

## The Influence of Website Usability, Social Media Engagement, and Omnichannel Integration on the Digital Customer Experience of Online Retail

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### Abstract

The research study investigates the impact of three factors which are Website Usability Social Media Engagement and Omnichannel Integration on Digital Customer Experience in online retail websites. The study used a quantitative approach with a survey method by distributing questionnaires to 200 active online retail consumers selected using a purposive sampling technique. The research required respondents to meet three requirements which included making two online purchases within the previous six months and using social media platforms and accessing multiple digital channels from different companies. The research team used multiple linear regression analysis to process the collected data. The data underwent testing before the analysis process through validity testing and reliability testing and classical assumption testing which included assessments of normal distribution and testing for heteroscedasticity and multicollinearity. The study proved that Website Usability together with Social Media Engagement and Omnichannel Integration created a positive relationship which reached a statistically significant impact on Digital Customer Experience. The results demonstrate that three factors which include website usability and social media customer engagement and cross-channel service integration show a strong impact on digital customer experience in online retail stores.

**Keywords:** *website usability, social media engagement, omnichannel integration, digital customer experience.*

### INTRODUCTION

Consumer shopping habits have changed completely because digital technology has progressed which has resulted in increased online shopping during the past three years (Tawil et al., 2025). Consumers today evaluate products based on their price and product quality together with their assessment of the digital retail platforms that operate online. Digital retail companies use Digital Customer Experience as their main strategy to compete against rivals while keeping their existing customers (Erliyani et al., 2025). Digital customer experience includes all the methods that customers use to interact with a business's digital platform which starts with product search through website navigation and ends with purchase completion along with their interactions on social media and after-sales support. Customers will choose to switch to rival companies when they experience

difficulties with the digital system because those competitors provide better customer support (Santoso et al., 2025). Customers who experience positive digital interactions with a company will develop greater satisfaction which results in increased customer loyalty and more frequent purchases. Online retail businesses operating in the current digital market need to develop customer journeys which allow users to access personalized services through unified system connections. Digital Customer Experience systems operate based on multiple components which require understanding for proper system functionality (Bakri et al., 2023). The research identifies three main elements which determine digital customer experience: website usability and social media engagement and omnichannel integration. The study remains important because digital consumer behavior patterns continue to change. The research project aims to create better online shopping experiences through methods which prioritize customer needs.

The Digital Customer Experience in online retail depends on website usability which shows its important role. The term website usability defines the degree of difficulty which customers face when they try to access website information and product details and complete their purchases and other website functions. Customers will have better shopping experiences on websites that provide straightforward designs together with understandable navigation and quick access and simple payment methods (Anwar et al., 2023). Online shoppers experience frustration when a website has slow performance and confusing elements and usability difficulties which lead to increased cart abandonment. Online retail businesses depend on their websites for customer contact because this makes website usability a critical factor which determines the entire customer experience. Digital consumers expect to access information easily while completing online transactions at high speeds (Indriastiningsih et al., 2023). Social Media Engagement serves as the main component for the Digital Customer Experience which current online retailing networks provide to their users. Social media has evolved from a mere means of communication into a primary platform for companies to build relationships with customers (Sudirjo et al., 2023). People today use various online platforms to find product details which they combine with customer reviews and brand interactions through social media (Kholil et al., 2025). Through social media platforms businesses can create emotional connections with their customers because users interact with their content through liking and commenting and sharing and direct messaging while creating their own content (Syukron & Kholil, 2012). Online retail stores need to adopt omnichannel integration as their main approach to improving the Digital Customer Experience (Najoan & Liow, 2023). Omnichannel integration describes a company's capability to merge its various sales and communication channels so that customers experience uniformity throughout all contact points (Lutfi et al., 2022). Consumers today use multiple digital platforms which include websites and mobile applications and social media and marketplaces and physical stores to research products before they complete their purchases. Customers become confused because businesses lack proper methods to connect their different channels which leads to customer dissatisfaction (Kartika et al., 2020).

The research investigates how Website Usability, Social Media Engagement, and Omnichannel Integration affect Digital Customer Experience in online retail environments. The theoretical research conducted for this study will develop new digital marketing knowledge through its examination of digital consumer behavior and customer experience management. The study extends research on digital customer experience by examining factors that affect online retail customer experience in the current digital

landscape. The study results will function as an academic reference resource for future researchers who study related subjects. The study aims to assist online retail businesses in creating effective digital marketing strategies through its practical applications. The study results provide a foundation to enhance website performance, improve social media user engagement, and create a unified system for omnichannel operation.

## **RESEARCH METHODS**

The study uses quantitative research methods to determine how three factors Website Usability (X1) Social Media Engagement (X2) and Omnichannel Integration (X3) affect Digital Customer Experience (Y) in online retail settings. The study used a Likert scale which ranges from 1 to 5 to measure variables because a score of 1 represents strong disagreement while a score of 5 represents strong agreement. The study population included all consumers who had made online retail purchases during the previous six months. The researchers selected their sample through purposive sampling which required participants to meet three criteria of at least 17 years old and two online purchases during the last six months and social media product information search. The study needed a total of 200 participants for its research. Researchers used Google Forms to create online questionnaires for data collection purposes. The researchers used a t-test for their instrument validity testing because a statement becomes valid when its t-value surpasses the t-table value at the 5% significance level. The researchers used Cronbach's Alpha for their reliability testing because any variable with an alpha value above 0.70 is considered reliable. The researchers applied classical assumption tests to examine data which included normality tests and heteroscedasticity tests and multicollinearity assessments. The research team conducted multiple linear regression analysis to investigate how independent variables create impacts on the dependent variable. The researchers used t-tests and F-tests to test their hypothesis at a significance level of 0.05.

## **RESULTS AND DISCUSSION**

The research team discovered that all research instruments produced valid and reliable results after they analyzed data from 200 participants who made online purchases at retail websites. The validity test results showed that all statement items for the Website Usability and Social Media Engagement and Omnichannel Integration and Digital Customer Experience variables have a calculated t value which exceeds the t table at a 5% significance level thus declaring all indicators as valid. The reliability test results showed that all variables achieved Cronbach Alpha values exceeding 0.70 thus confirming that the research instrument maintains both reliability and consistent performance. The multiple linear regression analysis results showed that Website Usability and Social Media Engagement and Omnichannel Integration together create a major effect on Digital Customer Experience which the F test demonstrates through a significance value below 0.05. The independent variables account for most of the variations in Digital Customer Experience which will be explained through research model variables and additional factors.

The research results show that website usability has a positive and significant impact on digital customer experience in online retail. The study results demonstrate that website usability directly improves digital customer experience which customers receive

during their online shopping activities. Customer convenience increases through websites which offer straightforward navigation and fast access times and appealing visual elements and easy checkout processes. Current digital consumers expect online shopping to deliver them with efficient methods to discover product details which require minimal time. Customers will experience a complete decline in digital experience when they encounter issues with product discovery and payment procedures and website performance. A user-friendly website creates a positive experience which leads to higher customer satisfaction. The research finding supports user experience understanding which considers usability as the primary component of digital user interactions. The research demonstrates that website quality has a direct impact on customer satisfaction according to existing research results.

The research findings demonstrate that social media engagement creates a substantial positive effect on digital customer experience. The research demonstrates that social media customer engagement helps customers develop better digital experience perception. Modern consumers use Instagram TikTok Facebook and X for several hours each day to research products and read reviews and interact with brands. Companies who answer social media customer questions with quick solutions create an impression that they value their customers. The brand creates stronger emotional ties with customers through content that connects with them and matches their needs. Customers use social media platforms to share their personal experiences which they express through their reviews and user-generated content. The digital experience becomes more interactive and personalized through this process. The research shows that relationship marketing theory requires firms to keep in touch with their customers at all times. Previous studies demonstrate that digital engagement increases both customer satisfaction and brand loyalty.

The research results show that Omnichannel Integration establishes a substantial and positive effect on Digital Customer Experience. The research demonstrates that customers gain better experience when companies establish unified digital channel systems to connect their digital channels. Customers today shop across various online platforms which include mobile applications and social media and online marketplaces and physical stores before they make their final purchases. The continuous connection between all channels provides customers with a shopping experience that is both simple and flexible. Customers experience frustration when they find different pricing details or product availability information or customer support options between channels. Customers can start their purchases on one platform and finish them on another platform through Omnichannel integration. The retail giants Amazon and Walmart have achieved successful customer experience improvements through their implementation of omnichannel strategies. The findings of the research verify that the customer journey integration theory requires businesses to deliver consistent customer experiences throughout all points of contact with customers.

## CONCLUSION

The research demonstrates that website usability serves as a vital component which delivers three benefits to online shopping because it enhances site navigation and shortens customer waiting periods and improves shopping ease for consumers. Customers today utilize social media platforms to receive superior service because they can engage with businesses through emotional connections which enable them to establish brand relationships across Instagram TikTok and Facebook. Businesses achieve a unified shopping experience through their omnichannel integration, which allows customers to access their entire digital ecosystem that includes websites and mobile applications and online marketplaces and physical retail locations. Online retail companies need to invest more resources into improving their online platforms because customers expect better service delivery in an environment where e-commerce competition has intensified. Companies need to maintain their website development process while they build their social media marketing campaigns and enhance their different channel connection systems to provide customers with better shopping experiences. The research model needs further investigation through research which will examine digital trust and personalized service delivery and the quality of electronic services and the operational effectiveness of mobile applications. The research produces new theoretical and practical results which create fresh opportunities to enhance current digital marketing methods.

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