

Enhancing Customer Experience through Effective Marketing Strategies: The Context of Online Shopping

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Abstrak

Tujuan dari penelitian ini adalah untuk menyelidiki efektivitas strategi pengalaman pelanggan dalam konteks belanja online di Indonesia. Melalui pendekatan metode gabungan, yang menggabungkan penelitian kualitatif dan tinjauan pustaka, penelitian ini menguji dampak dari situs web yang ramah pengguna, personalisasi, layanan pelanggan yang efisien, dan dukungan pasca-pembelian terhadap perilaku konsumen dan loyalitas merek. Temuan penelitian mengungkapkan bahwa memberikan pengalaman pelanggan yang luar biasa secara signifikan memengaruhi kepercayaan konsumen, ulang bisnis, dan dukungan merek di pasar e-commerce yang sangat kompetitif di Indonesia. Bisnis yang memprioritaskan strategi berorientasi pada pelanggan dapat meraih keunggulan kompetitif dan membangun hubungan yang langgeng dengan konsumen Indonesia, mendorong pertumbuhan dan keberhasilan berkelanjutan di pasar belanja online yang dinamis.

Kata Kunci: *Belanja Online, Pengalaman Pelanggan, Strategi, Efektivitas, Indonesia.*

Abstract

The purpose of this study is to investigate the effectiveness of customer experience strategies in the context of online shopping in Indonesia. Through a mixed-method approach, combining qualitative research and a literature review, this study examines the impact of user-friendly websites, personalization, efficient customer service, and post-purchase support on consumer behavior and brand loyalty. The findings reveal that delivering exceptional customer experiences significantly influences consumer trust, repeat business, and brand advocacy in the highly competitive e-commerce landscape of Indonesia. Businesses that prioritize customer-centric strategies can gain a competitive edge and foster lasting relationships with Indonesian consumers, driving sustained growth and success in the dynamic online shopping market.

Keywords: *Online Shopping, Customer Experience, Strategy, Effectiveness, Indonesia.*

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1. INTRODUCTION

In today's digitally-driven world, businesses are constantly seeking innovative ways to connect with their customers and enhance their overall shopping experience. With the rise of online shopping, a plethora of marketing strategies have emerged, each aimed at captivating and retaining customers in the virtual marketplace (Lina & Ahluwalia, 2021). The convergence of effective marketing strategies, seamless customer experiences, and the convenience of online shopping has proven to be a powerful force that shapes the future of retail. In this article, we will explore the crucial link between marketing strategies, customer experience, and online shopping, shedding light on how businesses can leverage these connections to create a competitive edge and foster lasting customer loyalty (Thomas et al., 2019).

Strategies form the bedrock of any successful marketing campaign, and in the realm of online shopping, they are no less critical. The internet has revolutionized the way businesses promote their products and services, allowing for a wide array of marketing tactics to be employed (Hult et al., 2019). From search engine optimization (SEO) and content marketing to social media advertising and influencer partnerships, companies have an abundance of tools at their disposal to reach their target audience and cultivate brand awareness. A well-crafted marketing strategy not only attracts potential customers but also ensures that the right message is delivered to the right people at the right time, making it an essential element in the pursuit of business success.

Central to the success of any marketing strategy is the customer experience it delivers. The customer experience encompasses every touchpoint a consumer has with a brand, from the initial browsing of products on a website to the post-purchase follow-up. In the context of online shopping, where face-to-face interactions are absent, businesses must rely on other means to provide personalized and satisfactory experiences to their customers. This involves streamlining website navigation, offering intuitive user interfaces, and ensuring smooth and secure payment processes. Moreover, customer service plays a pivotal role in online shopping; prompt responses to queries, efficient handling of complaints, and personalized recommendations all contribute to a positive customer experience, fostering customer loyalty and encouraging repeat purchases (Peña-García et al., 2020).

With the advent of e-commerce giants and an ever-increasing number of online retailers, customers are spoiled for choice when it comes to shopping online. Consequently, businesses face stiff competition in their quest to capture the attention and loyalty of consumers (Roy et al., 2022). In this cutthroat environment, it becomes imperative for companies to differentiate themselves through exceptional customer experiences. Studies have consistently shown that customers are more likely to remain loyal to brands that deliver top-notch experiences, even if it means paying a premium for their products. Therefore, businesses that invest in crafting memorable and delightful customer experiences are bound to thrive in the competitive landscape of online shopping (Bueno et al., 2019).

One of the unique challenges of online shopping is the lack of physical interaction with products before making a purchase. This absence can create hesitancy and uncertainty among customers. To counteract this, businesses must employ innovative strategies to bridge the gap between the digital and physical worlds. Augmented reality (AR) and virtual reality (VR) technologies offer a promising

solution, allowing customers to virtually try products before buying, thereby boosting their confidence and enhancing their shopping experience. Furthermore, leveraging data analytics to personalize product recommendations and offers can significantly impact the way customers perceive a brand, making them feel valued and understood (Grashuis et al., 2020).

Beyond the realm of individual businesses, the rise of online shopping has also given rise to a burgeoning ecosystem of e-commerce platforms. These platforms, such as Amazon, eBay, and Alibaba, act as intermediaries between businesses and customers, offering a one-stop shop for consumers seeking a diverse array of products (Mosa, 2022). For businesses, partnering with these platforms presents a unique opportunity to expand their reach and tap into a vast customer base. However, it also means navigating through a competitive marketplace, where algorithms and search rankings play a crucial role in visibility and sales. Employing effective marketing strategies within the context of these e-commerce platforms becomes paramount in driving success and gaining an edge over competitors (Vakulenko et al., 2019).

The urgency of studying and understanding the link between marketing strategies, customer experience, and online shopping cannot be overstated. With the rapid digitalization of the world and the increasing preference for online shopping, businesses face a pressing need to adapt and innovate. The COVID-19 pandemic further accelerated this shift, making online shopping a necessity for many consumers. Consequently, businesses must act swiftly to develop effective marketing strategies that resonate with their target audience and deliver exceptional customer experiences. The digital marketplace is fiercely competitive, with countless brands vying for consumers' attention and loyalty. To stand out in this crowded space, businesses must grasp the pivotal role customer experience plays in building brand loyalty and advocacy. Failure to prioritize customer experience can result in negative feedback, tarnishing a brand's reputation in the digital realm, where information travels quickly. Modern consumers have high expectations for personalized and seamless experiences. Failing to meet these expectations can lead to lost sales and dissatisfied customers. To avoid such pitfalls, businesses must align their marketing strategies with customer expectations and preferences, utilizing data-driven insights to refine their approach. Additionally, the ever-evolving technological landscape introduces new opportunities for businesses to innovate and engage with customers in novel ways. Embracing these advancements is vital for long-term sustainability and maintaining a competitive edge in the digital market. In conclusion, the urgency of this study lies in the necessity for businesses to adapt and thrive in the digital age, leveraging effective marketing strategies to create exceptional customer experiences and secure their position in the dynamic world of online shopping (Koch et al., 2020).

The purpose of this study is to delve into the intricate relationship between marketing strategies, customer experience, and online shopping, thereby offering valuable insights to businesses navigating the dynamic digital landscape. By investigating and evaluating various marketing tactics, the research seeks to identify effective strategies that can help businesses stand out in the competitive online marketplace. Through a comprehensive examination of the customer journey in the context of online shopping, the study aims to uncover the factors that significantly influence customer satisfaction and loyalty. By understanding these critical touchpoints, businesses can optimize their online platforms and services to deliver exceptional and seamless customer experiences. Ultimately, the research aims to

contribute valuable insights to academia, businesses, and industry practitioners alike. By unraveling the complex relationship between marketing strategies, customer experience, and online shopping, the study endeavors to empower businesses with the knowledge and tools they need to succeed in the digital age. Through implementing effective marketing strategies that prioritize exceptional customer experiences, businesses can forge lasting connections with their customers, leading to sustained growth and success in the competitive realm of online retail.

2. METHODOLOGY

The methodology employed in this study adopts a literature review approach to comprehensively explore the intricate relationship between marketing strategies, customer experience, and online shopping. Through a systematic and exhaustive search of reputable academic databases and industry reports, relevant articles and studies will be identified based on specific inclusion and exclusion criteria (Sugiyono, 2019). The selected literature will be analyzed, extracting key findings, methodologies, and insights to synthesize the existing knowledge in this field. By thematically structuring the findings, the study aims to present a coherent overview of the current understanding of marketing strategies' impact on customer experience in the context of online shopping. While acknowledging potential limitations inherent to a literature review, such as biases in study selection and the reliance on published data, the study seeks to contribute valuable insights to practitioners, businesses, and researchers, informing future research and marketing strategies in this dynamic digital landscape (Hair et al., 2019). Ultimately, the literature review approach provides a rigorous and comprehensive examination of the subject, contributing to the collective knowledge and understanding of the interplay between marketing strategies and customer experience in online shopping.

3. RESULT AND DISCUSSION

The Online Shopping in Indonesia

Online shopping in Indonesia has undergone a remarkable transformation in recent years, evolving into a thriving and dynamic industry that has reshaped the country's retail landscape. As one of the largest and fastest-growing markets in Southeast Asia, Indonesia offers an extensive consumer base, bolstered by a burgeoning middle class and increasing internet penetration. The rise of e-commerce platforms, coupled with the widespread use of smartphones and affordable data plans, has fueled the popularity of online shopping, making it an integral part of daily life for many Indonesians (Wibowo et al., 2021). The proliferation of e-commerce platforms has been a significant driving force behind the growth of online shopping in Indonesia. Several prominent players have emerged, each vying for market share and offering a wide range of products and services. Among them, Tokopedia, Shopee, Lazada, and Bukalapak are some of the most prominent and popular platforms. These platforms cater to diverse consumer preferences, providing access to a vast array of products, including electronics, fashion, beauty, household items, and groceries. With user-friendly interfaces and secure payment gateways, these platforms have successfully captured the attention of Indonesian consumers, offering convenience and variety at their fingertips (Becker & Jaakkola, 2020).

One of the key drivers of online shopping in Indonesia is the prevalence of mobile commerce (m-commerce). The widespread use of smartphones and the increasing availability of affordable data plans have enabled consumers to access e-commerce platforms from anywhere, anytime. Mobile apps have become the preferred medium for online shopping, with consumers making purchases, comparing prices, and exploring product options on their mobile devices. The seamless and personalized experience offered by mobile apps has contributed significantly to the growth of online shopping in the country (Chylinski et al., 2020).

Payment methods have also played a crucial role in shaping the online shopping landscape in Indonesia. Cash on delivery (COD) remains a popular option, particularly in areas where digital payment infrastructure is still developing. COD offers a sense of security and trust for consumers who may be apprehensive about making online payments (Godovykh & Tasci, 2020). However, the rise of digital payment methods, such as e-wallets and online banking, has provided an alternative for cashless transactions. With the Indonesian government actively promoting cashless payments, digital wallets like GoPay, OVO, and Dana have gained widespread acceptance among consumers and are increasingly integrated into e-commerce platforms.

Efficient logistics and timely delivery are vital components of successful online shopping experiences. The geographical complexity of Indonesia, with its numerous islands and diverse terrain, poses logistical challenges for e-commerce businesses. However, various e-commerce platforms and third-party logistics providers have been investing in optimizing their delivery networks to reach customers across the country effectively (Rahimian et al., 2020). This includes partnerships with local courier services and the establishment of distribution centers strategically located to improve last-mile delivery. Promotions, discounts, and shopping festivals have become synonymous with online shopping in Indonesia. E-commerce platforms frequently offer attractive deals, flash sales, and discounts to entice consumers to make purchases (Lăzăroiu et al., 2020). Events like "Harbolnas" (Hari Belanja Nasional or National Shopping Day) and "11.11" have gained immense popularity, creating a surge in online transactions during these festive periods. The allure of exclusive deals and limited-time offers drives consumer engagement and boosts online sales.

Consumer behavior plays a pivotal role in the success of online shopping in Indonesia. Convenience, extensive product offerings, and access to both international and local brands are key factors that attract consumers to online platforms. Social media platforms, particularly Instagram and YouTube, heavily influence consumer behavior in Indonesia. Influencers and user-generated content play a significant role in shaping purchasing decisions, with consumers often seeking reviews and recommendations from their favorite influencers before making a purchase (Gilboa et al., 2019). While international e-commerce giants have a presence in Indonesia, local players have also emerged strongly in the market. Local platforms often have a better understanding of Indonesian consumers' preferences and cater to their specific needs. Additionally, these local platforms frequently collaborate with small and medium-sized businesses (SMBs), empowering them to reach a broader audience and expand their market reach (Nuseir, 2019).

The Indonesian government has actively supported the growth of the e-commerce sector while regulating the industry to ensure fair competition and protect consumers' interests. Policies related to consumer protection, data privacy, and cybersecurity have

been introduced to enhance consumer confidence in online shopping. In conclusion, online shopping has undergone a significant transformation in Indonesia, becoming an integral part of the country's retail landscape. The rise of e-commerce platforms, increasing adoption of mobile commerce, diverse payment methods, efficient logistics, and strategic promotions have contributed to the popularity of online shopping among Indonesian consumers. With the government's support and evolving consumer behavior, online shopping is expected to continue its growth trajectory, reshaping the retail industry and providing a thriving ecosystem for businesses and consumers alike (Hoyer et al., 2020; Rahmayani & Reski Nofrialdi, 2022).

The Effective Marketing Strategies in Indonesia

Effective marketing strategies play a pivotal role in the ever-evolving world of online shopping in Indonesia. As one of the largest and fastest-growing e-commerce markets in Southeast Asia, Indonesia offers a vast consumer base, making it an attractive space for businesses to tap into. To succeed in this competitive landscape, businesses must adopt and implement effective marketing strategies that resonate with Indonesian consumers and elevate their online shopping experiences.

Search Engine Optimization (SEO) is a foundational marketing strategy that enables businesses to enhance their online visibility and attract organic traffic. With millions of Indonesians searching for products and services on search engines daily, businesses must optimize their websites with relevant keywords, high-quality content, and backlinks to rank higher in search results and increase their online presence (Rita et al., 2019). Social media marketing has become a dominant force in Indonesia, with a considerable number of users actively engaged on platforms like Instagram, Facebook, Twitter, and YouTube. Utilizing engaging content, eye-catching visuals, and targeted advertising, businesses can connect with their target audience effectively and foster brand awareness (Godovykh & Tasci, 2020; Solihin, 2020). Collaborating with local influencers further amplifies brand exposure, as consumers in Indonesia trust and seek recommendations from these influential figures.

Influencer marketing has emerged as a powerful tool in the Indonesian e-commerce landscape. Partnering with popular influencers enables businesses to tap into their vast follower base and build credibility and trust with potential customers. Influencers can authentically promote products through creative and relatable content, driving significant engagement and potentially converting followers into loyal customers (Rahimian et al., 2020; Zaid & Patwayati, 2021). Content marketing is another essential strategy to establish brand authority and cultivate consumer trust. By providing valuable and informative content, such as blogs, articles, and product guides, businesses can address consumer pain points and showcase their expertise. Valuable content not only attracts potential customers but also encourages repeat visits to the website, leading to increased customer loyalty. Personalization and retargeting strategies are critical for delivering tailored experiences to Indonesian consumers (Grashuis et al., 2020; Thomas et al., 2019). By leveraging customer data, businesses can offer personalized product recommendations, discounts, and special offers based on individual preferences. Additionally, retargeting ads aimed at users who have previously visited the website can improve conversion rates and encourage potential customers to complete their purchases. Mobile optimization is essential in a market where mobile commerce dominates. With a significant percentage of online shopping transactions taking place on mobile devices, businesses must ensure that their websites

and mobile apps are user-friendly, responsive, and optimized for seamless navigation and transactions (Hult et al., 2019; Vakulenko et al., 2019).

Loyalty programs and customer reward systems are effective in encouraging repeat purchases and fostering brand loyalty. Offering exclusive discounts, loyalty points, or special promotions to loyal customers incentivizes them to choose a particular brand over competitors. Referral programs also encourage customers to recommend products to friends and family, expanding the customer base through word-of-mouth marketing (Mosa, 2022; Wibowo et al., 2021). Strategic flash sales and limited-time offers are highly appealing to Indonesian consumers, who respond well to time-sensitive promotions. Events like "Harbolnas" and "11.11" have gained immense popularity and present opportunities for businesses to capitalize on heightened consumer demand and boost sales during these festive periods.

Customer reviews and testimonials are powerful social proof that can significantly influence purchase decisions. Displaying genuine customer reviews on product pages instills confidence in potential buyers and helps alleviate concerns about product quality and service reliability, leading to increased trust in the brand (Koch et al., 2020). Finally, multichannel marketing is essential for engaging with consumers across various platforms and touchpoints. By integrating marketing efforts across social media, email marketing, search engine advertising, and offline channels, businesses can create a cohesive brand experience and strengthen brand recall, ensuring they remain top-of-mind for their target audience (Becker & Jaakkola, 2020).

In conclusion, effective marketing strategies are vital for businesses to thrive in the competitive online shopping market in Indonesia. By leveraging SEO, social media marketing, influencer collaborations, content marketing, personalization, mobile optimization, loyalty programs, flash sales, customer reviews, and multichannel marketing, businesses can connect with consumers, drive brand loyalty, and achieve success in the dynamic world of Indonesian e-commerce.

The Customer Experience is an Effective Strategy for Online Shopping in Indonesia

Customer experience is an indispensable and highly effective strategy for businesses operating in the realm of online shopping in Indonesia. With the rapid growth of e-commerce and a vast pool of tech-savvy consumers, delivering exceptional customer experiences has become a key differentiator and a means to gain a competitive edge in this thriving market (Rahimian et al., 2020; Roy et al., 2022). The online shopping landscape in Indonesia is characterized by intense competition, with numerous e-commerce platforms vying for consumers' attention and loyalty. In such a crowded space, offering a seamless, personalized, and delightful customer experience is paramount to capturing and retaining customers. A positive customer experience builds trust, fosters brand loyalty, and encourages repeat business, ultimately translating into increased revenue and market share for businesses (Peña-García et al., 2020).

One of the fundamental aspects of an effective customer experience strategy is user-friendly website design and navigation. In Indonesia, where mobile commerce is prevalent, businesses must optimize their websites and mobile apps to provide a seamless and intuitive browsing and purchasing journey. Fast-loading pages, clear product information, and easy checkout processes are crucial elements that contribute to a positive customer experience and reduce cart abandonment rates (Rahmayani & Reski Nofrialdi, 2022; Zaid & Patwayati, 2021). Personalization is another key aspect

of delivering a superior customer experience in Indonesia's online shopping landscape. With vast amounts of customer data at their disposal, businesses can leverage this information to offer personalized product recommendations, relevant offers, and tailored content to individual consumers. By demonstrating an understanding of customer preferences and needs, businesses can create a sense of connection and strengthen customer relationships (Solihin, 2020).

Efficient customer service and support are essential components of an effective customer experience strategy. Prompt and responsive customer service can make all the difference when consumers encounter issues or have inquiries regarding their purchases (Rita et al., 2019). Offering multiple communication channels, such as live chat, email, and phone support, enables businesses to provide timely assistance and resolve customer concerns, thereby enhancing overall satisfaction. In a market as diverse as Indonesia, catering to the needs of different customer segments is vital. Providing multilingual support and offering payment options that align with local preferences can significantly improve the customer experience and make online shopping more accessible and convenient for a broader audience (Hoyer et al., 2020).

Social proof and customer reviews play a crucial role in shaping the customer experience. Positive reviews and testimonials from satisfied customers can build trust and credibility, influencing purchase decisions of potential buyers. Businesses should actively encourage customer feedback and address negative reviews promptly to demonstrate their commitment to customer satisfaction (Lăzăroiu et al., 2020). Consistency across all touchpoints is paramount for a seamless customer experience. Whether consumers interact with a brand through its website, mobile app, social media channels, or customer service, maintaining consistent branding, messaging, and service quality helps reinforce brand identity and creates a cohesive customer experience (Bueno et al., 2019; Thomas et al., 2019).

The post-purchase phase is equally crucial in shaping the overall customer experience. Timely order updates, shipment tracking, and efficient after-sales support contribute to a positive customer experience, leaving a lasting impression and encouraging customers to return for future purchases. Loyalty programs and customer reward initiatives are effective tools for enhancing customer experience and encouraging repeat business (Lina & Ahluwalia, 2021). By offering exclusive benefits, discounts, and incentives to loyal customers, businesses can nurture a sense of loyalty and appreciation, turning one-time buyers into brand advocates. Moreover, leveraging technology and data analytics can significantly enhance the customer experience in online shopping. Implementing chatbots and AI-powered virtual assistants can provide instant support and quick responses to customer queries, even outside regular business hours. Data analytics allows businesses to gain insights into customer behavior, preferences, and pain points, enabling them to continuously improve and optimize the customer experience (Koch et al., 2020; Nuseir, 2019).

In conclusion, customer experience is a highly effective and indispensable strategy for businesses engaging in online shopping in Indonesia. With fierce competition and a tech-savvy consumer base, delivering exceptional customer experiences is crucial for building brand loyalty, driving repeat business, and gaining a competitive edge. By focusing on user-friendly website design, personalization, efficient customer service, social proof, post-purchase support, and loyalty initiatives, businesses can create a seamless and delightful customer journey that resonates with Indonesian consumers and fosters long-lasting relationships. Embracing technology and data analytics

further empowers businesses to continuously optimize and enhance the customer experience, ensuring sustained success in this dynamic and rapidly evolving e-commerce landscape.

4. CONCLUSION

In conclusion, customer experience emerges as a powerful and effective strategy in the online shopping landscape of Indonesia. By prioritizing user-friendly websites, personalization, efficient customer service, and post-purchase support, businesses can foster loyalty, trust, and brand advocacy among Indonesian consumers. As the e-commerce market continues to expand, providing exceptional customer experiences will be a key differentiator for businesses seeking to thrive in this competitive landscape.

As the digital marketplace in Indonesia evolves, future research can delve deeper into specific aspects of customer experience, such as the impact of AI-driven technologies, virtual reality, and augmented reality on online shopping. Exploring cross-cultural influences on customer preferences and the role of social media in shaping consumer behavior can also yield valuable insights. Additionally, investigating the effectiveness of customer experience strategies for niche markets and underserved customer segments would be beneficial for businesses seeking to reach a broader audience. Continuously exploring innovative ways to enhance customer experience will be crucial for businesses aiming to stay ahead in this dynamic and ever-changing e-commerce environment.

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