

## ABSTRAK

Nama : Putri Amalia  
Program Studi : Manajemen  
Judul : Peran *Omnichannel Customer Experience* Dalam Memediasi Pengaruh *Integrated Product and Price* Dan *Integrated Promotion* Terhadap *Omnichannel Customer Satisfaction* Pada Toko Kopi Kenangan di Aceh

Perkembangan strategi *omnichannel* mendorong perusahaan mengintegrasikan berbagai saluran pemasaran untuk menciptakan pengalaman pelanggan yang konsisten dan meningkatkan kepuasan pelanggan. Namun, penelitian mengenai peran *omnichannel customer experience* sebagai mediator hubungan *integrated product and price* dan *integrated promotion* terhadap *omnichannel customer satisfaction* pada industri kopi masih terbatas. Penelitian ini bertujuan menganalisis pengaruh *integrated product and price* dan *integrated promotion* terhadap *omnichannel customer satisfaction* melalui *omnichannel customer experience* pada pelanggan Kopi Kenangan di Aceh. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 225 responden. Data primer diperoleh melalui penyebaran kuesioner dan dianalisis menggunakan *Partial Least Squares Structural Equation Modeling (PLS-SEM)* dengan SmartPLS 4. Konstruk penelitian menggunakan *Higher Order Construct (HOC)* dengan pendekatan *The Embedded Two-Stage Approach*. Hasil penelitian menunjukkan bahwa *integrated product and price* tidak berpengaruh signifikan terhadap *omnichannel customer satisfaction*, tetapi berpengaruh positif dan signifikan terhadap *omnichannel customer experience*. *Integrated promotion* berpengaruh positif dan signifikan terhadap *omnichannel customer experience* maupun *omnichannel customer satisfaction*. Selain itu, *omnichannel customer experience* berpengaruh positif dan signifikan terhadap *omnichannel customer satisfaction* serta memediasi secara signifikan pengaruh *integrated product and price* dan *integrated promotion* terhadap *omnichannel customer satisfaction*. Penelitian ini menyimpulkan bahwa *omnichannel customer experience* merupakan faktor kunci dalam meningkatkan *omnichannel customer satisfaction* melalui implementasi strategi *omnichannel* yang terintegrasi.

**Kata kunci:** *integrated product and price, integrated promotion, omnichannel customer experience, omnichannel customer satisfaction, PLS-SEM.*

## **ABSTRACT**

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*Study Program : Management*  
*Title : The Role of Omnichannel Customer Experience in Mediating the Effects of Integrated Product and Price and Integrated Promotion on Omnichannel Customer Satisfaction at Kopi Kenangan Stores in Aceh.*

*The development of omnichannel strategies has encouraged companies to integrate multiple marketing channels to create a seamless customer experience and enhance customer satisfaction. However, research on the mediating role of omnichannel customer experience in the relationship between integrated product and price, integrated promotion, and omnichannel customer satisfaction in the coffee industry remains limited. This study aims to examine the effects of integrated product and price and integrated promotion on omnichannel customer satisfaction through omnichannel customer experience among Kopi Kenangan customers in Aceh. This study employed a quantitative approach using purposive sampling involving 225 respondents. Primary data were collected through questionnaires and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software. The research model employed a Higher Order Construct (HOC) using The Embedded Two-Stage Approach. The results indicate that integrated product and price has no significant effect on omnichannel customer satisfaction but has a positive and significant effect on omnichannel customer experience. Integrated promotion has a positive and significant effect on both omnichannel customer experience and omnichannel customer satisfaction. Furthermore, omnichannel customer experience has a positive and significant effect on omnichannel customer satisfaction and significantly mediates the effects of integrated product and price and integrated promotion on omnichannel customer satisfaction. This study concludes that omnichannel customer experience is a key factor in enhancing omnichannel customer satisfaction through the implementation of an integrated omnichannel strategy.*

**Keywords:** *integrated product and price, integrated promotion, omnichannel customer experience, omnichannel customer satisfaction, PLS-SEM.*