



Systematic Literature Review on The Influence of Channel Integration on Omni-Channel Customer Loyalty

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ABSTRACT

The rapid evolution of digital technologies and shifting consumer expectations has accelerated the adoption of omnichannel strategies across global retail markets. The effectiveness of these strategies depends greatly on the level of channel integration, which enables seamless transitions across online and offline touchpoints. This systematic literature review synthesizes empirical findings from the past five years to examine how channel integration shapes customer loyalty in omnichannel retailing. The review identifies key mechanisms such as enhanced customer experience, perceived value, trust formation, and cross-channel consistency as critical pathways linking integration to loyalty outcomes. It also highlights relevant theoretical perspectives and emerging mediating and moderating variables. The findings offer theoretical implications by clarifying the mechanisms through which channel integration strengthens loyalty formation, and practical implications by guiding retailers to develop integrated channel strategies that improve customer engagement, satisfaction, and long-term loyalty.

Keywords: Omnichannel strategies, customer loyalty, personalized customer experience, consumer expectations.

Received: 22 September 2025 ;

Accepted: 2 December 2025 ;

Published: December 2025.

How to Cite:

Anggraeni, D., Ruswanti, E., Kustiawan, U., & Hamdi, E. (2025). Systematic Literature Review on The Influence of Channel Integration on Omni-Channel Customer Loyalty. *Journal of Business and Behavioural Entrepreneurship*, 9(2), 218-230. <https://doi.org/10.21009/JOBBE.009.2.02>

INTRODUCTION

The dynamic landscape of modern retail, characterized by the convergence of digital technologies and evolving consumer expectations, has propelled the adoption of omnichannel strategies by retailers worldwide. The essence of omnichannel retailing lies in the seamless integration of various shopping channels, both online and offline, to offer a unified and personalized customer experience (Verhoef et al., 2015). The success of such strategies, however, is contingent upon the effective integration of these diverse channels, ensuring a consistent and fluid customer journey.

Channel integration, the bedrock of omnichannel retailing, entails the strategic alignment of various touchpoints, including physical stores, online platforms, and mobile applications, to deliver a cohesive brand experience (Thaichon et al., 2023). It encompasses the synchronization of product information, pricing, promotions, inventory, and customer service across all channels. The literature underscores the positive correlation between effective channel integration and enhanced customer satisfaction, engagement, and loyalty (Gao et al., 2021; Lee et al., 2019). The ability for consumers to seamlessly transition between online and offline channels, accessing consistent information and services, fosters trust and convenience, thereby solidifying their relationship with the brand.

The impact of channel integration on customer loyalty is multifaceted and intricate. It operates through various mechanisms, including the enhancement of perceived value, facilitation of information access, and enablement of seamless transactions (Hossain et al., 2020). When channels are seamlessly integrated, consumers perceive greater value in their shopping experience due to the convenience, flexibility, and personalization afforded by the omnichannel approach. The ability to access comprehensive and consistent product information across channels empowers consumers to make informed purchase decisions, further contributing to a positive customer experience and fostering loyalty. Moreover, the ease with which transactions can be initiated, completed, and managed across different channels significantly enhances the overall shopping experience and strengthens the customer-brand relationship.

The significance of channel integration in cultivating customer loyalty in the omnichannel context is further underscored by its ability to facilitate a holistic and personalized shopping experience. By leveraging data and analytics, retailers can gain a deeper understanding of consumer preferences and behaviors, enabling them to offer tailored recommendations and promotions across various touchpoints (Balakrishnan et al., 2018; Tyrväinen et al., 2020). This personalized approach not only enhances customer satisfaction but also fosters a sense of loyalty and commitment towards the brand.

However, the successful implementation of channel integration is not devoid of challenges. Retailers must navigate complexities related to technology infrastructure, inventory management, and organizational alignment (J. Kembro & Norrman, 2019; Lewis et al., 2014). The dynamic nature of consumer behavior and the rapid pace of technological

advancements necessitate continuous adaptation and innovation. Moreover, ensuring data privacy and security in an omnichannel environment is paramount, as consumers become increasingly concerned about the collection and use of their personal information. Striking the right balance between personalization and privacy is crucial for retailers to build and maintain trust with their customers.

This systematic literature review aims to provide a comprehensive examination of the relationship between channel integration and customer loyalty in the context of omnichannel retailing. By synthesizing the extant literature, we seek to uncover the underlying mechanisms through which channel integration influences loyalty, identify key theoretical perspectives, and highlight potential mediating or moderating factors. The insights gleaned from this review will not only contribute to the theoretical understanding of omnichannel customer loyalty but also offer actionable recommendations for retailers seeking to thrive in the digital age. This review seeks to answer the following research questions;

RQ1: How does channel integration influence customer loyalty in an omnichannel retail context?

LITERATURE REVIEW

The rapid evolution of digital technologies and the ever-changing landscape of consumer behavior have propelled the retail industry toward an era of omnichannel retailing. This approach, which seamlessly integrates various shopping channels like physical stores, online platforms, and mobile applications, aims to provide a unified and personalized customer experience (Verhoef et al., 2015). The success of omnichannel retailing hinges on the effective integration of these diverse channels, ensuring a smooth and consistent experience for consumers as they navigate between online and offline touchpoints. The significance of channel integration in fostering customer loyalty has been widely recognized in the literature. Studies have shown that a well-integrated omnichannel experience can lead to increased customer satisfaction, engagement, and ultimately, loyalty (Gao et al., 2021; Lee et al., 2019). The ability to access product information, compare prices, make purchases, and even return or exchange items across different channels seamlessly contributes to a positive customer experience, which in turn strengthens the bond between the consumer and the brand.

Channel integration in the context of omnichannel retailing encompasses various dimensions, including the integration of information, processes, and organizations (Liu & Song, 2024). Information integration refers to the seamless flow of product information, pricing, promotions, and inventory data across all channels. Process integration involves the alignment of operational processes, such as order fulfillment, delivery, and returns, to ensure a smooth and efficient customer journey. Organization integration entails the coordination and collaboration between different departments and teams within the retailer, as well as with external partners, to deliver a consistent and unified brand experience. The literature suggests that the successful implementation of channel integration across these dimensions can lead to several positive outcomes for retailers, including increased sales, improved customer satisfaction, and enhanced brand loyalty (Balbín Buckley & Marquina Feldman, 2024; Kanat & Atılgan, 2024).

From the customer's perspective, channel integration plays a crucial role in shaping their perceptions, attitudes, and behaviors towards omnichannel retailing. The ability to access consistent product information, compare prices, and make purchases across different channels seamlessly contributes to a positive customer experience, which in turn fosters loyalty (Kanat & Atilgan, 2024). Moreover, channel integration facilitates research shopping behaviors such as webrooming and showrooming, allowing customers to gather information and make informed purchase decisions (Thaichon et al., 2023). Additionally, the perceived compatibility of the omnichannel platform with customers' values and past experiences, as well as the perceived ease of use and usefulness of the platform, can significantly influence their attitudes and intentions to purchase (Ahmad Mahyadin, 2024; Jo & Bang, 2024).

From the retailer's perspective, channel integration presents both opportunities and challenges. On the one hand, it enables retailers to leverage customer data and analytics to gain a deeper understanding of consumer preferences and behaviors, thereby facilitating personalization and targeted marketing efforts (Thaichon et al., 2023). Furthermore, channel integration can lead to cost savings and improved operational efficiency through streamlined processes and inventory management (Liu & Song, 2024). On the other hand, retailers face challenges related to technology infrastructure, data management, and organizational alignment in implementing and maintaining a successful omnichannel strategy (Balbín Buckley & Marquina Feldman, 2024; Thaichon et al., 2023).

Despite the growing interest in omnichannel retailing and the recognition of channel integration's importance, there remains a need for further research to fully understand the complex relationship between channel integration and customer loyalty. Future studies could explore the mediating and moderating factors that influence this relationship, such as the role of customer trust, perceived risk, and brand image. Additionally, research could examine the long-term impact of channel integration on customer loyalty and the strategies that retailers can employ to sustain loyal customer relationships in the dynamic world of omnichannel retailing. By addressing these research gaps, we can gain a more nuanced understanding of how channel integration can be leveraged to create a sustainable competitive advantage in the ever-evolving retail landscape.

RESEARCH METHOD

This research uses a qualitative descriptive approach through the literature review method. In this research, the literature review has an important role in outlining the context of a research topic, such as emphasizing relevance, highlighting relationships between different studies or ideas, identifying key concepts and dominant research figures in a field, and highlighting unmet knowledge gaps. Through analyzing previous studies, literature reviews help direct more complex research questions (Jaya, 2020).

In this study, researchers used the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) Systematic Literature Review (SLR) Method, which is a structured and transparent approach to reviewing scientific literature (Purwanza, 2022). PRISMA is designed to assist researchers in systematically summarizing evidence from relevant studies and ensuring that the process is transparent and replicable. The following is an explanation of the SLR stages using PRISMA.

As for more complete researchers describe in the following diagram:

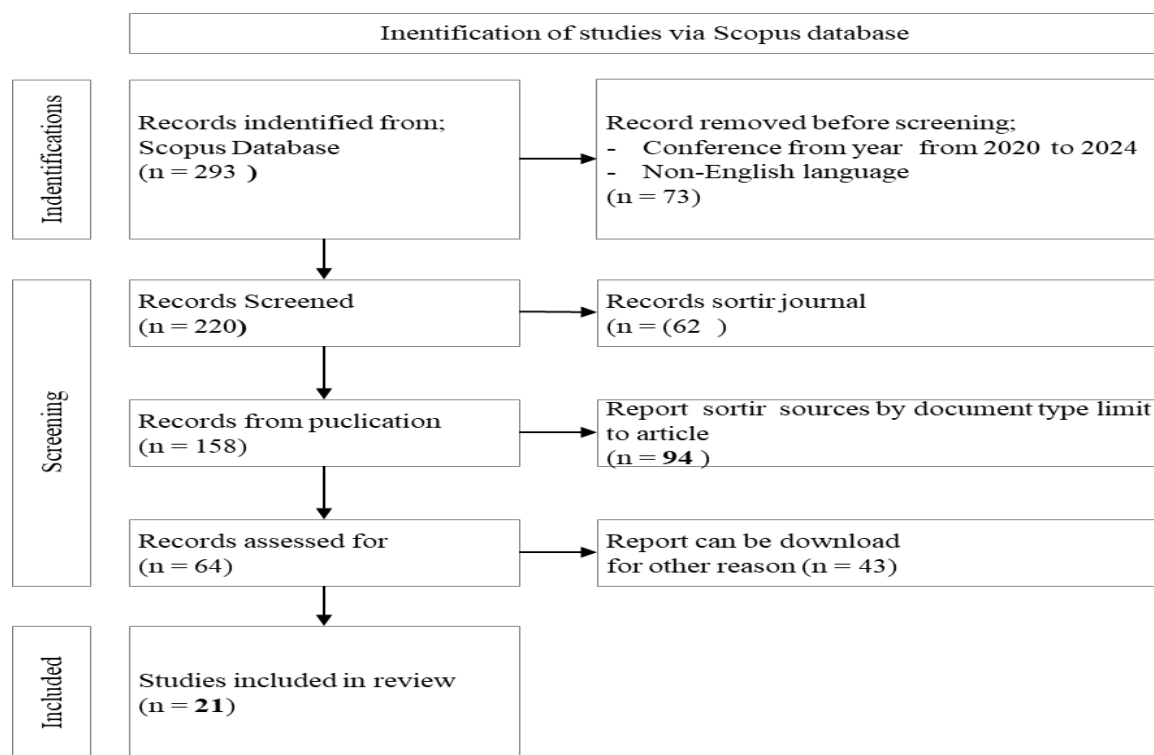


Figure 2: Search strategy using the PRISMA 2020 guidelines

RESULTS AND DISCUSSION

Based on the background and research methods above, the following are the article criteria that the researcher uses:

Data articles are selected from Scopus and taken based on the criteria of the year of publication, then based on application sources from international indexes related to the topic and title and screened from relevant research topics which have a direct connection with OMNI experiences.

**Table 1. Articles On The Influence of Channel Integration
on Omni-Channel Customer Loyalty**

| HEADING | WRITER | NO | INDEXS | METODE | REFE RRED |
|---|--|----|---|-----------------------|---------------|
| ANALYSIS OF OMNI-CHANNEL IMPLEMENTATIONS THAT ARE PREFERRED BY CONSUMERS IN CLOTHING SECTOR | (Seher Kanat ect 2024) | 1 | Reputable International Journal (Scopus) | Quantitative Analysis | Cited 0 times |
| EFFECTS OF CHANNEL INTEGRATION ON THE OMNICHANNEL CUSTOMER EXPERIENCES | (José Antonio Balbín Buckley ect 2024) | 2 | Reputable International Journal (Scopus) | Quantitative Analysis | Cited 0 times |

| | | | | | |
|--|-----------------------------------|----|---|---|-----------------|
| EXPLORING-THE-ROLE-OF-OMNICHANNEL-RETAILING-TECHNOLOGIES:FUTURE-RESEARCH DIRECTIONS_2024_SAGE-PUBLICATIONS-LTD (1) | Park Thaichon1 , ect 2024) | 3 | Reputable International Journal (Scopus) | Quantitative Analysis | Cited 11 times |
| FACTORS AFFECTING SUPPLY CHAIN INTEGRATION IN OMNI-CHANNEL RETAILING | (Yue Liu ect 2024) | 4 | Reputable International Journal (Scopus) | Quantitative Analysis | Cited 1 times |
| FACTORS INFLUENCING CONSUMER INTENTION TO PURCHASE VIA OMNI-CHANNEL FASHION RETAIL IN MALAYSIA | (Kim ect., 2023) | 5 | Reputable International Journal (Scopus) | Quantitative Analysis | Cited 0 times |
| OMNICHANNEL INTEGRATION STRATEGY BASED ON BOPS | (Meirong Tan ect 2023) | 6 | Reputable International Journal (Scopus) | Quantitative Analysis | Cited 0 times |
| THE IMPACT OF BUSINESS CONTINUITY ON SUPPLY CHAIN PRACTICES AND RESILIENCE DUE TO COVID-19 | (Behzad Maleki Vishkaei ect 2024) | 7 | Reputable International Journal (Scopus) | Potential Quantitative and Qualitative Analysis | Cited 0 times |
| THE DETERMINANT FACTORS OF CONTINUANCE INTENTION TO REVISIT OMNICHANNEL RETAILER COMPANIES: MEAN-END CHAIN THEORY APPROACH | (Arta Moro Sundjaja ect 2024) | 8 | Reputable International Journal (Scopus) | Potential Quantitative and Qualitative Analysis | Cited 0 times |
| NAVIGATING THE OMNICHANNEL LANDSCAPE: UNRAVELING THE ANTECEDENTS OF CUSTOMER LOYALTY | (Hyeon Jo ect 2024) | 9 | Reputable International Journal (Scopus) | Quantitative Analysis | Cited 1 times |
| THE ROLE OF PACKAGING IN SUSTAINABLE OMNICHANNEL RETURNS—THE PERSPECTIVE OF YOUNG CONSUMERS IN POLAND | (Łukasz Hada’s 1, Ect 2024) | 10 | Reputable International Journal (Scopus) | Quantitative Analysis | Cited 119 times |

Source : Processing result data

Based on the data presented above, it includes ten articles that discuss various aspects related to The Influence of Channel Integration on Omni-Channel Customer Loyalty. These articles come from reputable international journals and include various analysis methods, both qualitative and quantitative, with varying reference frequencies.

In the following explanation, each article will be discussed in detail to highlight its contribution to the understanding of this research topic.

The article Seher Kanat et al 2024, explores how consumers in the apparel industry interact with various sales channels, both physical and online. The research aims to understand what consumers value most in their omni-channel shopping experience. The study delves into the integration between these channels, examining whether product information, pricing, and customer service are consistent across platforms. Additionally, the research analyzes factors influencing consumer purchase decisions, such as price, product availability, ease of channel use, and customer service quality.

Based on its findings, the article provides recommendations to apparel manufacturers and marketers on how to enhance their omni-channel strategies. These may include suggestions on better integrating channels, personalizing the shopping experience, and meeting evolving consumer expectations. One key finding is that Turkish consumers highly value omni-channel strategies. They desire a seamless shopping experience across all channels, with consistent information, responsive customer service, and transparent pricing. Consumers recognize the benefits of omni-channel strategies and demand this from companies, brands, and retailers.

Overall, the article provides valuable insights into consumer preferences in the ever-changing omni-channel landscape within the apparel industry. These findings can help companies develop more effective strategies to meet the needs and expectations of modern consumers.

The article José Antonio Balbín Buckley et al 2024, It delves into how the seamless connection of various channels, such as physical stores, online platforms, and mobile apps, influences the overall customer experience. The research likely investigates the effects of channel integration on different aspects of customer experience, including emotional, cognitive, relational, and sensorial dimensions. It might examine how consistent pricing, product information, transaction processes, and order fulfillment across channels shape customer satisfaction, trust, and loyalty.

Furthermore, the study could shed light on how channel integration impacts customer perception of the brand's accessibility, convenience, and overall service quality. It might also explore the role of channel integration in fostering a sense of empowerment and control for customers as they navigate their shopping journey across different touchpoints.

In essence, this article aims to provide a deeper understanding of how effective channel integration can enhance the overall omnichannel customer experience, leading to increased customer engagement, satisfaction, and ultimately, brand loyalty.

The article Behzad Maleki Vishkaei et al 2024,. It takes a comprehensive look at both the retailer's and the customer's perspectives, examining how technological advancements enable the creation of a seamless shopping experience across various channels. The research reviews a vast body of literature, highlighting the evolution of omnichannel

research with a specific focus on technology usage. It identifies key theoretical foundations underpinning technology-empowered omnichannel retailing, synthesizes empirical findings, and pinpoints emerging topics from both the customer and retailer viewpoints.

From the customer perspective, the article explores themes like customer value, customer experience, showrooming and webrooming behaviors, and concerns regarding customer privacy. On the retailer side, it examines key themes such as channel integration, personalization strategies, and the resource challenges faced in implementing omnichannel retailing.

Based on these theoretical and empirical insights, the article proposes three important future research areas, aiming to inspire further studies in this dynamic domain. It underscores the need for continued exploration into the complex interplay between technology, retailers, and customers in the ever-evolving world of omnichannel retailing.

The article Seher Kanat et al. 2024, It explores various factors that can influence how effectively retailers can connect and coordinate their supply chain operations across different sales channels. The study likely investigates both internal and external factors that impact supply chain integration. Internal factors might include aspects like information sharing within the organization, process alignment across departments, and the level of organizational collaboration. External factors could encompass the relationships with suppliers, logistics partners, and the overall complexity of the supply chain network.

Furthermore, the research might examine how the level of online sales, the scale of the sales network, and the time invested in developing online channels can influence the degree of supply chain integration in an omnichannel environment. It could also explore the impact of human resource management practices on achieving effective supply chain integration in this context.

In essence, this article seeks to provide insights into the key drivers and challenges of supply chain integration in omnichannel retailing. By understanding these factors, retailers can develop more effective strategies to streamline their supply chain operations, enhance customer satisfaction, and achieve sustainable financial performance in the increasingly complex omnichannel landscape.

The article Kim et al., 2023, It delves into the complex interplay of various factors that shape consumer behavior in this context. The study likely explores the influence of perceived benefits, such as convenience, broader product selection, and personalized experiences, on consumers' inclination to use omnichannel fashion retail. It might also examine the impact of perceived risks, such as concerns about product quality, return policies, and data privacy, on purchase intentions.

Furthermore, the research could shed light on the role of social influence, technological factors, and individual characteristics in shaping consumer attitudes and

intentions towards omnichannel fashion shopping. It might also investigate the moderating effects of variables like age, gender, and prior online shopping experience.

In essence, this article aims to provide a comprehensive understanding of the multifaceted factors that drive consumer adoption of omnichannel fashion retail in Malaysia. By identifying these key influencers, retailers can develop more targeted strategies to enhance the customer experience, build trust, and ultimately drive sales in the increasingly competitive omnichannel landscape.

The research article Kim et al., 2023, It delves into the dynamics between offline stores and e-commerce departments, examining how BOPS can be leveraged to create a more seamless and interconnected shopping experience for customers. The study likely investigates the impact of BOPS on factors such as pricing strategies, market share, and revenue for both offline and online channels. It may also consider the role of factors like product match probability and network costs associated with returns in shaping the effectiveness of BOPS as an omnichannel integration tool.

Furthermore, the research might explore the potential benefits and challenges of extending the BOPS model to include online returns (BORO - Buy-Online-Pick-up-in-Store-and-Return-Online). It could analyze how this strategy influences the competitive landscape and profitability for both offline stores and e-commerce platforms.

In essence, this article aims to provide a deeper understanding of how BOPS can be strategically employed to bridge the gap between online and offline channels, fostering a more cohesive and customer-centric omnichannel experience. By examining the interplay of various factors within the BOPS and BORO models, the research offers valuable insights for retailers seeking to optimize their omnichannel strategies and enhance their overall business performance.

The article Behzad Maleki Vishkaei et al. 2024, It delves into the specific supply chain practices adopted by companies in response to the challenges posed by lockdowns, travel restrictions, and social distancing measures. The study likely investigates the relationship between business continuity planning and the implementation of various supply chain practices, such as omnichannel strategies, improved coordination, and the adoption of new technologies. It might examine how these practices contribute to enhancing supply chain resilience, enabling companies to better withstand and recover from disruptions.

Furthermore, the research could shed light on the role of factors like supply chain visibility, trust, and cooperation in building resilience during crises. It may also explore the effectiveness of digital transformation and technologies like artificial intelligence, big data, and machine learning in mitigating risks and managing the consequences of the pandemic.

In essence, this article aims to provide a comprehensive understanding of how the COVID-19 pandemic has impacted supply chain practices and how businesses have leveraged business continuity strategies to navigate this challenging period. By analyzing

the adoption of specific practices and their impact on resilience, the research offers valuable insights for companies seeking to strengthen their supply chains and prepare for future disruptions.

The article Arta Moro Sundjaja et al. (2024), decision to keep coming back to businesses that offer shopping experiences across multiple channels, like physical stores, websites, and mobile apps. It delves into the deeper motivations behind customer loyalty in the context of omnichannel retailing. The study likely investigates the relationship between various factors like customization, price, customer service, personalization, and supply chain transparency, and how they impact customer satisfaction and their subsequent intention to revisit the retailer. It may also examine the mediating role of customer satisfaction and shopping value in this relationship.

Furthermore, the research could shed light on the underlying values and goals that customers associate with these factors, using the Mean-End Chain theory to understand the deeper connections between product attributes, consequences, and personal values. This approach helps uncover the "why" behind customer choices and their continued patronage of omnichannel retailers.

In essence, this article aims to provide a comprehensive understanding of the factors that drive customer loyalty in the omnichannel retail environment. By identifying the key determinants and their underlying motivations, businesses can develop more effective strategies to enhance customer satisfaction, build long-term relationships, and ultimately drive repeat business.

The Hyeon Jo et al. (2024), in the context of omnichannel retailing, where businesses offer integrated shopping experiences across various channels. It delves into how technological features like perceived ease of use and usefulness influence customer satisfaction and loyalty. The research also examines the impact of in-store attributes like personal interactions and merchandise variety on shaping customer perceptions and attitudes towards the brand. Furthermore, it investigates the role of online reviews and crowd perception in influencing overall customer attitudes and behaviors within the omnichannel environment.

The study likely utilizes a comprehensive research framework encompassing technological elements, in-store attributes, online reviews, and behavioral variables. It might employ surveys and structural equation modeling to analyze data and draw conclusions about the complex interplay of these factors in driving customer loyalty.

In essence, this article aims to uncover the key drivers of customer loyalty in the omnichannel landscape. By understanding the impact of technology, in-store experiences, online reviews, and crowd perceptions, businesses can develop more effective strategies to foster positive customer attitudes, enhance satisfaction, and ultimately cultivate long-term loyalty in today's dynamic retail environment.

The article Łukasz Hada's et al. (2024), delves into the attitudes and preferences of young Polish consumers towards packaging when it comes to returning products

purchased through omnichannel retail. It explores the intersection of convenience, practicality, and environmental concerns in shaping their expectations for the returns process. The study investigates the most common delivery and return methods used by young consumers, highlighting their preference for parcel lockers. It also examines the types of packaging used for deliveries and how often these packages are filled efficiently. Furthermore, it explores whether consumers prefer to use the same packaging for returns and the challenges they face in doing so.

The research likely uncovers a tension between the desire for convenience and the growing awareness of environmental impact among young consumers. While they appreciate the ease of parcel lockers and the protection offered by boxes, they are also concerned about excessive packaging and the sustainability of the returns process.

In essence, this article sheds light on the evolving expectations of young consumers in Poland regarding packaging in the context of omnichannel returns. It highlights the need for retailers to balance practicality and sustainability, offering convenient return options while minimizing environmental impact. By understanding these preferences, businesses can develop more sustainable packaging and returns strategies that resonate with this environmentally conscious demographic.

Future Research Agenda

The "Future Research Agenda" section of the article highlights several promising avenues for further exploration in the field of omnichannel retailing and channel integration's impact on customer loyalty. The authors suggest that future research could delve deeper into the mediating and moderating factors that influence the relationship between channel integration and customer loyalty. This could involve examining the role of customer trust, perceived risk, and brand image in shaping how channel integration affects loyalty outcomes.

Additionally, the authors emphasize the need for longitudinal studies to understand the long-term effects of channel integration on customer loyalty. This would involve tracking customer behavior and attitudes over time to assess how the benefits of channel integration evolve and whether they contribute to sustained loyalty.

The article also highlights the importance of investigating the specific strategies that retailers can employ to cultivate and maintain loyal customer relationships in the dynamic omnichannel environment. This could include exploring the effectiveness of various personalization tactics, loyalty programs, and communication strategies in fostering customer engagement and commitment.

In conclusion, the "Future Research Agenda" section underscores the need for continued research in this field to gain a more nuanced understanding of the complex dynamics between channel integration and customer loyalty. The suggested research directions offer opportunities to explore new theoretical perspectives, identify effective

strategies for retailers, and ultimately contribute to the advancement of knowledge in the realm of omnichannel retailing.

CONCLUSION

The conclusion emphasizes that the success of omnichannel retailing hinges on the effective integration of various channels. The literature consistently highlights the positive impact of channel integration on customer loyalty, which is fostered through enhanced customer satisfaction, engagement, and trust. The ability to seamlessly navigate between online and offline channels, accessing consistent information and services, plays a pivotal role in solidifying the customer-brand relationship.

The review underscores the importance of integrating information, processes, and organizations to achieve a cohesive omnichannel experience. It also acknowledges the challenges associated with implementing channel integration, particularly in terms of technology, data management, and organizational alignment. The dynamic nature of consumer behavior and technological advancements necessitate continuous adaptation and innovation from retailers. The review concludes by emphasizing the need for further research to delve deeper into the complexities of channel integration and its impact on customer loyalty in the ever-evolving retail landscape.

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