

Multichannel Integration, Trust and Repurchase Intention: Antecedent and Its Implications. A Study in the BLP Beauty Product

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Submission date: 13-Mar-2026 03:21PM (UTC+0700)

Submission ID: 2902026659

File name: Multichannel_Integration.pdf (416.52K)

Word count: 4756

Character count: 26612



Multichannel Integration, Trust and Repurchase Intention: Antecedent and Its Implications. A Study in the BLP Beauty Product

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Abstract. Beauty products are part of the lifestyle of women in Indonesia. It encourages the development of the beauty industry, followed by many local beauty brands emerging in the market. Many local beauty brands prefer to start their businesses online due to low investment cost and expand their market into the offline after well-established. During the Covid 19 Pandemic, the sales was declining due to the reduction usage of the beauty products. Optimizing multichannel integration in both online and offline platforms was chosen to increase sales. This study aims to enhance repurchase intention on BLP beauty brands by investigating the impact of trust and multichannel integration. This study proposes six hypotheses, and the data analysis was conducted using the Structural Equation Model (SEM). The results show that customer loyalty has impact to repurchase intention on both online and offline platform. Meanwhile, only trust influences customer loyalty in offline platform. Furthermore, this study also found that multichannel integration does not influence customer loyalty in the local beauty product.

Keywords: Multichannel integration · Trust · Repurchase Intention · Local Beauty Product

1 Introduction

The cosmetics industry in Indonesia grew by 9% in 2019, which is better than the growth in the previous year only reached 7.3% [1]. This growth is supported by the lifestyle of Indonesian women who cannot be separated from beauty products. Indonesia's population is approximately 267 million, of which 130 million are women [2]. It indicates that the beauty industry has a potential market in Indonesia and encourages the emergence of local beauty brands. Data from [1] state that of 760 companies, 95% are national cosmetics companies with a small and medium scale, while the remaining 5% are large-scale companies. However, during the Covid-19 pandemic, the behaviour of women in Indonesia in using beauty products changed because of the regulation restriction of outdoor activities. Many women stay and work at home to carry out their activities. Therefore,

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Nairobi et al. (Eds.): ICEBE 2022, AEBMR 241, pp. 508–519, 2023.

https://doi.org/10.2991/978-2-38476-064-0_52

they do not need beauty products. The decrease in beauty product usage reached 10% to 30% [3]. It has an impact on local beauty brands in Indonesia.

One of the local beauty brands that also declined in sales during the Covid-19 pandemic was BLP [4]. BLP is a local beauty brand founded in 2016, which began with online platforms to deliver the product because it did not require high investment costs [5]. After being established, BLP expanded an offline platform for selling its products [5]. The offline platforms allow for reaching a broad market and getting closer to its consumers. However, the Covid-19 pandemic had an impact on BLP sales. For this reason, BLP strives to optimize all multichannel platforms through online and offline media to increase sales. Therefore, efforts are needed to foster customer trust and loyalty in utilizing existing multichannel platforms to increase the intention to repurchase.

There are many channels through which producers may deliver the product or service to the final customer. The channel structure adequate for any producer will depend on which combination can best attract the final customers to deliver value relevant to those customers' needs [6]. Besides considering customers buying behaviours and motivations, a producer must consider how these might change over time under the rise of technology. Many customers have used various channels during regular purchases [7]. Multichannel has become a preference for the customer instead of a single channel. They can spend more money and time to reach the product through the multichannel. Therefore, multichannel customers have become attractive for producers to enhance loyal customers [8]. In addition, customers believe that the producers' ability to deliver value to the customer also enhances loyalty to the platform. Firms that launch a new online platform must compare the multiple-channel approach. They need to know how different the customer's interaction with producers through the platforms is to engage in repurchase intention. Despite the many benefits of multichannel platforms, only a few prior studies explore multichannel, combining offline and online platforms [9]. Furthermore, previous research on multichannel integration, trust and loyalty has been conducted on e-commerce [10–15], and tourism [16–19]. However, a study about multichannel integration related to trust and loyalty in the beauty industry has yet to be widely carried out. Therefore, this research aims to increase repurchase intention for beauty products through multichannel integration, trust and loyalty.

2 Literature Review

A. *Multichannel Integration*

Along with technology development, several companies initially started a business using online platforms because it is more cost-efficient rather than offline platforms. Recently, more companies have been trying to adopt both platforms to maximize sales. Multichannel customer management uses more than one channel to manage customers in a way coordinated across all channels [20]. The advantages of multichannel are enhancing customer value by increasing the convenience of getting the product. The quality of multichannel integration services provided by the company greatly influences brand experience, brand trust, and repurchase intention from the customer's perspective [21].

B. *Trust*

[14] state that trust is the consumers' belief that producers are proficient in delivering the product or services they promise. Customers' willingness to be engaged in future transactions due to assurance toward the reliability of the producers deliver their promise for reducing the risk of each transaction [22]. In multichannel retail, producers must be reliable in each transaction experience on the online and offline platforms to enhance customer trust. In other words, customers feel secure and convinced to continue their relationships with the producer if they feel the providers are trustworthy. Trust is a positive reaction developed over time after post-purchase evaluation, increasing customers' beliefs. In e-commerce, trust positively influences offline and online loyalty [11]. Therefore, producers with a multichannel platform must make positive customer experiences to build trustworthiness when delivering the service.

C. *Online and Offline Loyalty*

Online loyalty is a consumer purchase affected by service efficiency and the company's online channels systems that are adequate to build loyal customers [23]. Customer online loyalty results from measuring the performance of a business's online channel that customers reliable for their service. [11] state that online loyalty positively impacts repurchase intention. The study defines that online loyalty determines continued repurchase in the short or long term and can increase the company's profitability.

Offline loyalty is related to customers' deliberation on physical store location when exploring the products [11]. It shows that customers prefer to buy products in physical stores rather than online. Therefore, business people must design adequate marketing communication strategies to retain customers and win the competition on offline platforms [24]. Offline loyalty positively impacts repurchase intention [25]. Customers who prefer to purchase products in physical stores compared to online can be influenced by the pleasure of physical stores offered.

D. *Repurchase Intention*

Repurchase intention is purchasing a product with previous experience toward the product's benefit and quality [26, 27] also state that repurchase intention is a customer's willingness to make repeat purchases and engage with the same producers. Repurchase intention reflects overall consumer satisfaction, with attributes to service, existing policies, and availability [28]. These factors can affect consumer trust, which can result in repurchase intention.

E. *Hypotheses*

Multichannel integration manages varied channels that offer customers a positive experience of most of the company's products or services [29]. Loyalty in multichannel integration is formed when customers decide to make a repeat purchase if they are comfortable with the store's online or offline service. Therefore, the retailer must try to find ways to retain its loyal customers, such as designing the quality of service, efficiency on transactions, availability, and convenience to get the product or service in online or offline platforms. [23] states that consumers purchasing online through an efficient website can build loyal consumers. In addition, [11] form that producers

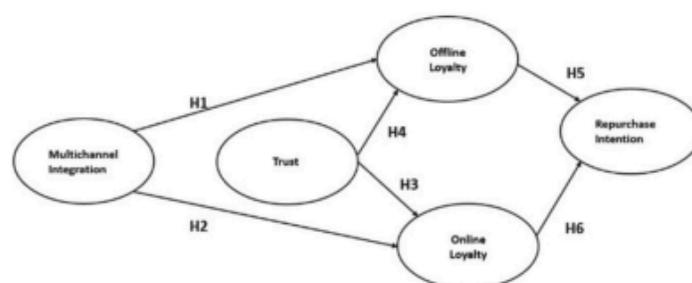


Fig. 1. Research Model

who consistently have the best quality offer to customers and establish excellent relationships on their channel will make the multichannel integration strategy is carried out successfully and enhance loyalty.

H1: Multichannel Integration positively impact offline consumer loyalty

H2: Multichannel Integration positively impact online consumer loyalty

[30] defines loyalty as customer commitment to consistently patronize a product or service in the future, although many stimuli from the external environment have the potential to make switching behaviour. Research convinces trust to be the groundwork of long-term relationships between customers and producers. In prior studies [31], trust positively impacts customer loyalty. It is also supported by [32] that brand trust positively influences attitudinal loyalty. In multichannel integration, developing attitudes and beliefs with offline and online platforms and the expectations that those platforms will be reliable in delivering positive service will enhance customer loyalty.

H3: Consumer trust positively impacts online loyalty

H4: Consumer trust positively impacts offline loyalty

Repurchase intention is a customer's decision to repeatedly purchase a particular product or service from producers based on their positive experience [33]. [34] also states that loyal consumers return to purchase goods or services frequently. Customer loyalty, satisfaction and trust are antecedents of consumer repurchase intention [35]. In e-commerce, retain their customer to encourage repurchase intention is an essential thing. Customers who take advantage of the online and online platforms in the long term will promote repurchasing the product. [11] research states that offline and online loyalty can determine repurchase behaviour in the short or long term.

H5: Offline Loyalty positively impact on consumer repurchase intention

H6: Online Loyalty positively impact on consumer repurchase intention

Based on the hypotheses, this study proposes a research model adopted from [11] that investigated the multichannel integration, trust and loyalty on repurchase intention. This research explores the impact of multichannel integration, trust and loyalty on consumer beauty products repurchase intention (Fig. 1).

3 Research Methodology

A descriptive research design is adopted in this study. This research already collected 110 respondents who have several criteria from an online questionnaire. There are women aged 18–35 who pay attention to their appearance by using beauty product in their daily

Table 1. MEASUREMENT

Construct	Number of Item	Literature sources
Multichannel Integration	4	[7]
Trust	4	[7, 32, 33]
Offline Loyalty	4	[7]
Online Loyalty	5	[7, 32]
Repurchase Intention	4	[7, 34]

activities. The women also know BLP and have experience purchasing BLP products online and offline in the last three months. The data collection used non-probability sampling with a judgmental sampling technique.

A. Measurement

All indicators in each variable were constructed through some prior studies. There are five variables, namely multichannel integration, trust, offline and online loyalty and repurchase intention, as described in Table 1.

4 Result and Discussion

A. Data Analysis

Data will analysis using the structural equation model (SEM). [35] state that measurement and structural model will be conducted on SEM. The measurement model used confirmatory factor analysis, constructed reliability (CR) and variance extracted (VE) to examine the validity and reliability, respectively. The structural model will be conducted after passing the measurement model [39].

B. Results

All of the respondent are women who concern about physical attractiveness, by using beauty product on daily life. The majority of the respondent were aged between 18–23 (61%), with domicile in outside Jakarta (55%) as shown in Table 2.

The measurement model in Table 3 shows that all indicators have a t-value above 1.96 with a factor loading value above 0.5. Therefore, all indicators are valid [39]. In addition, all indicators are reliable with a construct reliability (CR) value above 0.7 and variance extract (VE) above 0.5 [39].

The goodness of fit measure results in Table 4 indicates acceptable fit, with RMSEA (0.79), PNFI (0.92) and CFI (0.96) meeting the cutoff of the goodness of fit index [39].

This study observed that multichannel integration does not impact offline and online loyalty, nor does trust influence online loyalty. Data in Fig. 2 and Table 4 support that the t-value of H1 (-1.84), H2 (1.59), and H3 (-1.45) is below 1.645. The results of this study illustrate that for the beauty industry, the integration of offline and online platforms

Table 2. DESCRIPTIVE

Remarks		Percentage (%)
Age	18–23 years	61%
	24–29 years	22%
	30–35 years	17%
Domicile	Jakarta	45%
	Outside Jakarta	55%
Preference for a beauty product	Beauty tools	5%
	Eye beauty product	25%
	Lips beauty product	55%
	Skin care	15%

is not a driving factor for loyalty to platforms. It can be seen that beauty enthusiasts prefer specific platforms that make it easier for them to experience this product directly. Meanwhile, H4 (2.19) has a t-value above 1.645, proving trust positively impacts online loyalty. Producers' beauty product ability to provide reliable services on each platform can encourage consumers to patronize that platform. This study also determined that offline and online loyalty influences repurchase intention supported by H5 (4.56) and H6 (3.18) has a t-value above 1.645. It illustrates that customer loyalty on online and offline platforms encourages consumers intention to purchase repeatedly (Table 5).

C. Discussion and Implication

Understanding the implications of channel integration for loyalty will provide interesting managerial implications. Previous research on multichannel integration stated that integration between online and offline platforms could increase customer loyalty on both platforms [20, 40] and [11]. However, this study shows that integration between offline and online platforms made by beauty product producers does not affect customer loyalty. The results of this study are in line with research from [41], which states that the ability of producers to improve services on each platform does not support customer loyalty. In the beauty product industry, the main thing customers need when exploring a beauty product is involved with the product. Therefore, integrating existing and online platforms does not affect their loyalty to the channels. It happens due to most retailers provide customers with almost identical service channels. Beauty enthusiasts prefer to prioritize platforms offering opportunities for direct product experience. It is also supported by research from [42], which states that multichannel integration reduces online sales and increases offline sales.

Furthermore, the results of this study indicate that trust has a positive effect on offline loyalty. This study is in line with [43] and [11]. It indicates that consumer perceptions of the reliability of producers in delivering the best services, especially on offline platforms, can increase consumer loyalty. In the beauty industry, consumer trust in retailers affects their loyalty to the platform offered. Direct consumer involvement in offline services fosters trust in these beauty product producers and encourages their commitment to retailers

Table 3. MEASUREMENT MODEL

Variable	Indicator	T-Value	Standardized Loading Factor	Construct Reliability (CR) CR \geq 0.70	Average Variance Extract (VE) VE $>$ 0.5
Multichannel Integration	MI1	8.61	0.72	0.80	0.51
	M12	9.12	0.76		
	MI3	9.15	0.76		
	MI4	6.66	0.59		
Trust	T1	6,57	0,59	0.81	0.52
	T2	9,22	0,75		
	T3	9,67	0,79		
	T4	8,74	0,73		
Offline Loyalty	OfL1	9,99	0,82	0.85	0.59
	OfL2	6,16	0,57		
	OfL3	9,61	0,80		
	OfL4	10,68	0,85		
Online Loyalty	OnL1	10,15	0,82	0.88	0.60
	OnL2	9,52	0,79		
	OnL3	11,09	0,87		
	OnL4	9,00	0,76		
	OnL5	7,09	0,63		
Repurchase Intention	RI1	7,09	0,64	0.83	0.56
	RI2	8,79	0,74		
	RI3	9,64	0,80		
	RI4	9,74	0,80		

Table 4. GOODNESS OF FIT INDEX

GOF Index	Value	Cutoff Value for GOF Index
RMSEA	0.79	RMSEA $<$ 0.08
CFI	0.96	CFI \geq 0.95
PNFI	0.92	$0 \leq$ NFI \leq 1

that provide positive services. The findings discussed above suggest the importance for managers of the beauty product industry to give more excellent services to the offline platform because they impact the trust and loyalty of a customer.

Table 5. HYPOTHESIS TESTING

Hypothesis		Estimate	T-value	Result
H1	Multichannel Integration → Offline Loyalty	-2.92	-1.84	Rejected
H2	Multichannel Integration → Online Loyalty	4.87	1.59	Rejected
H3	Trust → Online Loyalty	-4.46	-1.45	Rejected
H4	Trust → Offline Loyalty	3.48	2.19	Accepted
H5	Offline Loyalty → Repurchase Intention	0.60	4.56	Accepted
H6	Online Loyalty → Repurchase Intention	0.36	3.18	Accepted

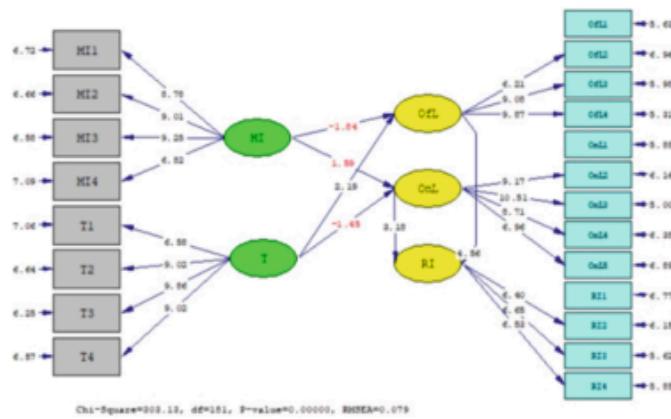


Fig. 2. Output of Structural Model

Meanwhile, in this study, the finding implies that customers’ loyalty in online and offline platforms encourages them to enhance repeated purchase intentions. This study’s results align with research from [11]. The positive experiences by beauty enthusiasts when buying beauty products on online platforms, such as an adequate system and ease of transactions, can encourage them to repurchase other beauty products on these platforms. In addition, customer loyalty when visiting the nearest retailer to get the desired beauty product can enhance them to buy other beauty products. Beauty product producers must be able to reach their customers by determining a strategic and easily accessible retail location to make it easier for customers to visit physical stores to be directly involved with beauty products to encourage repurchases. In addition, the consistency of the services provided to customers is essential to improve the repurchase intention of the beauty products offered [44].

5 Conclusion and Limitation

The findings found that offline and online loyalty influences repurchase intention. However, multichannel integration does not affect consumer loyalty, and it happens because consumers prioritize platforms that can enhance direct involvement with the beauty product. In addition, trust can encourage customer loyalty on offline platforms based on the attractive service perceived by customers in the store.

The limitations of this study were not identifying consumer purchasing behaviour in beauty products on the first purchase of a new variant or just habitual buying of the regular product. The perception of using online and offline platforms will differ depending on the product type.

Acknowledgment. The authors would like to thank the Universitas Multimedia Nusantara and BLP for providing opportunities and facilities for the authors to conduct this research.

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