

Personalization, Customer Experience, and Omnichannel Integration in Driving Customer Stickiness

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ABSTRACT

This study investigates the influence of Personalization (PN), Cognitive Customer Experience (CCX), Emotional Customer Experience (ECX), and Omnichannel Integration Quality (OIQ) on Customer Satisfaction (CS) and Customer Stickiness (CK) in the Indonesian modern retail sector, with CS as a mediating construct. A quantitative cross-sectional design was employed, collecting data from 240 omnichannel retail consumers in Indonesia and analyzing it using Partial Least Squares Structural Equation Modeling (PLS-SEM) with a two-stage higher-order construct approach in SmartPLS 3. The findings show that ECX and OIQ significantly drive CS, while CCX, OIQ, and CS independently shape CK. PN did not significantly influence either outcome. All satisfaction-mediated indirect pathways were not supported, suggesting that CS functions as a direct retention lever rather than a universal mediator in omnichannel retail contexts.

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1. INTRODUCTION

The rapid expansion of omnichannel retailing has fundamentally restructured global commerce, yet it has introduced a critical strategic dilemma, while digital integration broadens consumer reach, it drastically lowers switching barriers, fostering pervasive brand-switching behavior and eroding conventional customer loyalty [1]. In hyper-competitive emerging markets like Indonesia, where modern retail formats must constantly counter both low barrier-to-exit digital platforms and resilient informal retail sectors, relying on transactional incentives and price wars is no longer financially viable or sustainable [2], [4].

Consequently, understanding and securing Customer Stickiness (CK), defined as the sustained, habitual disposition of consumers to repeatedly engage with and remain anchored to a specific retail ecosystem despite negligible switching costs, has become an imperative survival determinant rather than a mere relational objective [3], [4]. Despite its strategic urgency, conventional retail models frequently fail to explain how retailers can cultivate such deep-seated psychological and behavioral attachment, particularly within complex omnichannel touchpoints where offline and online interactions intersect [4], [5]. Deciphering the underlying architectural drivers that elevate transactional interactions

into persistent consumer stickiness thus represents an urgent empirical priority [4].

Three constructs are theorized as central drivers of this process. Personalization (PN), the tailoring of products, services, promotions, and interfaces to individual consumer preferences and behaviors, encompassing product recommendations, dynamic pricing, and individualized service delivery, raises perceived switching costs by creating an accumulated sense of preference alignment that competitors cannot easily replicate [6], [7], [8]. Customer Experience (CX), understood as the holistic, subjective response of consumers to their interactions with a firm [9], is increasingly disaggregated into Cognitive Customer Experience (CCX), a rational, utilitarian evaluation of functional quality and convenience, and Emotional Customer Experience (ECX), a hedonic, affective response and experiential pleasure, a distinction consistent with the Stimulus–Organism–Response (S-O-R) paradigm, in which environmental stimuli trigger internal cognitive and affective states that in turn drive behavioral outcomes [2], [5], [6]. Omnichannel retailing itself involves the synergistic management of channels and touchpoints to optimize the shopping experience and performance across channels [1], with the key distinction from multichannel retailing lying in the degree of channel integration achieved [10], [11]. Omnichannel Integration Quality (OIQ) captures the seamlessness and consistency of service across a retailer's offline, online, and mobile channels, reflecting structural, operational, and informational consistency across channels [12], [13], and is theorized to amplify the effectiveness of both PN and CX by creating a coherent, frictionless retail ecosystem [1], [4], [14]. In this study, OIQ is modeled as a higher-order formative construct composed of Responsiveness, Integrated Interaction Quality, Fulfillment, and Efficiency [3], [15].

Despite this growing literature, three gaps remain. First, PN, CX, and OIQ have generally been examined as isolated constructs rather than as interconnected

components of an integrated retail value architecture [12], [14]. Second, although Customer Satisfaction's mediating role is well documented in general marketing contexts [13], its specific function as a psychological bridge between omnichannel stimuli and the long-term behavioral state of stickiness remains underexplored [8]. Customer Satisfaction (CS) itself the evaluative judgment resulting from the congruence between expectations and perceived performance [16], is positioned in this study as a central mediating mechanism in retail relationship models [13], [17], [18], while CK extends beyond conventional loyalty to capture active, habitual engagement resistant to competitive switching, driven jointly by constraint-based mechanisms (switching costs, habit) and dedication-based mechanisms (affective commitment, trust) [4], [5]. Third, most prior evidence originates from developed-market contexts, limiting its applicability to developing economies such as Indonesia, where formal and informal retail coexist and digital adoption trajectories differ substantially [4], [6], [7].

This study addresses these gaps by developing and empirically testing an integrated model grounded in S-O-R framework, which explains that environmental stimuli shape consumers' internal psychological states, which in turn drive behavioral responses [10], and in Expectation–Confirmation Theory (ECT), which holds that satisfaction arises when perceived performance meets or exceeds prior expectations [17]. Together, these theories position PN, CCX, ECX, and OIQ as stimuli (S), CS as the internal evaluative state (O), and CK as the behavioral response (R). Building on this framework, the study aims to: (1) examine the direct effects of PN, CCX, ECX, and OIQ on CS and CK; (2) evaluate the mediating role of CS between these antecedents and CK; and (3) generate empirical evidence from Indonesia's modern retail sector to enrich the omnichannel stickiness literature with developing-economy insights. By empirically validating these relationships within the Indonesian modern retail sector, this study contributes both to the theoretical refinement of the S-O-R/ECT sequence and to practical guidance for retail managers

designing PN and omnichannel strategies to build durable stickiness.

2. LITERATURE REVIEW

2.1 *Direct Effect of Antecedents on Customer Satisfaction*

Personalized interactions reduce pre-purchase friction and generate a heightened sense of relevance that translates into elevated evaluative satisfaction [2], [7], [8], [17]. Cognitive experience quality, operational speed, system quality, and navigational convenience address consumers' utilitarian shopping goals, and a frictionless environment yields a positive rational assessment that underlies satisfaction [5], [6]. Emotional experience quality, cultivated through atmospheric design and empathetic service, shapes how consumers evaluate overall service quality, such that consistent affective comfort directly enhances satisfaction [5], [7]. Finally, omnichannel integration quality seamlessly harmonizes physical and digital touchpoints by synchronizing pricing, inventory data, promotional schemes, and post-purchase fulfillment across all platforms [14], [15]. When consumers experience consistent interaction quality, responsive support, and effortless channel transitions without informational discrepancy, cognitive friction is minimized while perceived service reliability is substantially elevated [15], [16]. According to Expectation–Confirmation logic, this frictionless synergy consistently meets or exceeds modern

consumers' performance expectations during their holistic journey, thereby directly reinforcing overall customer satisfaction [14], [16], [19]. Accordingly:

H1: PN has a significant effect on CS.

H2: CCX has a significant positive effect on CS.

H3: ECX has a significant positive effect on CS.

H4: OIQ has a significant positive effect on CS.

2.2 *Direct Effect of Antecedents on Customer Stickiness*

PN is theorized to build stickiness by raising relational switching costs: as platforms become deeply customized to individual users, migrating to a competitor entail forfeiting this tailored environment, while personalized interactions also cultivate institutional trust that anchors consumers within the retailer's network [4], [8], [17], [19]. Cognitive experience quality fosters automated behavioral habits: a consistently efficient environment enables low-effort routines that render alternative platforms cognitively costly to adopt, forming a structural constraint on switching [4], [5], [19]. Emotional experience quality drives stickiness through affective bonding, as repeated positive moods build psychological attachment that shields consumers from competitive offers [4], [5], [20]. OIQ functions as an infrastructural retention mechanism, embedding synchronized channel capabilities into daily habits and creating an operational dependency competitors cannot easily replicate [3], [12], [14], [21]. Accordingly:

H5: PN has a significant effect on CK.

H6: CCX has a significant positive effect on CK.

H7: ECX has a significant effect on CK.

H8: OIQ has a significant positive effect on CK.

2.3 Relationship Between Customer Satisfaction and Customer Stickiness

Satisfaction operates as a psychological gateway to relational dedication: highly satisfied consumers accumulate positive reinforcement across purchase episodes, reinforcing trust and motivating consumers to concentrate spending and integrate the retailer into habitual routines [4], [13], [17], [18], [20]. Accordingly:

H9: CS has a significant positive effect on CK.

2.4 Customer Satisfaction as a Mediator

Consistent with the S-O-R sequence, satisfaction is theorized as the intervening evaluative state that converts stimulus-level antecedents into stickiness. Personalized interactions are hypothesized to generate satisfaction first, which then catalyzes the shift from transaction to long-term commitment [4], [7], [13], [17]. For CX, functional efficiency and affective pleasure are each theorized to require prior institutionalization into a stable

satisfaction state before producing durable behavioral commitment, since transient cognitive or emotional reactions do not automatically yield stickiness on their own [4], [5], [6], [18]. Similarly, integrated infrastructure is expected to build stickiness only once it translates into a satisfied shopper who values cross-channel consistency [3], [13], [14], [21]. Accordingly:

H10: CS significantly mediates the relationship between PN and CK.

H11: CS significantly mediates the relationship between CCX and CK.

H12: CS significantly mediates the relationship between ECX and CK.

H13: CS significantly mediates the relationship between OIQ and CK.

The overarching theoretical framework synthesizing these thirteen formulated hypotheses mapping Personalization, Cognitive Customer Experience, Emotional Customer Experience, and Omnichannel Integration Quality as stimuli (S), Customer Satisfaction as the internal evaluative state (O), and Customer Stickiness as the behavioral response (R) within the S-O-R paradigm is structurally illustrated in Figure 1 below.

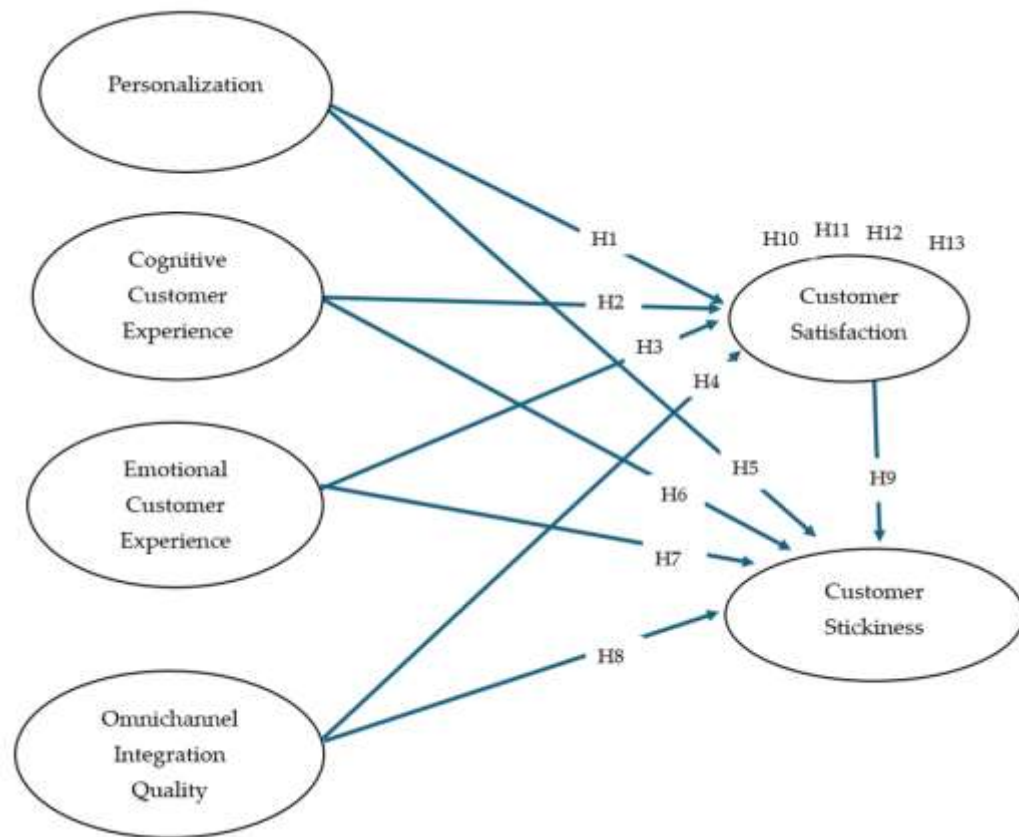


Figure 1. Conceptual Framework (H1-H13)

3. METHODS

This study employed a quantitative cross-sectional survey design to examine the effects of PN, disaggregated CX dimensions, and OIQ on CS and CK within Indonesia's modern omnichannel retail sector. The target population comprised modern retail consumers in Indonesia who had purchased from integrated omnichannel retailers using both a mobile application and a physical storefront within the preceding three months. Respondents were recruited via digital invitations targeting modern retail platform users across urban Indonesia, using purposive sampling to include active multi-channel consumers [15].

Primary data were collected through an online questionnaire employing a 1–5 Likert scale. We operationalized six primary constructs using validated multi-item scales adapted from prior studies. PN was measured with five items [7], [8], CCX with three items [5], [6], and ECX with four items [2], [5]. CS was assessed using four items [13], [18], while CK was captured through six items, [4]. OIQ

was specified as a higher-order formative construct built from four first-order dimensions: Responsiveness (three items), Efficiency (three items), Fulfillment (two items), and Integrated Interaction Quality (two items), each grounded in established scales [3], [12], [13], [15]. Prior to full-scale data collection, a pilot test was conducted to verify the clarity of the instrument and confirm its preliminary reliability.

A total of 240 valid responses were obtained. Respondents were predominantly young and digitally native: 44.6% were aged 17–21, and 55.4% were aged 22–30; 58.3% were university students, 26.7% private-sector employees, and 15.0% held other professional roles. Mobile-application interaction was the most prevalent product-research channel (41.2% via integrated social-to-app advertising, 7.5% via in-store digital screens, 6.3% via video-sharing platforms).

Sample adequacy was further confirmed through an a priori power analysis conducted in G*Power 3.1.9.7 (linear multiple regression, R^2 deviation from zero, fixed

model), using the largest number of direct predictors on a single endogenous construct in the model (four predictors of CS), a conventional medium effect size ($f^2 = 0.10$), $\alpha = 0.05$, and a power of 0.95. The analysis indicated a minimum required sample size of 191 to achieve an actual power of 0.951 (critical $F = 2.420$; non-centrality parameter $\lambda = 19.10$). The achieved sample of 240 valid responses therefore exceeds this minimum requirement.

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS 3, selected for its suitability in handling complex models with multiple constructs and multi-stage mediation. The analysis included measurement model evaluation across two stages, with Stage 1 assessing the LOCs through outer loadings, composite reliability, convergent validity, and discriminant validity, and Stage 2 assessing the formative HOC through outer weights, their significance, and outer VIF; structural model evaluation through path coefficients, R^2 , f^2 , and Q^2 ; and non-parametric bootstrapping with 5,000 subsamples to assess all hypothesized direct and indirect paths.

4. RESULTS AND DISCUSSION

4.1 Measurement Model Assessment

The initial stage of analysis focused on the reliability and validity of the latent constructs to ensure they were accurately represented by their respective indicators. As presented in Table 1, the measurement model was assessed through individual item loadings. Most indicators exhibited factor loadings well above the conventional threshold of 0.707, indicating strong indicator reliability. While specific items such as PN4 with a loading of 0.620, PN5 with a loading of 0.660, and CK6 with a loading of 0.699 fell slightly below this benchmark, they were strategically retained in the model. This decision was justified because the associated constructs demonstrated robust Composite Reliability (CR) and Average Variance Extracted (AVE) values that met or exceeded the recommended thresholds, thereby maintaining the content validity of the scales [22].

Table 1. Measurement Model Assessment for Reflective Construct

Construct	Item	Outer Loading	Composite Reliability	AVE
Personalization (PN)	PN1	0.755	0.848	0.530
	PN2	0.804		
	PN3	0.784		
	PN4	0.620		
	PN5	0.660		
Cognitive Customer Experience (CCX)	CCX1	0.834	0.847	0.649
	CCX2	0.815		
	CCX3	0.767		
Emotional Customer Experience (ECX)	ECX1	0.765	0.849	0.585
	ECX2	0.774		
	ECX3	0.743		
	ECX4	0.777		
Customer Satisfaction (CS)	CS1	0.822	0.864	0.613
	CS2	0.813		
	CS3	0.749		
	CS4	0.745		
Customer Stickiness (CK)	CK1	0.725	0.879	0.548
	CK2	0.747		
	CK3	0.764		
	CK4	0.783		
	CK5	0.722		

	CK6	0.699		
Responsiveness (RES)	RES1	0.890	0.914	0.779
	RES2	0.878		
	RES3	0.881		
Efficiency (EFF)	EFF1	0.872	0.882	0.713
	EFF2	0.864		
	EFF3	0.795		
Fulfillment (FUL)	FUL1	0.895	0.910	0.835
	FUL2	0.933		
Integrated Interaction Quality (IIQ)	IIQ1	0.873	0.864	0.760
	IIQ2	0.871		

Source: Author's calculation (2026)

Internal consistency reliability and convergent validity were further scrutinized using Composite Reliability (CR) and Average Variance Extracted (AVE), as detailed in Table 1. The CR values spanned from 0.847 to 0.914, comfortably exceeding the recommended limit of 0.70. These results confirm a high degree of internal consistency across all latent variables, ensuring that the items within each construct are measuring the

same underlying concept. Furthermore, convergent validity was established as the AVE scores for all constructs were between 0.530 and 0.835, all surpassing the 0.50 requirement. This indicates that each latent construct explains more than half of the variance of its respective indicators, confirming the strength of the measurement model.

Table 2. Discriminant Validity — Heterotrait-Monotrait (HTMT) Ratio

	CCX	CS	CK	ECX	PN	RES	EFF	FULL	IIQ
CCX	–								
CS	0.696	–							
CK	0.624	0.621	–						
ECX	0.691	0.894	0.527	–					
PN	0.556	0.619	0.550	0.647	–				
RES	0.667	0.516	0.484	0.592	0.680	–			
EFF	0.754	0.833	0.549	0.855	0.573	0.556	–		
FUL	0.649	0.747	0.600	0.762	0.585	0.608	0.824	–	
IIQ	0.676	0.828	0.547	0.897	0.674	0.707	0.852	0.803	–

Source: Author's Calculation (2026)

Table 2 presents the discriminant validity assessment evaluated at the lower-order level in Stage 1 using the Heterotrait-Monotrait (HTMT) ratio of correlations. All pairwise HTMT ratios across the five focal constructs and the four dimensions strictly met the conservative threshold of 0.90 [23]. The correlations among the focal constructs demonstrated clear empirical distinctiveness, such as CCX with CS (0.696), CK (0.624), and ECX (0.691), as well as PN with CS (0.619) and CK (0.550). Evaluating

the specific dimensions of channel integration revealed that the inter-correlations between these dimensions and the focal constructs remained well within valid parameters: RES exhibited HTMT values between 0.484 and 0.680 across all constructs; EFF ranged from 0.549 to 0.855; FUL ranged from 0.585 to 0.762; and IIQ ranged from 0.547 to 0.897. The highest observed ratios occurred between ECX and CS (0.894) and between IIQ and ECX (0.897), both remaining below the 0.90 ceiling. These elevated values are theoretically anticipated due to the experiential overlap between

integrated interaction quality and emotional touchpoints [4], [15], as well as the close causal proximity between affective customer experience and satisfaction [5], [17]. Furthermore, the inter-dimension ratios (e.g., FUL–EFF at 0.824 and IIQ–EFF at

0.852) reflect the conceptual coherence of the underlying retail architecture without indicating collinearity failure. Thus, all constructs and dimensions demonstrated adequate discriminant validity.

Table 3. Formative Construct Assessment – Omnichannel Integration Quality

Dimension	Outer Weight	t-statistic	p-value	Outer VIF
Responsiveness	0.246	14.033	0.000	1.540
Integrated Interaction Quality	0.307	19.859	0.000	2.000
Fulfillment	0.323	20.810	0.000	2.029
Efficiency	0.335	20.936	0.000	2.096

Source: Author's Calculation (2026)

Following the validation of all lower-order constructs in Stage 1, Omnichannel Integration Quality (OIQ) was evaluated as a higher-order formative construct in Stage 2 using collinearity diagnostics and outer weight significance. As presented in Table 3, all outer VIF values range from 1.540 to 2.096, well below the conservative threshold of 3.3 [22], confirming the absence of multicollinearity among the four formative dimensions. Furthermore, all four dimensions exhibit positive and statistically significant outer weights ($p < 0.001$), confirming their conceptual relevance in forming OIQ. Efficiency, with an outer weight of 0.335, and Fulfillment, with an outer weight of 0.323, emerged as the strongest contributors, followed by Integrated Interaction Quality with an outer weight of 0.307 and Responsiveness with an outer weight of 0.246,

verifying the validity of the higher-order OIQ specification.

4.2 Structural Model Assessment

The structural model's explanatory and predictive capacities were assessed using the coefficient of determination (R^2) and Stone-Geisser's predictive relevance (Q^2) via blindfolding. As presented in Table 4, the model explains 58.4% of the variance in CS ($R^2 = 0.584$, Adjusted $R^2 = 0.577$) and 37.1% of the variance in CK ($R^2 = 0.371$, Adjusted $R^2 = 0.357$). Furthermore, Q^2 values obtained through blindfolding with an omission distance of 7 were 0.346 for CS and 0.185 for CK. Because both values are substantially greater than zero, the structural model demonstrates acceptable predictive relevance for both endogenous constructs.

Table 4. R^2 , R^2 Adjusted, Q^2 , and f^2 Effect Sizes of the Structural Model

Construct / Path	R^2	R^2 Adjusted	Q^2
Customer Satisfaction (CS)	0.584	0.577	0.346
Customer Stickiness (CK)	0.371	0.357	0.185

Source: Author's Calculation (2026)

Bootstrapping results for the structural model are presented in Table 5. Five of the nine direct relationships were statistically supported at $p < .05$. Customer Satisfaction (CS) was significantly influenced by Emotional Customer Experience (ECX), with a path coefficient of 0.362 ($p < .001$, $f^2 = 0.144$), and by Omnichannel Integration

Quality (OIQ), with a path coefficient of 0.343 ($p < .001$, $f^2 = 0.096$), supporting H3 and H4, whereas Personalization (PN) and Cognitive Customer Experience (CCX) had no significant effect, rejecting H1 and H2. For Customer Stickiness (CK), significant positive effects were found from OIQ, with a path coefficient of 0.223 ($p = .049$, $f^2 = 0.024$), CS,

with a path coefficient of 0.215 ($p = .036$, $f^2 = 0.030$), and CCX, with a path coefficient of 0.198 ($p = .032$, $f^2 = 0.036$), supporting H8, H9, and H6. In contrast, PN and ECX showed no significant direct effect on CK, rejecting H5 and H7. All four satisfaction-mediated

indirect pathways were not supported, as evidenced by non-significant t-statistics and p-values exceeding 0.05, indicating that CS operates as a direct rather than a universal mediating mechanism linking the exogenous stimuli to CK in this model.

Table 5. Hypothesis Testing Results — Direct and Indirect Effect

Hyp.	Direct Path	Coefficient	t-statistic	p-value	f^2	Result
H1	PN → CS	0.065	1.071	0.284	0.006	Not Supported
H2	CCX → CS	0.104	1.695	0.091	0.015	Not Supported
H3	ECX → CS	0.362	5.052	0.000	0.144	Supported
H4	OIQ → CS	0.343	4.416	0.000	0.096	Supported
H5	PN → CK	0.163	1.759	0.079	0.027	Not Supported
H6	CCX → CK	0.198	2.155	0.032	0.036	Supported
H7	ECX → CK	-0.071	0.602	0.548	0.003	Not Supported
H8	OIQ → CK	0.223	1.973	0.049	0.024	Supported
H9	CS → CK	0.215	2.104	0.036	0.030	Supported
H10	PN → CS → CK	0.014	0.966	0.334	-	Not Supported
H11	CCX → CS → CK	0.022	1.206	0.228	-	Not Supported
H12	ECX → CS → CK	0.078	1.792	0.074	-	Not Supported
H13	OIQ → CS → CK	0.074	1.826	0.068	-	Not Supported

Source: Author's Calculation (2026)

4.3 Discussion

4.3.1 The Personalization–Privacy Paradox in Omnichannel Retail

The non-significant effect of PN on CK can be explained by the personalization–privacy paradox. Although personalization provides relevant and convenient offers, consumers may simultaneously perceive privacy risks, intrusiveness, and reduced autonomy. Kim and Han [24] show that situational privacy concerns can trigger a personalization backfire effect, weakening the positive value of personalization. Therefore, when privacy risks outweigh perceived benefits, PN fails to generate continued patronage or long-term behavioral stickiness (CK). In the daily reality of Indonesian modern retail, such as interactions within local minimarkets and supermarkets shoppers often feel reluctant to share personal data or grant intrusive app permissions for targeted discounts, preferring straightforward transactions that do not compromise their personal privacy, which

explains why personalization alone fails to build sustained retail stickiness.

4.3.2 Emotional and Cognitive Customer Experience: Different Pathways to Customer Outcomes

The significant effects of OIQ on both CS and CK indicate that seamless coordination between online and offline channels creates immediate and behavioral benefits at once. Consistent information, cross-channel continuity, convenience, and reduced customer effort make the shopping journey more seamless and reliable, thereby enhancing satisfaction. At the same time, these benefits encourage repeated interactions because customers can move between channels without disruption or unnecessary effort. Recent omnichannel research confirms that channel integration quality strengthens customer satisfaction, patronage, and loyalty by improving perceived value and continuity across touchpoints [27], [28]. In the daily

reality of Indonesian modern retail, shoppers can utilize omnichannel features to easily browse promotional catalogs or check stock availability online via mobile apps before seamlessly completing their physical transactions in-store, demonstrating how friction-free cross-channel coordination simultaneously boosts their satisfaction and drives repeated patronage.

4.3.3 Satisfaction as a Direct but Non-Mediating Pathway to Stickiness

The significant direct effect of CS on CK, combined with the non-significant mediation of CS between CCX, ECX, and OIQ on the one hand and CK on the other, suggests that retention occurs through multiple parallel pathways rather than a single satisfaction-centered route. Satisfaction can directly encourage continued patronage, while CX and OIQ appear to influence CK through their own direct mechanisms, such as engagement, psychological ownership, perceived continuity, and habitual behavior. Satisfaction is therefore an important predictor of CK but does not function as the central mechanism linking every antecedent to retention. This multi-pathway perspective is consistent with recent omnichannel research emphasizing direct behavioral pathways beyond satisfaction [29], [30], [31]. In the daily reality of Indonesian modern retail, shoppers often return repeatedly because of direct functional convenience or efficient store layouts rather than waiting for an emotional or mediated satisfaction state to build up, demonstrating that multiple independent drivers maintain customer stickiness side by side.

5. CONCLUSION

This study examined the influence of PN, CCX, ECX, and OIQ on CS and CK in Indonesia's modern omnichannel retail sector, with CS positioned as a mediating construct. Using PLS-SEM, the model demonstrated substantial explanatory power for CS and moderate explanatory power for CK, with adequate predictive relevance. Among the hypotheses tested, several were supported:

ECX and OIQ significantly predicted CS (with ECX showing the strongest effect), while CCX, OIQ, and CS each significantly predicted CK. PN showed no significant direct effect on either outcome, and all four satisfaction-mediated indirect pathways were not supported, indicating that CS functions as a direct rather than a universal mediating driver of stickiness in this context.

Theoretically, the study extends the S-O-R and Expectation-Confirmation frameworks by showing that customer stickiness in omnichannel retail is generated through a multi-pathway architecture of habit formation, structural dependency, and evaluative commitment rather than a single linear stimulus-satisfaction-response sequence, and identifies boundary conditions under which technology-enabled personalization loses its persuasive power among digitally sophisticated consumers. Practically, the findings offer retailers in Indonesia and comparable emerging economies an evidence-based basis for reallocating marketing investment toward emotional experience design, dual-purpose omnichannel infrastructure, and institutionalized satisfaction management as primary levers for building durable customer stickiness.

Despite its theoretical and practical contributions, several limitations should be acknowledged. First, the reliance on a cross-sectional research design utilizing a purposive sampling approach restricts the ability to establish strict causal relationships or observe how customer stickiness evolves over time, as data were captured at a single snapshot. Future research should consider employing longitudinal designs to track these behavioral shifts dynamically. Second, the scope of this study was limited to specific modern retail formats in Indonesia, suggesting that future investigations could validate these findings across broader geographic regions or alternative retail sectors

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