through Brand Experience

In the author's observation of the omnichannel approach to customer loyalty through brand experience in shopping at Sephora Kuta, Sephora provides online shopping services that can be accessed through websites and applications where consumers do not need to register to shop on the Sephora application. However, consumers who register to become Beauty Pass members will get a 50 point registration bonus automatically and are entitled to 2 times the bonus points during their birthday month (Pawestri, 2019). The consumer experience that provides direct bonuses to new customers has increased customer loyalty following the beauty trend with the application of omnichannel that can be felt directly by customers.

According Furthermore, Verhoef et al., (2015) omnichannel is "discussing performance optimization in the various channels available. and customer contact points that recognize the importance of effective operations and processes".

According to Selang (2013) in Muhhamad Alfin Rheza (2017) "Customer Loyalty is the strength of the relationship between a person's relative attitude towards a unity (brand, service, shop, or supplier) and repurchase". Brand experience is the interaction of consumer responses caused by brands that are related to impressions (sensation, feeling, cognition) in brand design, brand identity, and the environment of the brand being marketed (Lee, Hye-jin et.al). ., 2018). In accordance with the theory stated and phenomena that occur directly in the field with the results of data analysis that show a significant positive, brand experience has succeeded in mediating the omnichannel approach to customer loyalty which is able to make customers feel that Sephora is their favorite brand of beauty and customers will recommend it to people around them.

Omnichannel Approach on Customer Loyalty Through Change Habits

In the author's observation of the omnichannel approach to customer loyalty through change habits in shopping at Sephora Kuta, omnichannel products purchased online will get the purchased products, and can return or exchange products, regardless of the sales channels used. The times that are increasingly sophisticated in the world of technology have forced people to get involved and adjust themselves so as not to be left behind. In this case, people certainly need time to adjust differently in following trends, inseparable from the need to shop. According Furthermore, Verhoef et al., (2015) omnichannel is "discussing the optimization of performance across various available channels and customer contact points which recognize the importance of effective operations and processes". Selang (2013) in Muhhamad Alfin Rheza (2017) "Customer Loyalty is the strength of the relationship between a person's relative attitude towards a unity (brand, service, shop, or supplier) and repurchase". Brand experience is needed to



increase brand loyalty (Suntoro and Silintowe, 2020).

In accordance with the theory said and phenomena that occur directly in the field with the results of data analysis that show a significant positive, change habits have succeeded in mediating the omnichannel approach to customer loyalty by changing customer habits in following the Sephora trend, making customers when they need beauty products need to come to Sephora and Buying back the same product increases customer loyalty following the Sephora beauty trend by implementing omnichannel that can be felt directly by customers

CONCLUSIONS

1. Based on the results of data analysis, an omnichannel approach positive significant to brand experience; omnichannel approach positive significant to change habits; brand experience positive significant to customer loyalty; change habits positive significant to customer loyalty; omnichannel approach negative not significant to customer loyalty; omnichannel approach positive significant to customer loyalty through brand experience; omnichannel approach positive significant to customer loyalty through change habits.
2. The hypothesis is accepted, so it can be concluded that brand experience and change habits are mediating variables that affect the omnichannel approach to customer loyalty. This hypothesis is not accepted because the omnichannel approach is not one of the variables that makes customers loyal.
3. Based on the results of the above calculations, on the Q-Square value this research model can be said to have a good goodness of fit.
4. The most influential variables in this research are omnichannel approach (X1) to brand experience (Z1), then the second

most influential variable brand experience (Z1) to customer loyalty (Y1)

Limitations

This research has been tried and conducted according to scientific procedures. However, this study is inseparable from the limitations, namely that this study only examines the extent to which omnichannel perceptions of customer loyalty through brand experience and changes to Habits on Sephora and has not caused consumer buying interest. It is known that Sephora is a beauty cosmetics retailer that facilitates consumers with the convenience of online and offline stores, a digital beauty hub application that can be used according to the needs and convenience of consumers in buying beauty products without having to choose only one channel but with all channels.

Suggestions

Based on the results of the research discussion and the conclusions above, the suggestion of author is for researchers who wish to continue this research, it is advisable to examine the effect of the omnichannel approach on brand experience and change habits on consumer buying interest in order to further explain aspects of the omnichannel approach to customer applications in brand experience and change habits

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