EKOMA : Jurnal Ekonomi, Manajemen, Akuntansi
Vol.5, No.5, Juli 2026

The Effect of Omnichannel Customer Experience on Purchase Decision: The Mediating Role of Perceived Value

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Article History:
Received: 06 Mei 2026
Revised: 02 Juni 2026
Accepted: 30 Juni 2026

Keywords: *omnichannel customer experience, perceived value, purchase decision, mediation, consumer behavior*

Abstract: *The expansion of omnichannel retail practices has significantly changed the way consumers interact with brands and determine their purchasing choices. This study aims to analyze the effect of integrated cross-channel experiences on consumer buying decisions by considering perceived value as a mediating variable. The research adopts a quantitative explanatory approach using a survey method. Data were obtained from consumers who had prior experience shopping through both digital and physical retail channels. Participants were selected through purposive sampling, resulting in a sample of around 100 respondents. The collected data were examined using regression analysis and mediation analysis with the PROCESS Macro technique. The results indicate that integrated shopping experiences across multiple channels positively and significantly influence consumer buying decisions. In addition, cross-channel experience also exerts a significant effect on consumers' perceived value, which subsequently encourages stronger purchasing decisions. The mediation analysis confirms that perceived value partially explains the relationship between integrated shopping experiences and buying decisions. These findings imply that consumers are more likely to develop stronger purchase confidence when retailers provide smooth, coordinated, and convenient experiences across various channels. From a theoretical perspective, this study enriches marketing research by combining experiential and value-oriented approaches to explain consumer behavior in integrated retail environments. Practically, the findings offer useful insights for companies seeking to strengthen channel coordination, maintain information consistency, and improve transaction efficiency in order to maximize customer experience quality within omnichannel retail systems.*

INTRODUCTION

Purchase decision represents a critical outcome in consumer behavior, reflecting the culmination of cognitive, affective, and evaluative processes that consumers undergo before selecting a product or service. In contemporary marketing literature, purchase decision is not merely viewed as a transactional act but as a multidimensional construct influenced by perceptions, experiences, and value assessments (Fernandes et al., 2022). Consumers today are increasingly informed, digitally connected, and exposed to multiple touchpoints, which shape their decision-making processes in more complex ways compared to traditional single-channel environments. Consequently, firms must understand not only what drives consumers to purchase, but also how various experiential and perceptual factors interact to influence decision certainty, purchase confidence, and repurchase intention (Rodgers & Nguyen, 2022).

The evolution of retail practices toward an omnichannel approach has been marked by the convergence of digital and physical platforms, resulting in a more integrated pattern of consumer–brand interaction. Within this context, a unified experience is facilitated through the alignment of various channels, allowing interactions to occur without disruption. The notion of omnichannel customer experience refers to the delivery of consistent information, convenient accessibility, and seamless interaction across multiple consumer touchpoints. As a result, the transition between channels throughout the purchasing process can be carried out smoothly and without friction by consumers. (Thaichon et al., 2024). Within this context, perceived value emerges as a key psychological mechanism through which consumers evaluate the benefits and sacrifices associated with a product or service (Asmare & Zewdie, 2022). A well-designed omnichannel experience is expected to enhance perceived value by improving convenience, reducing effort, and increasing emotional satisfaction, which in turn influences purchase decisions. Thus, understanding the mediating role of perceived value is essential to explain how omnichannel experiences translate into actual consumer behavior (Iglesias-Pradas & Acquila-Natale, 2023).

Although omnichannel marketing and consumer behavior have received substantial academic attention, previous studies have not thoroughly explained the intricate process through which customer experience influences consumers' purchasing decisions.Many studies emphasize the direct influence of omnichannel customer experience on behavioral outcomes, yet often overlook the internal evaluative processes through which consumers interpret these experiences (Zhang et al., 2024). At the same time, perceived value has been widely acknowledged as a central determinant of consumer decisions, but it is frequently examined in isolation, without adequately linking it to experiential antecedents that emerge from integrated channel interactions (Paulose & Shakeel, 2022). This fragmented perspective restricts a holistic understanding of consumer decision-making processes within increasingly integrated retail environments. Furthermore, empirical investigations within emerging markets remain limited, particularly in contexts where omnichannel adoption is still evolving, thereby constraining the contextual relevance of prior findings (Chaney et al., 2025). To overcome these limitations, this study extends the existing literature by proposing an integrated framework that explains the mediating function of perceived value in the relationship between omnichannel customer experience and purchase decisions, thereby providing a more comprehensive and contextually relevant understanding of modern consumer behavior.

Based on these considerations, this study aims to investigate both the direct and indirect influences of omnichannel customer experience on purchase decisions by incorporating perceived value as a mediating variable. This research is anticipated to contribute theoretically and practically. From a theoretical perspective, the study broadens the marketing literature by combining experiential and value-oriented approaches within a unified analytical framework. From a practical standpoint, the findings are expected to provide valuable strategic guidance for retail managers in developing effective omnichannel strategies that strengthen perceived value and encourage consumer purchasing decisions. By emphasizing the importance of seamless customer experience and value creation, this research supports firms in achieving competitive advantage in an increasingly complex and digitalized marketplace.

LITERATURE REVIEW

Omnichannel Customer Experience

Integrated multichannel experience can be understood as the overall perception developed by consumers through interactions with various interconnected channels throughout the purchasing journey. Unlike multichannel or cross-channel approaches, omnichannel emphasizes seamless integration, consistency of information, and continuity of interactions across online and offline platforms (Calvo et al., 2023). This integration enables consumers to switch effortlessly between channels, enhancing convenience and reducing friction in the decision-making process. A well-managed omnichannel experience not only improves accessibility but also strengthens customer engagement and satisfaction by delivering a unified and coherent brand experience across all touchpoints.

From a theoretical perspective, omnichannel experience can be understood through the lens of customer experience theory, which posits that consumer responses are shaped by cognitive, emotional, and behavioral reactions to interactions with a firm (Quach et al., 2022). The effectiveness of these interactions, including navigational simplicity, information consistency, and convenience in completing transactions, significantly shapes the way consumers perceive and assess a brand. When these elements are effectively integrated, consumers are more likely to develop positive perceptions that facilitate decision-making and reduce perceived risks associated with purchases. Thus, omnichannel customer experience serves as a strategic driver in shaping consumer behavior in modern retail environments.

Perceived Value

Consumers form perceptions of value when they compare the benefits obtained from a product or service with the costs, effort, and sacrifices they must incur. In marketing studies, perceived value is often viewed as a complex concept that reflects not only product functionality, but also emotional satisfaction and the extent to which consumers feel the purchase is worth the money spent. Functional value relates to the product's performance and utility, emotional value reflects the feelings or affective states generated by consumption, and value for money represents the perceived fairness between cost and benefits received (Sweeney & Soutar, 2001). Together, these aspects shape consumers' judgments regarding the desirability and worthiness of buying a particular product or service.

Within omnichannel retail environments, consumer perceptions of value become more significant because interactions across various channels continuously influence their expectations and overall assessments of the shopping experience. A seamless and consistent omnichannel experience can enhance perceived value by improving convenience, reducing effort, and providing a more enjoyable shopping experience. Conversely, inconsistencies across channels may diminish perceived value and create uncertainty in decision-making. Therefore, perceived value acts as a critical psychological mechanism that translates experiential inputs into behavioral outcomes, particularly in complex and dynamic retail environments (Pujiastuti et al., 2022).

Consumer Buying Decision

A consumer buying decision represents the phase in the decision-making process in which individuals determine their choice of a product or service after considering and comparing several available alternatives. This decision is influenced by a combination of cognitive evaluations, emotional responses, and external stimuli encountered throughout the customer journey (Romadhoni et al., 2023). In contemporary marketing contexts, purchase decision is not only determined by product attributes but also by the overall experience and perceived value derived from interactions with the brand.

The increasing complexity of consumer journeys, particularly in omnichannel environments, has made purchase decisions more dynamic and iterative. Before determining their final choice, consumers commonly switch across digital and physical channels to gather information, evaluate alternatives, and confirm the suitability of their selections. This process highlights the importance of delivering a consistent and valuable experience across channels to support consumer confidence and reduce decision uncertainty. As such, understanding the factors that influence purchase decision is essential for firms aiming to enhance conversion rates and foster long-term customer relationships (Wang et al., 2024).

Hypothesis Development

H1. The Effect of Omnichannel Customer Experience on Purchase Decision

Integrated cross-channel experiences significantly influence consumer behavior by enabling smooth and connected interactions across various purchasing platforms.When consumers perceive consistency, accessibility, and convenience throughout their interactions, they tend to develop more positive evaluations toward the brand. Such experiences reduce uncertainty and perceived risk, thereby facilitating the decision-making process. Empirical studies indicate that a well-integrated customer experience enhances behavioral outcomes, including purchase intention and actual purchase behavior, as consumers feel more confident in their choices when supported by reliable and consistent information across channels. In this context, omnichannel customer experience is expected to positively influence purchase decision.

H2. The Effect of Omnichannel Customer Experience on Perceived Value

Beyond its direct impact, integrated cross-channel experience also affects the way consumers perceive and assess the value obtained from a product or service. A seamless transition between channels, supported by consistent information and convenient processes, enhances consumers’ perceptions of benefits while minimizing perceived sacrifices. This alignment contributes to higher functional value, as consumers can easily access information and complete transactions efficiently, as well as emotional value, as the experience becomes more enjoyable and less stressful. Previous studies indicate that well-connected channel interactions can enhance consumers’ perceived value by reinforcing both functional benefits and emotional satisfaction derived from the consumption experience. Accordingly, omnichannel customer experience is expected to have a positive effect on perceived value.

H3. The Effect of Perceived Value on Purchase Decision

Consumers tend to make purchasing choices based on their assessment of the advantages, satisfaction, and usefulness obtained compared with the money, time, and effort they expend. A favorable evaluation of these aspects generally increases consumers’ willingness to complete a transaction because it creates a stronger sense of assurance and minimizes uncertainty during the buying process. Marketing research has frequently emphasized that consumer perceptions of value strongly contribute to behavioral outcomes, particularly in shaping buying tendencies and encouraging repeated purchases.

In retail environments that combine online and offline interactions, the importance of value perception becomes even more pronounced. Consumers are exposed to various experiences across multiple channels, and these experiences collectively shape their final judgment regarding the attractiveness of a product or service. As a result, stronger perceptions of value are likely to encourage more positive purchasing decisions.

H4. The Mediating Role of Perceived Value in the Relationship between Omnichannel Customer Experience and Purchase Decision

Considering the relationships among the variables, perceived value emerges as a critical explanatory mechanism that links omnichannel customer experience with purchase decision. Rather than acting merely as an independent predictor, perceived value reflects the internal evaluation process through which consumers interpret and assign meaning to their experiences across channels. Consumers who experience smooth, well-coordinated, and user-friendly interactions across multiple channels tend to develop stronger perceptions of both practical advantages and emotional satisfaction, leading to a more positive evaluation of overall value.. This enhanced perceived value subsequently increases confidence in decision-making and reduces hesitation, ultimately leading to a higher likelihood of purchase. In this sense, the effect of omnichannel customer experience on purchase decision is not only direct but also transmitted through consumers' value perceptions, highlighting the importance of integrating experiential and evaluative dimensions in understanding consumer behavior. Accordingly, consumer value perception is assumed to function as an intermediary mechanism linking integrated cross-channel experiences with consumer buying decisions.

METHOD

Research Design

This research applies a quantitative explanatory method to investigate the associations among integrated cross-channel experience, consumer value perception, and buying decisions. A quantitative strategy was selected because the study focuses on examining hypotheses and identifying causal connections between variables through statistical analysis. Primary data were gathered using a survey technique, which facilitates structured measurement of respondents' perceptions and behaviors related to retail interactions across multiple channels. Through this approach, the study is able to provide empirical support for the proposed conceptual framework.

Population and Sampling

The target participants in this research are consumers who have previously purchased products through a combination of digital and physical retail channels. This requirement was established to ensure that respondents possess adequate experience with integrated shopping interactions and can provide meaningful assessments related to those experiences. Respondents were selected using purposive sampling, focusing specifically on individuals who had participated in cross-channel shopping activities within a defined timeframe. This non-random sampling method was chosen because it enables the researcher to obtain data from participants who are directly relevant to the objectives of the study. The number of respondents involved in the research ranges between 100 and 150 individuals, a quantity regarded as adequate for conducting regression analysis as well as mediation testing.

Data Collection Procedure

The study gathers information through a systematically designed questionnaire administered via online platforms. Online dissemination was selected because it enables faster and wider access to respondents, especially individuals who frequently engage with digital platforms in integrated retail settings. Responses to each statement are measured using a five-level Likert scale, with scores ranging from strongly disagree to strongly agree in order to capture participants' evaluations of the research variables.

Before the questionnaire is distributed on a larger scale, the instrument undergoes an initial review process to assess the clarity of wording, suitability of the indicators, and relevance of each item to the research objectives. Conducting this preliminary evaluation is essential for reducing potential misunderstandings and enhancing the consistency and dependability of the collected data.

Research Instrument

This study utilizes a systematically developed research instrument to obtain precise measurements of the investigated variables. The instrument was constructed by adapting concepts and indicators derived from relevant theories and findings of previous empirical research.. Each variable is operationalized into specific dimensions and indicators to comprehensively capture the underlying constructs within the context of omnichannel retail. The detailed operationalization of variables, including dimensions, indicators, and item statements, is presented in Table 1.

Table. 1. Instrument Blueprint

Variable	Dimension	Indicator	Item Statement	Scale
Omnichannel Customer Experience (X)	Channel Integration	Seamless transition between channels	I can easily switch between online and offline channels when shopping	Likert 1–5
			The transition between online and offline shopping feels smooth	Likert 1–5
	Information Consistency	Consistent information across channels	The product information is consistent across all channels	Likert 1–5
			I receive the same pricing and promotion information across channels	Likert 1–5
	Accessibility	Ease of access to channels	I can easily access the shopping channels anytime and anywhere	Likert 1–5
			It is easy to find the products I need across different channels	Likert 1–5
	Transaction Convenience	Ease of transaction process	The purchasing process across channels is simple and convenient	Likert 1–5
			Payment and	Likert 1–5

Variable	Dimension	Indicator	Item Statement	Scale
			checkout processes are easy to complete	
Perceived Value (Z)	Functional Value	Product usefulness	The product I purchase provides good quality and performance	Likert 1–5
			The product meets my needs effectively	Likert 1–5
	Emotional Value	Feelings and satisfaction	I feel satisfied when shopping through these channels	Likert 1–5
			The shopping experience makes me feel comfortable and enjoyable	Likert 1–5
	Value for Money	Price-benefit evaluation	The price I pay is worth the benefits I receive	Likert 1–5
			I consider the product to be a good value for money	Likert 1–5
Purchase Decision (Y)	Purchase Confidence	Confidence in buying decision	I am confident in my decision to purchase the product	Likert 1–5
			I feel certain about choosing this product	Likert 1–5
	Decision Certainty	Final decision clarity	I have no hesitation in making the purchase decision	Likert 1–5
			I am sure that I made the right purchase choice	Likert 1–5
	Repurchase Intention	Willingness to repurchase	I am willing to purchase from this brand again	Likert 1–5
			I would recommend this product or brand to others	Likert 1–5

Omnichannel customer experience in this study is measured as the independent variable reflecting consumers' perceptions of their interactions across integrated online and offline channels. The measurement items are adapted from the customer experience framework proposed by Lemon and Verhoef (2016), which emphasizes seamless interaction and consistency across touchpoints. This variable is operationalized through four main dimensions, namely channel integration, information consistency, accessibility, and transaction convenience. Channel integration captures the extent to which consumers can move smoothly between channels without disruption. Information consistency reflects the uniformity of product, price, and promotional information across platforms. Accessibility describes the extent to which consumers can easily reach shopping channels and find the products they need, whereas transaction convenience reflects how practical and efficient the purchasing process is, including aspects such as payment methods and product delivery services. This variable is measured using a total of nine statement items.

Perceived value functions as an intervening variable that illustrates consumers' overall judgment regarding the comparison between the benefits obtained and the sacrifices made during the purchasing process. The measurement indicators for this construct were adapted from the multidimensional framework introduced by Sweeney and Soutar (2001), which evaluates both functional and emotional components of value perception. In this study, perceived value is represented through three main dimensions, namely functional benefits, emotional satisfaction, and value for money.

Functional value reflects the usefulness and performance of the product in meeting consumer needs. Emotional value captures the feelings of satisfaction, comfort, and enjoyment experienced during the shopping process. Value for money represents the perceived fairness between the price paid and the benefits obtained. In total, six items are used to measure perceived value.

Consumer buying decision is positioned as the dependent variable that reflects the final outcome of the consumer decision-making process.The measurement is adapted from the consumer behavior framework proposed by Kotler and Keller (2016), which conceptualizes purchase decision as a combination of cognitive certainty and behavioral intention. This variable is operationalized through three dimensions: purchase confidence, decision certainty, and repurchase intention. Purchase confidence reflects the degree of assurance consumers have in their purchasing choices. Decision certainty captures the absence of hesitation in making final decisions. Repurchase intention represents the willingness of consumers to buy again and recommend the product or brand to others. A total of six items are used to measure purchase decision.

Each variable examined in this research is assessed using a five-level Likert scale designed to measure respondents' perceptions, with response options ranging from strongly disagree to strongly agree. Applying this scale enables subjective opinions and evaluations to be transformed into quantitative data suitable for statistical analysis. The statement items were adopted and adjusted from previously validated studies to align with the context of integrated retail channels, thereby supporting the relevance and appropriateness of the measurement instrument.

Validity and Reliability Testing

Before analyzing the proposed hypotheses, this study first evaluates the adequacy of the research instrument through several measurement assessment procedures. Conducting these evaluations is important to verify that the questionnaire items are capable of accurately capturing the intended variables and producing dependable measurement results. Through this process, the study seeks to minimize measurement error and strengthen the credibility of the empirical findings.

The accuracy of each questionnaire item is examined through construct validity analysis using Pearson correlation analysis. This procedure assesses the extent to which each statement item corresponds with the total score of its respective variable. Measurement items are considered appropriate when the obtained correlation coefficient exceeds the minimum critical threshold and the probability value remains below the accepted significance level of 0.05. In many behavioral and marketing studies, correlation values above 0.30 are commonly interpreted as evidence that an indicator adequately represents the measured construct (Hair et al., 2019). By applying this procedure, only indicators with sufficient representational strength are retained for further analysis.

To examine the consistency of the instrument, reliability analysis is performed using Cronbach's alpha coefficient. This analysis evaluates whether the indicators within a construct consistently measure the same underlying concept. A coefficient value equal to or greater than 0.70 generally indicates satisfactory internal consistency, whereas values above 0.60 may still be tolerated in exploratory-oriented research (Hair et al., 2019). Strong reliability coefficients indicate that the instrument is capable of generating relatively stable results when administered to respondents with similar characteristics.

The study also reviews corrected item-total correlations to determine the contribution of individual items to the overall measurement scale. Indicators showing weak correlations with the total construct score may be excluded in order to improve the overall quality of the instrument. Through these stages of assessment, the measurement instrument is expected to fulfill the necessary standards of validity and reliability, thereby providing stronger support for subsequent statistical and empirical analyses.

Data Analysis Technique

The collected data are processed and analyzed with the assistance of the Statistical Package for the Social Sciences (SPSS) software. The analytical procedure starts with descriptive statistical analysis to summarize respondents' demographic profiles and illustrate the distribution patterns of the research variables. Before performing hypothesis testing, several prerequisite examinations are carried out, including tests of normality, multicollinearity, and heteroscedasticity, in order to verify that the dataset satisfies the assumptions necessary for regression-based analysis.

The proposed relationships among variables are then evaluated through multiple regression analysis to identify the magnitude and direction of direct effects within the research framework. In addition, the study applies mediation analysis using the PROCESS Macro Model 4 to investigate whether consumer value perception acts as an intermediary variable between integrated cross-channel experience and consumer buying decisions. Employing this analytical procedure enables a more comprehensive understanding of both direct and indirect causal relationships represented in the conceptual model.

RESULT AND DISCUSSION

Results

Table 2 displays the descriptive statistical results for all variables examined in this research. The findings indicate that the average scores of each variable exceed the midpoint of the Likert scale, suggesting that respondents tend to hold favorable perceptions regarding integrated cross-channel experience, consumer value perception, and buying decisions.

Table 2. Descriptive Statistics

Variable	Mean	Std. Deviation	Minimum	Maximum
Omnichannel Customer Experience	3.87	0.56	2.40	5.00
Perceived Value	3.92	0.52	2.60	5.00
Purchase Decision	3.95	0.58	2.50	5.00

The average score for integrated cross-channel experience (3.87) suggests that respondents tend to evaluate the coordination between digital and physical shopping channels positively, especially with regard to ease of access and convenience during transaction processes.Perceived value shows a slightly higher mean (3.92), suggesting that respondents consider the benefits received from their shopping experience to outweigh the associated costs. Meanwhile, purchase decision records the highest mean (3.95), reflecting a relatively strong level of confidence and willingness among consumers to make purchasing decisions and potentially repurchase. The relatively low standard deviations across variables indicate a moderate level of response consistency among participants.

Classical Assumption Tests

Before examining the proposed hypotheses, several prerequisite tests are performed to verify the suitability of the data for regression analysis. The normality assessment demonstrates that the distribution of the data follows a normal pattern, reflected by probability values exceeding the 0.05 threshold. In addition, the multicollinearity evaluation indicates that the independent variables do not exhibit strong intercorrelations, as shown by tolerance values greater than 0.10 and VIF scores remaining below 10. The analysis also includes a heteroscedasticity examination, which shows no indication of unequal error variance because all significance values are above 0.05. Taken together, these findings demonstrate that the dataset fulfills the necessary statistical assumptions and is therefore appropriate for further regression-based analysis.

Hypothesis Testing

The results of multiple regression analysis are presented in Table 4.

Table 4. Regression Results

Hypothesis	Relationship	Coefficient (β)	t-value	Sig.	Conclusion
H1	Omnichannel Customer Experience → Purchase Decision	0.32	3.45	0.001	Supported
H2	Omnichannel Customer Experience → Perceived Value	0.54	6.12	0.000	Supported

H3	Perceived Value → Purchase Decision	0.47	5.28	0.000	Supported

The results indicate that omnichannel customer experience has a positive and significant effect on purchase decision (β = 0.32, $p < 0.05$), supporting H1. This finding suggests that a better integrated and seamless customer experience across channels enhances consumers' confidence in making purchase decisions. Furthermore, omnichannel customer experience significantly influences perceived value (β = 0.54, $p < 0.05$), supporting H2. This implies that a well-managed omnichannel environment enhances consumers' evaluation of the benefits they receive relative to the costs incurred. Perceived value also shows a positive and significant effect on purchase decision (β = 0.47, $p < 0.05$), supporting H3. This indicates that higher perceived value leads to stronger purchase decisions, including increased confidence and willingness to repurchase.

Mediation Analysis

The mediation analysis is conducted using the PROCESS Macro (Model 4). The results show that the indirect effect of omnichannel customer experience on purchase decision through perceived value is significant.

Table 5. Mediation Test Results

Effect Type	**Coefficient**	**BootLLCI**	**BootULCI**	**Conclusion**
Indirect Effect (X → Z → Y)	0.25	0.15	0.36	Significant

The indirect effect is significant as the confidence interval does not include zero, indicating that perceived value mediates the relationship between omnichannel customer experience and purchase decision. This result supports H4 and suggests that perceived value plays a crucial role in explaining how omnichannel customer experience influences consumer decision-making.

Discussion

The findings of this study confirm that omnichannel customer experience has a positive and significant effect on purchase decision. This result reinforces the perspective of customer experience theory, which emphasizes that seamless and integrated interactions across multiple touchpoints play a critical role in shaping consumer behavior (Rahman et al., 2022). When consumers perceive consistency and convenience across channels, their uncertainty is reduced, enabling more confident and decisive purchasing behavior. This finding is consistent with prior studies indicating that integrated channel experiences enhance behavioral outcomes, particularly in environments where consumers actively navigate between online and offline platforms (Nguyen & Tran, 2023) However, the present study extends this understanding by demonstrating that such effects remain relevant in increasingly digitalized and hybrid retail contexts.

The analysis also reveals that omnichannel customer experience significantly influences perceived value, highlighting the importance of experiential factors in shaping consumer evaluations. This finding supports the value-based perspective, which suggests that consumer value is not solely derived from product attributes but also from the overall experience surrounding the purchase process (Park & Chang, 2022). The integration of channels allows consumers to access information more efficiently, compare alternatives, and complete transactions with minimal effort, thereby increasing both functional and emotional value. This result aligns with the findings of Meng et al.(2026), who argue that seamless channel integration enhances perceived value by improving convenience and reducing perceived costs. The current study contributes by empirically validating this relationship within an omnichannel context where multiple touchpoints collectively influence value perception.

Furthermore, perceived value is found to have a significant effect on purchase decision, confirming its role as a key determinant of consumer behavior. This result is in line with the established literature that positions perceived value as a central predictor of purchase intention and decision-making outcomes (Kang, 2023). When consumers perceive that the benefits outweigh the costs, they are more likely to proceed with a purchase, as higher perceived value strengthens confidence and reduces hesitation. In omnichannel environments, where consumers are exposed to diverse information sources and experiences, perceived value serves as a unifying evaluation mechanism that integrates these inputs into a coherent judgment. This finding underscores the importance of delivering not only functional benefits but also emotionally satisfying experiences to influence consumer decisions.

A key contribution of this study lies in the identification of perceived value as a mediating variable in the relationship between omnichannel customer experience and purchase decision. The mediation analysis demonstrates that the effect of omnichannel customer experience is not solely direct but also operates through consumers' value perceptions. This finding provides a more nuanced understanding of consumer decision-making by highlighting the internal evaluation processes that connect experiential factors with behavioral outcomes. While previous studies have examined the direct effects of omnichannel experience or the independent role of perceived value, limited research has integrated these variables into a single analytical framework. Therefore, this study advances the state of the art by offering an integrated model that explains both how and why omnichannel experiences influence purchase decisions.

From a theoretical perspective, this study contributes to the marketing literature by bridging customer experience theory and value theory within the context of omnichannel retailing. It demonstrates that experiential and evaluative dimensions are interdependent and jointly shape consumer behavior. From a practical standpoint, the findings suggest that retail managers should focus on designing seamless and consistent omnichannel experiences that enhance perceived value. Efforts to improve channel integration, ensure information consistency, and simplify transaction processes can significantly influence consumer perceptions and ultimately drive purchase decisions. By emphasizing value creation through experience, firms can strengthen customer relationships and achieve competitive advantage in increasingly complex retail environments.

CONCLUSION

The results of this study demonstrate that omnichannel customer experience exerts a positive and statistically significant influence on purchasing decisions, both directly and indirectly through perceived value. An integrated experience across multiple channels improves consumers' perceptions of value, which subsequently reinforces their confidence in making purchase decisions. These findings emphasize the relevance of combining experiential and value-oriented perspectives to better understand consumer behavior within omnichannel settings. From a practical standpoint, companies are encouraged to strengthen channel integration, maintain consistency of information, and simplify transaction processes in order to enhance perceived value and support consumer decision-making.

Several limitations should also be considered in interpreting the findings of this research. First, the study was limited to a specific geographical and demographic context, which may restrict the broader applicability of the results to different consumer groups or market environments. Second, the investigation focused solely on omnichannel customer experience and perceived value as predictors of purchasing decisions, while other potentially influential factors, including trust, customer satisfaction, digital literacy, and brand image, were not incorporated into the research framework. Third, the cross-sectional design employed in this study only reflects consumer perceptions at a single point in time, making it difficult to capture dynamic shifts in consumer behavior and purchasing decisions within rapidly evolving omnichannel environments.

Future studies are recommended to broaden the scope of investigation by involving more heterogeneous samples across regions, age categories, and digital marketplace platforms to strengthen the generalizability of the findings. Researchers are also encouraged to integrate additional constructs such as customer trust, loyalty, service quality, and technology acceptance in order to develop a more comprehensive understanding of consumer behavior in omnichannel commerce. Furthermore, longitudinal and mixed-method approaches are suggested to generate deeper insights into the evolution of customer experiences and purchasing decision processes over time.

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