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Exploring the Determinants of Consumer Repurchase Intention in Omnichannel Retailing: Evidence from AZKO Indonesia

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ABSTRACT

Purpose – This study aims to examine the effect of channel integration on consumers' repurchase intention in AZKO Indonesia by considering perceived assortment and perceived value as mediating mechanisms within an omnichannel retailing context.
Design/methodology/approach – This study employed a quantitative explanatory design. 200 AZKO Indonesia customers who had both in-person and online buying experiences provided the data. Purposive sampling was used to collect the data, which were then subjected to partial least squares structural equation modelling (PLS-SEM) using SmartPLS 3.0.
Finding/Results – Channel integration significantly enhances repurchase intention, both directly and indirectly through perceived assortment and perceived value. These results confirm the role of consumer perceptions as key mechanisms linking omnichannel integration to repurchase intention.
Originality/Value – Provide This study contributes to omnichannel retailing literature by explaining repurchase intention through the integration of Service-Dominant Logic and the Theory of Consumption Values. Its novelty lies in examining perceived assortment and perceived value as parallel mediators in the context of AZKO Indonesia's omnichannel retailing.

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1. Introduction

The modern retail industry in Indonesia has undergone a significant transformation due to the development of digital technology and changes in consumer behavior. Consumers no longer rely on a single shopping channel; instead, they use various channels, both online and offline, to search for information, compare products, conduct transactions, and obtain after-sales services. These changes have encouraged retail companies to develop omnichannel retailing strategies so that consumers' shopping experiences become more integrated, consistent, and flexible (Beck & Rygl, 2015; Verhoef et al., 2007).

Omnichannel retailing emphasizes the importance of integrating sales channels and consumer interactions. In this context, channel integration becomes a crucial element because it enables consumers to move from one channel to another without barriers. Effective channel integration can be reflected in the consistency of product information, price alignment, promotional integration, stock synchronization, transaction flexibility, and ease of cross-channel services (Gao & Huang, 2021; Sousa & Voss, 2006). This condition is important because consumers increasingly demand fast, practical, and non-fragmented shopping experiences.

AZKO Indonesia is one of the modern retail companies that implements an omnichannel strategy through physical stores, applications, and websites. This strategy enables consumers to search for product information digitally, check product availability, make purchases through online platforms, and collect or continue transactions in physical stores. However, the implementation of an omnichannel strategy is not merely determined by the existence of multiple channels, but by the extent to which these channels are truly and consistently integrated into the consumer experience (Gao & Huang, 2021; Razak, 2023).

The main problem in the context of omnichannel retailing lies in the gap between consumers' expectations of a seamless shopping experience and the perceived reality of channel integration. Inconsistencies in product information, price differences between channels, limited voucher usage, and unsynchronized services can reduce the quality of the consumer experience. These conditions may affect consumers' perceptions of product completeness, perceived value, and their tendency to make repeat purchases (Prassida & Hsu, 2022; Sheth et al., 1991).

Repurchase intention is an important aspect of retail marketing because it reflects consumers' tendency to repurchase products or reuse services from the same retailer. In an omnichannel environment, repurchase intention is influenced not only by satisfaction with the product but also by the quality of the cross-channel experience. Consumers tend to have stronger repurchase intentions when they obtain a shopping experience that is consistent, convenient, and valuable (Savila et al., 2019; Solomon, 2022).

Previous studies have shown that channel integration can increase repurchase intention. However, other studies have found that this relationship is not always significant. The inconsistency of these findings indicates the presence of relational mechanisms that require further explanation. This study positions perceived assortment and perceived value as mediating variables that explain how channel integration can encourage repurchase intention. Perceived assortment refers to consumers' perceptions of the variety, completeness, and integration of product choices available across various channels (Khan et al., 2015; Goraya et al., 2022). Meanwhile, perceived value refers to consumers' evaluation of the benefits obtained compared with the sacrifices incurred (Chatzoglou et al., 2022; Nguyen et al., 2024). These two variables are considered important because consumers assess channel integration not only from a technical perspective but also from the subjective experience they perceive during the shopping process.

Based on the preceding explanation, this study aims to analyze the effect of channel integration on the repurchase intention of AZKO Indonesia consumers, with perceived assortment and perceived value as mediating variables. To address this objective, this study develops a conceptual explanation that goes beyond testing the direct effect of channel integration by clarifying the theoretical mechanisms through which channel integration shapes consumer evaluations and repurchase intention.

This study offers both theoretical contributions and novel insights to the literature on omnichannel retailing by integrating Service-Dominant Logic and the Theory of Consumption Values to explain the mechanism through which channel integration influences repurchase intention (Sheth et al., 1991; Vargo & Lusch, 2008). Unlike previous studies that tend to view channel integration as a technical or operational factor, this study positions it as a resource integration mechanism within the omnichannel service system, where the integration of operant resources and operand resources enables value co-creation and generates value-in-use for consumers (Cui et al., 2022; Sharma & Dutta, 2022).

Furthermore, the Theory of Consumption Values is used to explain how the value generated by the integration of these channels is evaluated by consumers through perceived assortment and perceived value. Perceived assortment represents epistemic value because it relates to the evaluation of the diversity and completeness of product choices, whereas perceived value represents functional value and emotional value because it reflects assessments of perceived benefits, efficiency, convenience, and sacrifices (Sheth et al., 1991; Wu & SookLee, 2025). Thus, the novelty of this study lies not only in testing perceived assortment and perceived value as dual mediators but also in developing a conceptual framework that explains the process from resource integration, value creation, and consumer value evaluation to the formation of repurchase intention in the context of omnichannel retail in Indonesia (Tanrikulu, 2021; Tran et al., 2025).

2. Literature Review & Hypothesis Development

2.1. Service Dominant Logic

Service-Dominant Logic (SDL), introduced by Vargo & Lusch (2008), argues that exchange in marketing activities is essentially the exchange of services; that is, the application of knowledge and skills to provide benefits to others. According to this perspective, companies are no longer viewed as sole creators of value, but rather as providers of value propositions, while consumers act as co-creators of value through the integration of resources (Cui et al., 2022; Vargo & Lusch, 2008). Therefore, value does not adhere directly to the products or systems offered, but is formed through value-in-use when consumers utilize the available resources within the service system.

This study defines omnichannel retail, such as AZKO, as a service system that integrates operant resources—such as service capabilities and cross-channel experience management—and operand resources—such as physical stores, digital platforms, products, and inventory information systems. Channel integration serves as a resource integration mechanism that consistently connects online and offline channels, thereby enabling value co-creation between the company and consumers (Cui et al., 2022; Sharma & Dutta, 2022). This process is then realized as value-in-use when consumers use the omnichannel system to access a wider product selection and better shopping benefits. In this study, value-in-use is reflected through perceived assortment and perceived value as mediating variables, which can subsequently drive repurchase intention when the value perceived by consumers is evaluated positively (Frooghi & Rashidi, 2019; Jebarajakirthy et al., 2022; Tran et al., 2025; Vera & Martinez, 2025).

2.2. Theory of Consumption Values

Even though Service-Dominant Logic (SDL) explains that value is created through the integration of resources and value-in-use, SDL has not specifically explained how consumers evaluate that value in their decision-making. Therefore, this study uses the Theory of Consumption Values (TCV) as a supporting theory to explain value evaluation at the individual behavioral level. TCV states that consumption decisions are influenced by various values, such as functional value, emotional value, social value, epistemic value, and conditional value (Sheth et al., 1991). In the omnichannel context, information consistency, ease of access, and the breadth of product choices form functional, epistemic, and emotional value for consumers (Sweeney & Soutar, 2001).

This study, TCV explains that channel integration drives repurchase intention through consumer value evaluation. Channel integration—achieved through information consistency, system synchronization, and ease of switching between channels—provides benefits such as time efficiency, ease of access, and a comprehensive range of product options (Wu & SookLee, 2025). These benefits are evaluated through perceived assortment as a representation of epistemic value, and perceived value as a representation of functional and emotional value. When these value evaluations are positive, consumers tend to have a stronger preference for the retailer, thereby driving repurchase intention (Tanrikulu, 2021; Wu & Sook Lee, 2025).

2.3. Channel Integration

Channel integration is the degree of integration among the various sales and communication channels owned by a retailer, including both online and offline channels (Sousa & Voss, 2006). This integration includes consistency of product information, alignment of promotions, operational integration, and ease of access to cross-channel services (Balbín Buckley & Marquina Feldman, 2024; Yen, 2023). In omnichannel retailing, channel integration enables consumers to obtain a more seamless shopping experience because all touchpoints are interconnected (Zhang et al., 2018).

According Goraya et al. (2022), effective channel integration can reduce consumer uncertainty, increase trust, and strengthen convenience in the shopping process. Consumers who experience consistent cross-channel interactions tend to have positive evaluations of the retailer, which may increase repurchase intention (Sousa & Voss, 2006; Zhang et al., 2018).

H1: Channel integration has a positive and significant effect on repurchase intention.

2.4. Perceived Assortment

Perceived assortment refers to consumers’ subjective perceptions of the variety, completeness, and relevance of the product choices offered by retailers (Kahn & Wansink, 2004). In an omnichannel context, perceived assortment is determined not only by the actual number of products but also by consumers’ perceptions of the diversity of prices, quality, and product variations consistently displayed across online and offline channels (Mejía, 2025). Through channel integration, AZKO consumers can see a wider range of prices, different product quality options, and a broader variety of brands and product categories. This leads consumers to perceive AZKO as a retailer with a more comprehensive product selection that is easy to find and meets their needs (Hense & Hübner, 2022; Goraya et al., 2022).

Perceived assortment is conceptually important because it explains how channel integration influences consumers’ evaluations of product availability. Channel integration enables

consumers to compare products, check inventory availability, view category variations, and continue their search or purchase process across channels without losing information. This process reinforces the perception that AZKO offers a stronger product assortment, as consumers can more clearly identify, access, and evaluate product options through the integrated system. Perceptions of a comprehensive product assortment can enhance a sense of control, satisfaction, and confidence that the retailer can consistently meet consumer needs, thereby driving repurchase intention (Bertrandie & Zielke, 2017; Astarani, 2024). Thus perceived assortment acts as a mediating variable explaining the effect of channel integration on repurchase intention through consumers' perceptions of the completeness and diversity of product choices (Hense & Hübner, 2022; Goraya et al., 2022).
H2: Channel integration has a positive and significant effect on perceived assortment.

2.5. Perceived Value

Perceived value refers to consumers' overall evaluation of the benefits received compared with the sacrifices incurred during the shopping process (Zeithaml, 1988). In the omnichannel context, perceived value is reflected through want satisfaction, quality for price paid, and get vs give trade-off (Zeithaml, 1988). Through channel integration, consumers of AZKO can more easily find products that match their needs, evaluate whether product quality is worth the price paid, and assess whether the benefits of shopping across integrated channels exceed the time, effort, and costs they sacrifice. Therefore, channel integration can strengthen perceived value by making the shopping experience more efficient, convenient, and beneficial for consumers (Acquila & Iglesias, 2021; Nguyen et al., 2024).

Perceived value is conceptually important because it explains how channel integration is translated into consumers' evaluation of benefits and sacrifices. Integrated online and offline channels allow consumers to access consistent product information, compare alternatives, complete transactions more flexibly, and receive services across channels with less uncertainty. This mechanism reduces perceived sacrifices in terms of time, effort, and risk, while increasing the benefits consumers obtain from the shopping experience. When consumers perceive that the value received is greater than the sacrifices made, they are more likely to develop a positive evaluation of the retailer and form stronger repurchase intention (Chatzoglou et al., 2022; Kim & Lee, 2019; Singh & Alok, 2022). Thus, perceived value acts as a mediating variable that explains the effect of channel integration on repurchase intention through consumers' evaluation of the value obtained from the omnichannel shopping experience.
H3: Channel integration has a positive and significant effect on perceived value.

2.6. Repurchase Intention

Repurchase intention refers to consumers' tendency to repurchase products or services from the same retailer based on their previous shopping experiences (Solomon, 2022). In the omnichannel retail context, repurchase intention reflects consumers' willingness to continue shopping with a retailer when they perceive that the retailer provides a consistent, convenient, and valuable shopping experience (Simatupang et al., 2021; Swoboda & Fränzel, 2022). Therefore, repurchase intention becomes an important behavioral outcome that indicates consumers' positive evaluation of their prior interactions with AZKO Indonesia.

A well-connected shopping system can directly encourage consumers to shop again because it provides a more seamless experience across physical and digital channels. When consumers receive consistent product information, promotional messages, pricing, transaction processes, and services across different touchpoints, they experience lower uncertainty and greater convenience during the shopping process (Sousa & Voss, 2006; Zhang et al., 2018). This condition strengthens consumers' confidence in AZKO Indonesia and increases their willingness to return for future purchases (Mishra et al., 2022; Savila et al., 2019).

Consumers are also more likely to repurchase when they perceive that the retailer provides broad, relevant, and easily accessible product choices. A wide range of product categories, various price options, and suitable product quality can make consumers feel that their needs and preferences are accommodated effectively. This perception strengthens their confidence that AZKO Indonesia can continuously provide appropriate product alternatives in future shopping activities (Kahn & Wansink, 2004; Astarani, 2024; Goraya et al., 2022).

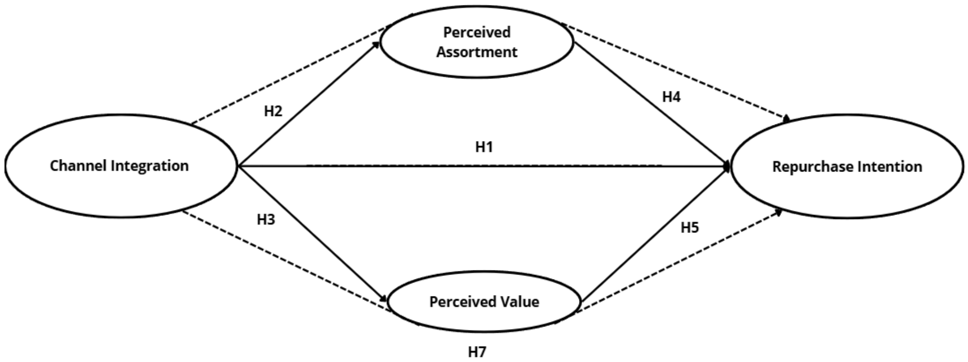
Consumers' intention to repurchase can also increase when they believe that the benefits obtained from the shopping experience are greater than the sacrifices incurred. Product quality, price suitability, shopping convenience, time efficiency, and the added benefits of using both physical and digital channels can shape a more favorable shopping evaluation. When consumers perceive that the value received is higher than the cost, time, and effort spent, their tendency to repurchase becomes stronger (Chatzoglou et al., 2022; Kim & Lee, 2019; Singh & Alok, 2022).

A well-integrated shopping system can indirectly encourage repeat purchases by helping consumers access product choices more broadly, systematically, and conveniently. The connection between physical and digital channels allows consumers to compare products, explore categories, and obtain product information more easily. This experience strengthens the perception that AZKO Indonesia provides complete and relevant product alternatives, which subsequently increases consumers' intention to shop again (Bertrandie & Zielke, 2017; Hense & Hübner, 2022; Goraya et al., 2022).

A well-integrated shopping system can also indirectly encourage repeat purchases by creating a more valuable shopping experience. Consistency across channels reduces consumers' sacrifices in terms of time, effort, and uncertainty, while convenience and efficiency increase the perceived benefits of shopping (Acquila & Iglesias, 2021; Nguyen et al., 2024). These positive evaluations make consumers feel that shopping at AZKO Indonesia provides meaningful value, which ultimately strengthens their intention to repurchase (Chatzoglou et al., 2022; Kim & Lee, 2019).

H4: Perceived assortment has a positive and significant effect on repurchase intention.
H5: Perceived value has a positive and significant effect on repurchase intention.
H6: Perceived assortment mediates the effect of channel integration on repurchase intention.
H7: Perceived value mediates the effect of channel integration on repurchase intention.

Figure 1. Conceptual Model



3. Methodology

3.1. Research Design

This study used an explanatory research design and a quantitative methodology (Sekaran & Bougie, 2016). This strategy was chosen since the study's objective is to investigate the causal connections between repurchase intention, perceived assortment, perceived value, and channel integration. The independent variable in this research is channel integration, the dependent variable is repurchase intention, and the mediating factors are perceived assortment and perceived value.

3.2. Population and Sample

Customers of AZKO Indonesia who had made purchases via both AZKO physical shops and online channels made up the study's population. This research used a non-probability sampling strategy using purposive sampling since the population size was uncertain. People who were at least 17 years old and had made at least one purchase via AZKO's physical shops, application, or online during the previous six months met the study's responder requirements. The sample size in this study was 200 respondents. This number was selected because it is consistent with the requirements of SEM-PLS analysis and is considered adequate for testing a research model involving latent variables and measurement indicators (Dash, G., & Paul, 2021).

3.3. Data Collection

Customers of AZKO Indonesia were given questionnaires to complete in order to collect primary data. The indicators of each study variable were used to design the questionnaire. Secondary data were obtained from books, journal articles, reports, and other supporting sources relevant to omnichannel retailing, channel integration, perceived assortment, perceived value, and repurchase intention.

3.4. Measurement

This study used a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree (Sekaran & Bougie, 2016). Channel integration was measured through three indicators, namely information integration, marketing integration, and operational integration. Perceived assortment was measured through assortment price perceptions, assortment quality perceptions, and assortment variety perceptions. Perceived value was measured through want satisfaction, quality for price paid, and get-versus-give trade-off. Repurchase intention was measured through continuity intention, preference intention, and likelihood of repurchase.

3.5. Data Analysis

Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS 3.0 was used to analyse the data. The data analysis was conducted through three main stages: outer model evaluation, inner model evaluation, and hypothesis testing. The outer model evaluation was used to assess the validity and reliability of the measurement model. Validity was examined using, Average Variance Extracted (AVE), the Heterotrait-Monotrait Ratio (HTMT), and the Fornell-Larcker criterion, while reliability was evaluated using Cronbach's alpha and composite reliability. The inner model evaluation was conducted to assess the structural model by examining R-square, Q-square, Variance Inflation Factor (VIF), and F-square values. Finally, hypothesis testing was performed by evaluating the original sample, lower bound and upper bound confidence intervals, t-statistics, and p-values to determine the significance and direction of the proposed relationships in this study (Hair et al., 2010; Sarstedt et al., 2021; Sekaran & Bougie, 2016)

4. Result and Discussion

4.1. Result

This study involved 200 AZKO Indonesia consumer respondents. The respondent characteristics show that the majority of respondents were female, accounting for 51%, while male respondents accounted for 49%. Based on age, most respondents were in the 26–35-year age range, accounting for 36.5%. Based on occupation, the majority of respondents were private-sector employees, accounting for 34%. Based on domicile, respondents came from various regions in Indonesia, with relatively high proportions from Sulawesi and Java outside Greater Jakarta.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency	Percentage
Gender	Male	98	49%
	Female	102	51%
Age	17-25 years	59	29.5%
	26-35 years	73	36.5%
	36-45 years	33	16.5%
	46-55 years	20	10.0%
	55 > years	16	8.0%
Occupation	Entrepreneur	43	34%
	Civil Servant	27	13.5%
	Private Employee	68	34.0%
	Student	46	23.0%
	Retire	15	7.5%
	Fresh Graduate	1	0.5%
Domicile	Sumatra	20	10.0%
	Java	41	20.5%
	Greater Jakarta	31	15.5%
	Kalimantan	23	11.5%
	Sulawesi	41	20.5%
	Bali	23	11.5%
	East anda West Nusa Tenggara	12	6.0%
	Papua and Maluku	9	4.5%

Source: Processed data by the authors (2026)

These characteristics indicate that the respondents in this study were consumers with actual experience in using AZKO services, both through physical stores and digital channels. The respondents also represent consumer groups that are capable of rationally evaluating cross-channel shopping experiences.

Based on the measurement model evaluation, all constructs in this study were found to be valid and reliable. At the item level, all indicators met the recommended loading criteria, indicating that each item adequately represented its respective construct. At the construct level, the reliability assessment showed that all constructs had satisfactory internal consistency.

Table 1. Validity and Reliability Test

Variabel	Cronbach's Alpha*	Composite Reliability**	AVE***
Channel Integration	0.938	0.948	0.670
Perceived Assortment	0.950	0.957	0.688
Perceived Value	0.946	0.954	0.675
Repurchase Intention	0.936	0.946	0.661

Notes: *p > 0.70; **p > 0.70; *p > 0.50

Source: Processed data by the authors (2026)

Table 3. Heterotrait-Monotrait Ratio (HTMT)

Variabel	CI	PA	PV	RI
Channel Integration				
Perceived Assortment	0.776			
Perceived Value	0.757	0.658		
Repurchase Intention	0.797	0.775	0.774	

Notes: HTMT values below 0.85 indicate that discriminant validity has been established.

Source: Processed data by the authors (2026)

Table 4. Fornell-Larcker criterion

Variabel	CI	PA	PV	RI
Channel Integration	0.818			
Perceived Assortment	0.733	0.830		
Perceived Value	0.716	0.625	0.821	
Repurchase Intention	0.752	0.735	0.733	0.813

Notes: The diagonal values represent the square root of AVE.

Source: Processed data by the authors (2026)

The structural model suggest that the research model has adequate explanatory power in describing the relationships among the constructs examined in this study.

Table 5. R-Square Values

Endogenous Variable	R^{2*}	Description
Perceived Assortment	0.537	Moderate
Perceived Value	0.513	Moderate
Repurchase Intention	0.690	Moderate

Notes: *p > 0.75 = strong; > 0.50 = moderate; > 0.25 = weak

Source: Processed data by the authors (2026)

Table 6. Variance Inflation Factor (VIF)

Variabel	CI	PA	PV	RI
Channel Integration		1.000	1.000	2.827
Perceived Assortment				2.262
Perceived Value				2.148
Repurchase Intention				

Notes: VIF values below 5.00 indicate that multicollinearity is not a critical issue in the structural model.

Source: Processed data by the authors (2026)

The Q-square value of 0.931 indicates that the research model has good predictive relevance. Thus, this research model is considered capable of adequately explaining the relationships among variables.

The hypothesis testing results indicate that channel integration plays an important role in strengthening consumers' repurchase intention at AZKO Indonesia. A well-integrated channel system enables consumers to experience consistency, convenience, and efficiency across online and offline channels. This condition reduces uncertainty during the shopping process and encourages consumers to return to the same retailer.

The results also show that channel integration enhances consumers' perceptions of product assortment and perceived value. When product information, promotions, prices, services, and transactions are connected across channels, consumers can more easily access various product alternatives and evaluate the benefits of shopping at AZKO Indonesia. This integrated experience makes consumers perceive the retailer as offering broader product choices and greater shopping value.

Perceived assortment and perceived value are also important factors in encouraging repurchase intention. Consumers who perceive that AZKO Indonesia provides diverse and relevant product choices tend to feel more confident that their needs can be continuously fulfilled. Similarly, consumers who perceive that the benefits of shopping at AZKO exceed the sacrifices made are more likely to develop a stronger intention to repurchase.

Table 7. Direct Effect Results

Variable Relationship	Coefficient	T-Statistics*	P-values**	BCCI	
				Lower	Upper
CI → RI	0.275	3.877	0.000	0.615	0.816
CI → PA	0.733	13.721	0.000	0.582	0.804
CI → PV	0.716	12.764	0.000	0.644	0.828
PA → RI	0.326	5.389	0.000	0.204	0.446
PV → RI	0.322	6.126	0.000	0.225	0.441

Notes: *t-statistics > 1.96; **p-values < 0.05; 95% BCCI does not include zero = significant
Source: Processed data by the authors (2026)

The indirect effect results indicate that perceived assortment and perceived value explain how channel integration leads to repurchase intention. Integrated channels do not only influence consumers directly, but also shape their perceptions of product variety and shopping value. These perceptions then strengthen consumers' willingness to repurchase from AZKO Indonesia, confirming that consumer evaluation is an important mechanism in the relationship between omnichannel integration and repurchase intention

Table 8. Indirect Effect Results

Variable Relationship	Coefficient	T-Statistics*	P-values**	BCCI	
				Lower	Upper
CI → PA → RI	0.239	4.851	0.000	0.149	0.343
CI → PV → RI	0.238	5.240	0.000	0.155	0.334

Notes: *t-statistics > 1.96; **p-values < 0.05; 95% BCCI does not include zero = significant
Source: Processed data by the authors (2026)

4.2. Discussion

The results show that channel integration had a positive and significant effect on repurchase intention. This finding indicates that AZKO Indonesia consumers perceive benefits from the integration of online and offline channels. Information consistency, transaction convenience, and cross-channel service flexibility make consumers more comfortable when making purchases. This easier and more consistent shopping experience encourages consumers to make AZKO their primary choice for subsequent purchases.

4.2.1. Channel Integration Positively Influences Repurchase Intention

The descriptive results show that the channel integration influences the repurchase intention of AZKO Indonesia consumers. This finding can be explained by AZKO's channel integration practices, which are most evident in integrated sales, particularly the consistency of promotions, marketing information, advertising, and cross-channel payment convenience. When consumers receive the same promotional information across physical stores, the app, and the website, and can make payments flexibly through both online and offline channels, the shopping process becomes more practical, consistent, and less uncertain.

This condition has led consumers to choose AZKO as one of their top shopping destinations, although their commitment to continuing to shop there rather than at other retailers may still be influenced by the consistency of information, pricing, promotions, and cross-channel service flexibility. Theoretically, these findings suggest that channel integration functions as a resource integration mechanism that connects physical stores, digital platforms, payment systems, promotional information, and customer service with consumer resources, such as time, preferences, and the ability to use digital channels. This integration enables consumers to create value through the use of services in the form of convenience, efficiency, comfort, and trust, thereby strengthening the tendency to return to shop at AZKO (Cui et al., 2022; Mishra et al., 2022; Savila et al., 2019; Sousa & Voss, 2006; Vargo & Lusch, 2008; Zhang et al., 2018).

4.2.2. Channel Integration Positively Influences Perceived Assortment

The research findings indicate that channel integration influences AZKO Indonesia consumers' perceived assortment. This finding can be explained by AZKO's channel integration practices, which allow consumers to access product information, prices, promotions, and product availability through physical stores, apps, and websites in a more interconnected manner. The strongest aspect of channel integration is evident in cross-channel sales and payment convenience, making it easier for consumers to switch between channels when searching for, comparing, and evaluating products. This connectivity leads consumers to perceive AZKO's product selection as easier to identify and access, particularly regarding product variety—the highest indicator of perceived assortment—such as the availability of various home goods, brands, categories, and product quality levels. However, the perception of price variety remains the lowest aspect, indicating that some consumers have not yet fully experienced a sufficiently wide range of prices to accommodate all preferences and purchasing power.

Theoretically, channel integration functions as a resource integration mechanism that connects physical stores, digital platforms, product information, pricing systems, and inventory availability with consumers' ability to search for and evaluate product options. The value generated by using this integrated system is then evaluated by consumers through their perceptions of price diversity, quality, and product variety. Thus, channel integration not only makes AZKO's channels more operationally connected but also reinforces consumers' perception that AZKO offers a more comprehensive, relevant, and easily accessible selection of products (Demoulin & De Kerviler, 2024; Hense & Hübner, 2022; Goraya et al., 2022).

4.2.3. Channel Integration Positively Influences Perceived Value

The research findings indicate that channel integration influences the perceived value of AZKO Indonesia's customers. This finding can be explained by AZKO's channel integration practices, which allow consumers to access product information, prices, promotions, payment processes, and services in a more connected manner across physical stores, the app, and the website. The strongest aspect of channel integration is evident in the consistency of cross-channel promotions and the ease of payment through both online and offline channels, enabling consumers to experience a shopping process that is more practical, efficient, and low in uncertainty. These conditions shape perceived value because consumers assess that the benefits gained from the shopping experience at AZKO are commensurate with the sacrifices made, particularly regarding the perceived value of the product relative to its cost. However, the benefit-to-sacrifice ratio remains the lowest indicator, specifically in the perception that AZKO's online and offline integration has not yet fully provided optimal added value for all consumers.

Basically, channel integration functions as a resource integration mechanism that connects physical stores, digital platforms, information systems, payment systems, and customer service with consumer needs, time, effort, and preferences. Value is then created when consumers use this integrated system and evaluate it based on the product's alignment with their needs, the quality received relative to the price, and the benefits gained compared to the sacrifices made. Thus, channel integration not only improves operational connectivity between channels but also strengthens perceived value, as consumers experience greater convenience, efficiency, comfort, and benefits while shopping at AZKO (Acquila & Iglesias, 2021; Nguyen et al., 2024; Sousa & Voss, 2006; Zeithaml, 1988).

4.2.4. Perceived Assortment Positively Influences Repurchase Intention

Perceived assortment had influences the repurchase intention of AZKO Indonesia consumers. This finding can be explained by consumers' perception that AZKO offers a diverse range of products, particularly in the home goods category, brand variety, product quality, and product alternatives accessible through both physical stores and digital platforms. The strongest aspect of perceived assortment is evident in the perception of product diversity, primarily because consumers believe AZKO is capable of providing a wide range of home goods within a single shopping ecosystem, making it easier for them to find products that align with their needs and preferences. This reinforces consumers' preference to choose AZKO as their primary shopping destination. However, the perception of price diversity remains the weakest aspect, indicating that some consumers have not yet fully experienced a sufficiently wide range of prices to accommodate various purchasing power levels.

This is relevant to the lowest repurchase intention indicator—that is, consumers' tendency to continue purchasing AZKO products over those of other retailers—because consumers can still compare AZKO with other retail alternatives in terms of price, promotions, and product selection. Theoretically, product variety creates value when consumers can use the available product options to meet their needs more precisely, easily, and sustainably. This value is then evaluated as exploratory value, as consumers benefit from the breadth of choices, category variety, and the possibility of finding products that align with their preferences. Thus, perceived assortment not only reflects the number of products offered but also explains how perceptions of the completeness and relevance of product choices can reinforce consumers' confidence that AZKO can meet their needs in future purchases (Kahn & Wansink, 2004; Astarani, 2024; Goraya et al., 2022; Solomon, 2022).

4.2.5. Perceived Value Positively Influences Repurchase Intention

Perceived value influences AZKO Indonesia consumers' repurchase intention. This finding can be explained by consumers' perception that AZKO's products and services provide benefits commensurate with the costs, time, and effort expended during the shopping process. The strongest aspect of perceived value is evident in the ease of cross-channel shopping, which enhances the consumer experience, as well as the assessment that AZKO products offer good value for their cost. This reinforces consumers' preference to make AZKO their primary choice for shopping. However, the benefit-to-sacrifice ratio remains the lowest indicator, particularly regarding the perception that AZKO's online and offline integration has not yet fully delivered optimal added value.

However, this is consistent with the lowest repurchase intention indicator—that is, consumers' tendency to continue purchasing AZKO products over those of other retailers—because some consumers still compare AZKO with other retail alternatives in terms of price, promotions, product variety, and additional benefits received. Theoretically, value is created when consumers use AZKO's services and experience tangible benefits from product quality, ease of transaction, time efficiency, and shopping convenience. This value is then evaluated as functional and emotional value, as consumers not only assess the alignment of benefits with costs but also consider comfort and satisfaction throughout the shopping process. Thus, perceived value serves as the foundation for evaluation, driving consumers to make repeat purchases when the shopping experience is deemed to offer benefits worth repeating (Chatzoglou et al., 2022; Kim & Lee, 2019; Singh & Alok, 2022; Solomon, 2022; Zeithaml, 2015).

4.2.6. Mediation Effect

The research findings indicate that perceived assortment partially mediates the effect of channel integration on AZKO Indonesia consumers' repurchase intention. This means that channel integration not only directly drives repurchases but also does so through consumers' perceptions of product completeness and diversity. In practical terms, consistent cross-channel promotions and the ease of both online and offline payments help consumers access, compare, and evaluate products through physical stores, apps, and websites. This mechanism reinforces the perception that AZKO offers a variety of brands, categories, and product qualities relevant to consumer needs, although price variation still needs to be strengthened. Theoretically, the integration of resources between physical channels, digital platforms, product information, promotional systems, and consumers' ability to evaluate products creates value in usage, which is evaluated as exploratory value. This value reinforces consumers' belief that AZKO is capable of meeting their needs sustainably, thereby driving repurchase intention. These findings are consistent with (Demoulin & De Kerviler, 2024; Hense & Hübner, 2022; Astarani, 2024; Goraya et al., 2022).

The research findings also indicate that perceived value mediates the effect of channel integration on AZKO Indonesia consumers' repurchase intention. The effect of channel integration on repurchase becomes stronger when consumers perceive benefits that are comparable to or greater than the sacrifices they make. Practically, consistent promotions and the ease of cross-channel payments make the shopping experience more efficient, convenient, and less uncertain. This mechanism reinforces perceived value, particularly through the ease of cross-channel shopping and the assessment that AZKO's product quality is worth the price paid, although the added value from online and offline integration still needs to be optimized.

Theoretically, the integration of resources between physical stores, digital platforms, payment systems, promotional information, and customer service generates value in the form of efficiency, convenience, and trust. This value is then evaluated as functional and emotional value, thereby encouraging consumers to deem the AZKO shopping experience worth repeating. These findings are consistent with (Acquila-Natale & Iglesias-Pradas, 2021; Chatzoglou et al., 2022; Nguyen et al., 2024; Singh & Alok, 2022).

5. Conclusion and Suggestion

5.1. Conclusion

The findings of this study indicate that channel integration plays a significant role in shaping AZKO Indonesia consumers' repurchase intentions, both directly and through perceived assortment and perceived value. In practice, this is evident in the interconnectedness of physical stores, websites, and mobile apps, which enable consumers to obtain product information, compare prices, access promotions, check product availability, make payments, and switch between channels with greater flexibility. The strength of AZKO's integration is particularly evident in the consistency of cross-channel promotions and the ease of both online and offline payments, making the shopping experience more practical, efficient, and less uncertain. This integration also enhances perceived assortment because consumers can access a broader range of product information, categories, brands, and inventory, leading to the perception that AZKO offers a comprehensive and easily accessible product selection. Additionally, channel integration enhances perceived value because consumers assess that the benefits gained through clear information, transaction flexibility, the convenience of switching channels, and post-purchase services are commensurate with the costs, time, and effort expended. However, price variations and the usability of cross-channel vouchers still need to be strengthened, as differing terms and conditions between physical stores, apps, and websites can diminish the perceived value of the omnichannel experience.

In this study, Service-Dominant Logic is used to explain channel integration as a mechanism for integrating resources between AZKO and consumers. Physical stores, websites, apps, product information, inventory, prices, promotions, payment systems, vouchers, and after-sales services are understood as corporate resources that must be consistently linked so that consumers can use them during the shopping process. When consumers utilize these resources to search for information, compare products, choose a transaction channel, pick up products, or obtain post-purchase services, value is created through the user experience. Furthermore, the Theory of Consumption Values is used to explain how that value is evaluated by consumers. Perceived assortment represents exploratory value because it relates to the breadth of choices, category variety, brands, and product availability, while perceived value represents functional and emotional value because it reflects efficiency, ease, convenience, trust, and the alignment of benefits with sacrifices. Thus, repurchase intention is influenced not only by the existence of multiple channels but by the channels' ability to integrate and create value that is perceived and evaluated positively by consumers.

These findings are consistent with previous research indicating that channel integration can enhance repurchase intention through information consistency, ease of transaction, and a more seamless shopping experience (Mishra et al., 2022; Goraya et al., 2022; Zhang et al., 2018). These results also support Demoulin & De Kerviler (2024), Hense & Hübner (2022), and Astarani (2024), who explain that channel integration strengthens perceived assortment through the interconnectedness of product information, inventory, categories, and choice variations. Furthermore, these findings are consistent with Acquila & Iglesias (2021), Chatzoglou et al. (2022), Nguyen et al. (2024), and Kim & Lee, (2019), who assert that perceived value increases when consumers experience ease of access to information, purchasing efficiency, service consistency, and greater benefits relative to the sacrifices made.

5.2. Suggestion

The main practical consequence of this study is that AZKO Indonesia needs to prioritize improvements in the area of integrated information, as this aspect received the lowest score in channel integration. These improvements should focus on aligning product information, product categories, prices, promotions, and stock availability across physical stores, the website, and the app. AZKO needs to strengthen its centralized product data system, update information in real time, and conduct regular audits so that consumers receive consistent information when moving from digital channels to physical stores and the other way around. The next priorities are to improve inventory synchronization and enhance the flexibility of vouchers and promotions across channels. Consumers need assurance that products they see on the app or website are actually available in physical stores, so inventory information should be clearly displayed and updated regularly. Additionally, the use of cross-channel vouchers or coupons needs improvement, as this is the weakest link in channel integration. AZKO needs to standardize voucher terms across physical stores, the app, and the website, or transparently explain any differences so that consumers do not feel hindered when using promotions.

AZKO also needs to expand its price range and after-sales services within its omnichannel system. Although consumers rate AZKO's product variety as good, the price range still needs to be expanded to cater to consumers with varying purchasing power. On the other hand, after-sales services such as returns, product exchanges, warranty claims, purchase history, and complaint handling need to be consistent across physical stores, the website, and the app. With these priorities, AZKO's omnichannel strategy will not only be technically connected but also capable of delivering a consistent, valuable shopping experience that encourages repeat purchases.

6. Limitations and Future Research

This study has several limitations that should be considered. First, this study focuses only on AZKO Indonesia consumers; therefore, the results cannot yet be generalized to all omnichannel retail companies in Indonesia. The characteristics of AZKO as a household needs retailer may produce consumer behavior that differs from retailers in other sectors.

Second, this study used a cross-sectional approach; therefore, data were collected only at one point in time. This approach is not yet able to capture dynamic changes in consumer behavior along with technological development, changes in omnichannel strategies, and shifts in consumer preferences.

Third, the variables used in this study were limited to channel integration, perceived assortment, perceived value, and repurchase intention. Other variables may also influence repurchase intention, such as trust, customer satisfaction, customer experience, customer engagement, and loyalty.

Based on these limitations, future research is advised to expand the research object to various omnichannel retailers in Indonesia. Future studies may also use a longitudinal approach to observe changes in consumer behavior over time. In addition, the inclusion of trust, customer satisfaction, customer experience, and customer loyalty variables can provide a more comprehensive understanding of the formation of repurchase intention in the context of omnichannel retailing.

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