Comprehensive Analysis of the Effectiveness of Omnichannel Marketing Strategy in Increasing Sales Optimization in Companies

Sutomo
Faculty of Business and Humanities, Management Study Program, Universitas Tangerang Raya, Indonesia

Article Info	ABSTRACT
	This study aims to evaluate the effectiveness of omnichannel marketing strategies in optimizing a company's sales performance. By integrating online and offline sales channels, omnichannel strategies provide a seamless customer experience. This study uses a quantitative approach with a descriptive-analytical method to analyze the relationship between omnichannel strategy and sales performance. A sample of 150 retail companies was selected through purposive sampling, ensuring that only companies implementing a comprehensive omnichannel strategy were included. Data collection was conducted through structured surveys and secondary sources, where respondents rated the strategy's effectiveness using a 5-point Likert scale. The results showed a significant increase in sales performance, with an average increase of 18% in the surveyed companies. In addition, customer satisfaction and operational efficiency were found to act as moderating variables in the relationship between omnichannel strategies and sales performance. This study concludes that omnichannel marketing strategies effectively increase sales and customer satisfaction, with recommendations for further research and practice focused on improving inventory management and technology integration.

Corresponding Author:

Sutomo
Faculty of Business and Humanities,
Management Study Program,
Universitas Tangerang Raya, Indonesia
Email: sutomo_asngadi@yahoo.com

1. INTRODUCTION

Omnichannel marketing is a holistic strategy that aims to integrate various marketing channels, both online and offline, to create a consistent, integrated, and seamless customer experience across all points of interaction. This strategy emerged in response to changes in consumer behavior in the digital era, where customers expect flexibility and ease in interacting with brands or products. In omnichannel, customers can quickly move from one platform to another, for example, from e-commerce to a physical store or from a mobile application to a company's website, without experiencing any disruption in access to the information, services, or experiences they expect. Today's customers want ease in shopping, speed, consistency, and personalization. Therefore, omnichannel marketing focuses on providing a more integrated experience where all marketing and sales channels support and complement each other. This includes unifying customer data, real-time product inventory synchronization, and delivering relevant marketing messages across platforms. Through this approach, companies can provide a seamless experience that ultimately increases customer loyalty and satisfaction. An in-depth analysis of the effectiveness of omnichannel marketing strategies in improving company sales performance shows that this approach has a substantial impact on increasing sales while improving consumer experience. The omnichannel strategy leverages integration between multiple channels, both physical, such as retail stores, and digital, such as e-commerce platforms and social media, to create a seamless and coordinated shopping journey for consumers. The success of this strategy relies heavily on the consistency created at every point of consumer interaction, which provides them with the ease of transacting without being limited by the location or device used. Recent research shows that omnichannel marketing strategies can meet the needs and expectations of modern consumers who increasingly prioritize

accessibility, convenience, and flexibility in shopping. Today's consumers expect services that can be accessed anytime and anywhere, with complete product information and responsive after-sales service [1]. In addition, companies that implement an omnichannel strategy can also increase consumer loyalty through personalized shopping experiences, supported by the effective use of consumer data to offer relevant and tailored products [2]. From a company's perspective, omnichannel is not just a method to optimize sales but also a tool to create long-term relationships with consumers [3]. This approach allows companies to gain deeper insights into consumer preferences and behavior through data collected from multiple channels. Thus, an omnichannel strategy becomes crucial in building competitiveness in an increasingly competitive and dynamic market. Proper implementation of this strategy can provide significant competitive advantages and ensure sustainable sales growth in the long term.

One of the critical elements of an omnichannel strategy is its ability to optimize customer interactions across multiple platforms and channels. This strategy ensures that the customer experience remains consistent, integrated, and responsive across all online and offline touchpoints. Study highlighted the importance of efficiently delivering clear information and managing product returns [4]. They found that these two factors contribute to lower operational costs and significantly increase customer satisfaction levels. Customers who feel that product information is easily accessible and the return process is smooth tend to be more satisfied, which ultimately encourages them to continue shopping on the platform. Reinforces this finding by showing that customers who receive an omnichannel shopping experience are likelier to show higher loyalty and purchase intentions [5]. Consumers who feel they are served consistently across channels are more likely to build a strong relationship with the brand because they think their needs are better met. This confirms that an omnichannel strategy is beneficial for consumers and has a sustainable positive impact on companies, especially in terms of consumer loyalty. With exemplary implementation, an omnichannel strategy can give companies a more significant competitive advantage, especially in the era of ever-growing digital transformation. Today, consumers demand flexibility and ease of access across multiple platforms. Hence, companies that can provide an integrated and seamless shopping experience have the opportunity to gain a larger market share. This strategy contributes to increased sales and strengthens long-term relationships between companies and consumers, ultimately resulting in significant strategic advantages in market competition. On the other hand, the importance of marketing communications in the omnichannel context cannot be ignored. Research by Berman and Thelen (2018) indicates that components such as sales promotions and direct marketing significantly impact the effectiveness of marketing communications [6]. In this context, an omnichannel strategy allows companies to reach customers through multiple communication channels, thereby strengthening brand awareness and driving increased sales.

In the retail industry, implementing an omnichannel strategy has been shown to contribute significantly to a company's revenue growth. Omnichannel helps improve customer experience through various distribution channels and strengthens consumer engagement, ultimately driving increased sales. A study conducted by Gunawan et al. (2023) shows that adopting an omnichannel strategy according to local market needs is essential for achieving success [7]. This adjustment allows companies to be more relevant to consumer preferences and behavior in each region, thereby increasing customer loyalty and positively impacting revenue growth. In addition, Zhang et al. (2019) highlighted using pop-up stores as part of an omnichannel strategy [8]. Pop-up stores offer a different shopping experience by combining physical and digital elements and creating unique moments of engagement for customers. This initiative managed to attract customers' attention quickly, allow them to interact directly with the product, and ultimately increase their chances of purchasing. The study found that well-designed pop-up stores can provide significant added value for retailers, as this approach can strengthen branding, increase customer engagement, and drive higher sales. An omnichannel strategy also allows companies to integrate online and offline channels, creating a more seamless shopping experience for consumers. As stated by Li et al. (2022), this helps companies build long-term relationships with customers, as they can choose the channel that best suits their preferences, whether shopping online, in a physical store, or through social media. Ultimately, an omnichannel strategy gives companies a significant competitive advantage in the face of increasingly fierce market competition and drives revenue growth through increased customer engagement and consumer loyalty.

The omnichannel marketing approach has evolved into one of the most significant strategies companies adopt to increase sales effectiveness and maximize consumer experience. Omnichannel refers to integrating various physical and digital marketing channels, which create a unified and consistent shopping experience for consumers. This offers convenience to consumers and helps companies reach customers through multiple touchpoints, such as physical stores, e-commerce, social media, and mobile applications. Research supports that an effectively integrated omnichannel strategy can increase consumer satisfaction, contributing to increased sales [9]; [10]. One of the characteristics that distinguishes an omnichannel strategy from a traditional multichannel approach is the ability of omnichannel to connect all channels, creating a seamless consumer experience seamlessly. Consumers are not only presented with multiple choices of ways to make a purchase. Still, they are free to switch from one channel to another without losing information about their shopping process. Emphasize that consumers expect a seamless shopping experience across channels in the modern market environment [10]. Therefore, companies must effectively integrate their various marketing platforms to meet these expectations. In doing so, companies can increase customer

satisfaction and loyalty, ultimately increasing long-term sales. In addition to creating a consistent shopping experience, an omnichannel strategy allows companies to utilize customer data more effectively. Berman and Thelen (2018) stated that the shift from a multichannel to an omnichannel marketing strategy provides advantages for data collection and analysis [6]. By collecting data from multiple channels, companies can more comprehensively identify consumer preferences, purchasing patterns, and customer behavior. This data can then be used to develop more targeted and personalized marketing strategies, allowing companies to target customers with more relevant and effective promotions. Another advantage of the omnichannel approach is the ability to create promotions specifically designed for each marketing channel, which ultimately increases the effectiveness of the marketing strategy. Showed that promotions tailored to consumer preferences and needs on each channel have a more significant potential to attract consumers' attention and encourage them to purchase [9]. By utilizing data from consumers' digital interactions, companies can design more targeted promotions, which ultimately positively impact increasing sales. In implementation, an omnichannel strategy requires companies to consider several key factors. One crucial factor is the training and development of marketing staff skills. According to Arjang et al. (2019), the success of implementing an omnichannel strategy is highly dependent on the ability of marketing staff to utilize digital technology and manage customer interactions effectively across multiple channels. By providing proper training, companies can ensure that their marketing staff can use the latest technology to support implementing an omnichannel strategy. The role of digital technology in an omnichannel strategy also must be addressed. Noted that technological developments have significantly changed how consumers interact with products and services [11]. In this context, using digital platforms like social media, e-commerce applications, and websites allows companies to reach more consumers and expand their market share. For small and medium enterprises (SMEs), an omnichannel strategy offers new opportunities to compete with large companies by utilizing digital technology and maximizing marketing potential through multiple channels [11]. The implementation of an omnichannel strategy not only provides benefits in terms of increasing sales and allows companies to build closer relationships with customers. Companies can increase customer satisfaction and loyalty by effectively integrating marketing channels, better utilization of customer data, and developing relevant promotions. Thus, the omnichannel strategy offers a comprehensive solution for companies facing increasingly complex and competitive market dynamics.

       Promotions specifically designed for omnichannel channels are one of the critical factors in increasing overall marketing effectiveness. Emphasize that promotions tailored to consumer shopping preferences can attract attention and improve the company's relevance in the eyes of customers [9]. With the development of digital technology, companies have access to more in-depth data on consumer behavior, which can be used to create more targeted promotions. This data includes information on shopping preferences, consumer habits, and digital interactions across channels, which, if utilized properly, can drive significant sales increases. The effectiveness of promotions in an omnichannel context depends heavily on the company's ability to use consumer data optimally. In this case, companies need to know not only consumer preferences and how and when consumers interact with various platforms. Emphasize the importance of designing promotions that are not only eye-catching but also relevant to consumer needs at the right time [9]. When promotions are created based on a deep understanding of consumer behavior, the product's relevance and appeal increase, making consumers more likely to purchase. Companies must consider several key factors to succeed in implementing an omnichannel strategy. One of these factors is the training and development of marketing staff skills. Arjang et al. (2019) highlighted that adequate training for marketing staff is essential in ensuring an omnichannel strategy's success. In the modern marketing ecosystem that is increasingly dominated by digital technology, the ability of marketers to use this technology effectively is crucial. They must understand how to integrate various marketing channels and utilize consumer data to make more strategic decisions. In addition to training, digital technology as a whole also plays an equally important role in supporting sales performance. Digital technology allows companies to reach consumers more effectively and efficiently. Noted that technological advances have changed how consumers interact with products and services, especially with the emergence of digital platforms such as e-commerce, social media, and mobile applications [11]. This technology makes it easier for consumers to make transactions and expands the company's access to a broader market. In Micro, Small, and Medium Enterprises (MSMEs), using digital platforms through an omnichannel strategy is relevant and provides excellent growth opportunities. MSMEs often have different resources than large companies, but utilizing digital platforms can compete in the broader market without spending significant costs on physical infrastructure. Social media and e-commerce, for example, allow MSMEs to reach consumers in multiple locations, increase brand visibility, and drive increased sales. That MSMEs can optimize their market reach and accelerate business growth by properly implementing an omnichannel strategy [11]. Well-designed promotions that align with consumer preferences, adequate training for marketing staff, and optimal use of digital technology are essential elements in the success of an omnichannel strategy. Implementing an omnichannel approach is about integrating marketing channels and utilizing data and technology to create a more personal and relevant consumer experience. In increasingly fierce competition, this strategy allows companies to remain competitive and adapt to evolving market dynamics.

Stated that marketing strategies through social media have an essential role in increasing consumer purchasing power, which ultimately positively impacts sales growth [12]. Social media provides a platform that allows companies to reach consumers more widely and effectively without geographical limitations. In addition, social media also allows for more dynamic message personalization and interaction with consumers, which contributes to increasing customer loyalty and engagement with the brand. This finding is supported by research by Febriyantoro and Arisandi (2018), which highlights that digital marketing, primarily through social media, increases consumer engagement and facilitates direct interaction between Small and Medium Enterprises (SMEs) and consumers. This closer interaction allows SMEs to respond to consumer needs more quickly and precisely, strengthening customer relationships and increasing trust in the brand. In addition, marketing through social media will enable SMEs to expand market share at a relatively low cost compared to traditional marketing strategies, which often require more significant resources. Implementing digital marketing through social media also allows SMEs to compete in the broader market by utilizing available technology to develop more efficient and effective marketing strategies. Thus, SMEs can increase sales and strengthen their position in an increasingly competitive market.

2. RESEARCH METHOD

This study uses a quantitative approach with a descriptive-analytical method, which is chosen to measure and analyze the effectiveness of omnichannel marketing strategies in improving company sales performance. The descriptive design aims to provide an overview of the implementation of omnichannel strategies, while statistical analysis focuses on the relationship between omnichannel strategy variables and sales performance. The study population includes companies in the retail sector that have implemented an omnichannel strategy for at least one year. The sample was selected using a purposive sampling method, where only companies that meet specific criteria are included in the study. These criteria include companies that integrate online and offline sales channels and implement a comprehensive omnichannel strategy and medium- to large-scale companies that regularly report sales and customer satisfaction data. A total of 150 companies that meet these criteria were selected as samples to provide a deeper understanding of the implementation and impact of omnichannel strategies. Research data were collected from two main sources: primary data and secondary data. Primary data were obtained through a survey with a structured questionnaire designed to measure several critical variables related to the effectiveness of omnichannel strategies, such as increased sales, customer satisfaction, and operational efficiency. Respondents were asked to rate the effectiveness of the strategy they implemented using a 5-point Likert scale. Secondary data were collected from company annual reports, industry publications on omnichannel marketing trends, and academic literature on digital marketing. These secondary data complemented the survey results and provided additional context in the analysis. The main instrument of this study was a questionnaire that had been tested for validity and reliability. Validity testing was carried out through content validity with the help of experts in omnichannel marketing. In contrast, reliability testing used Cronbach's Alpha method with an alpha value > 0.7, indicating good instrument consistency. The design of this research method involved several essential steps. The determination of research variables includes independent variables (omnichannel marketing strategy), dependent variables (company sales performance), and moderating variables (customer satisfaction and operational efficiency). Based on these variables, three hypotheses were developed: (1) omnichannel marketing strategy has a significant effect on increasing sales, (2) customer satisfaction strengthens the relationship between omnichannel strategy and sales performance, and (3) operational efficiency mediates the relationship between omnichannel strategy and increasing sales. Data analysis was carried out using two main techniques. First, a descriptive study was used to provide an overview of the characteristics of the sample and the implementation of the omnichannel strategy. Second, multiple linear regression analysis was used to test the relationship between omnichannel strategy and sales performance and evaluate the moderating role of customer satisfaction and operational efficiency.

Figure 1. Research Design

With a structured design and method, this study is expected to provide valid and accurate results to evaluate the effectiveness of omnichannel marketing strategies in improving sales performance in companies.

3. RESULTS AND ANALYSIS
3.1. Increase Sales

This increase in sales clearly shows that implementing an omnichannel marketing strategy significantly impacts increasing sales in companies. Of the 150 retail companies surveyed, 82% reported an increase in sales within one year of adopting the approach. The average increase in sales reached 18%, with some companies even recording an increase of up to 25%. This is especially true for companies that have successfully fully integrated e-commerce platforms, physical stores, and mobile applications, creating a seamless shopping experience for customers. Companies that incorporate various marketing channels well show superior sales results compared to companies that only implement part of the omnichannel strategy. Integration between online and physical stores allows customers to choose the most convenient channel to make purchases, pick up goods, or return products, thereby increasing customer satisfaction and trust in the company. This is evidenced by the more significant sales increase in companies with optimally integrated sales channels. Sales growth through online channels shows a higher figure than physical store sales. The average increase in online sales reaches 20%, indicating that customers are increasingly comfortable shopping through digital platforms. Omnichannel marketing strategies that allow customers to interact with brands through various digital platforms have increased product accessibility and driven the growth of online transactions. In addition, the flexibility of shopping across channels provides a competitive advantage for companies in facing the dynamics of consumer behavior that is increasingly tending towards digitalization. Several companies that optimize the use of social media as part of an omnichannel strategy have also recorded a significant spike in sales. This shows that customer communication and interaction channels through social media substantially influence purchasing decisions, especially for consumers who are more active on digital platforms. Using social media integrated with online sales channels allows companies to promote products more effectively and encourage customers to purchase directly. Furthermore, companies that adopt an omnichannel approach also show an increase in the frequency of purchases by customers. With easier access and a consistent shopping experience across platforms, customers tend to make repeat purchases more often. This creates a long-term relationship between the company and the customer, ultimately contributing to sustainable sales growth. These findings confirm that omnichannel marketing strategies effectively increase the number of transactions and play an essential role in expanding the customer base, increasing loyalty, and strengthening the company's competitiveness in an increasingly digital market. Implementing this strategy allows companies to be more responsive to customer preferences and needs, which leads to improved overall sales performance.
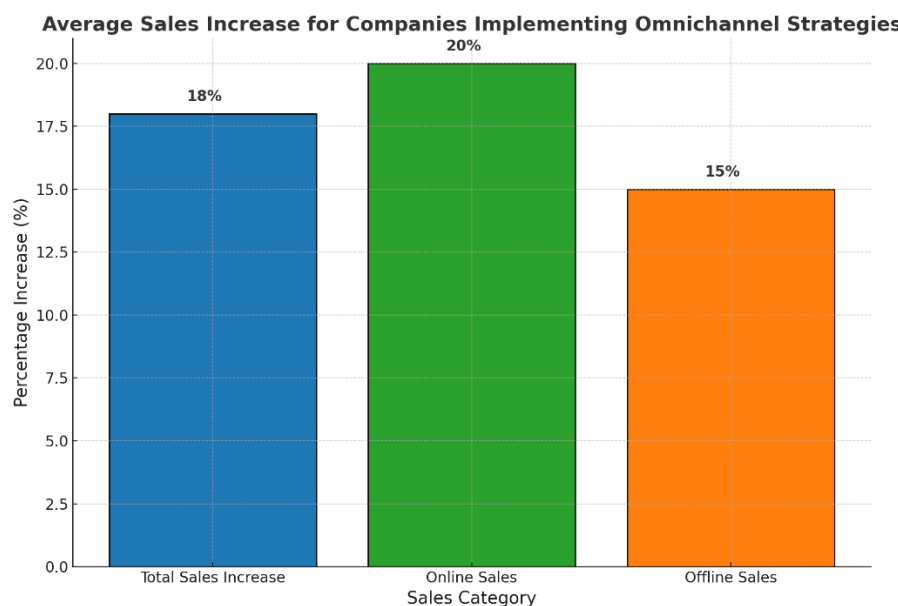

Figure 2. Increase in sales in each category

The Average Sales Increase Chart for Companies Implementing Omnichannel Strategy shows that companies implementing omnichannel strategy experienced significant sales increases in various categories. The average increase in total sales was 18%, reflecting the overall rise in online and offline sales integration. Online sales experienced the most significant growth, at 20%, indicating that consumers are increasingly turning to digital platforms to make purchases, demonstrating the effectiveness of the omnichannel strategy in increasing digital transactions. Meanwhile, offline sales increased by 15%, although the growth was lower than online sales. This shows that although offline channels remain essential, digital integration in omnichannel strategy significantly impacts sales growth. Overall, implementing an omnichannel strategy is proven to improve the company's sales performance in both channels, with online sales showing higher growth.

3.2. Customer Satisfaction

Customer satisfaction is an essential aspect in assessing the success of an omnichannel marketing strategy. A survey revealed that 75% of customers expressed satisfaction with the integrated shopping experience between online and offline channels. This is supported by factors such as the ease of shopping from one channel to another and the availability of sufficient products across channels. With this integration, customers feel comfortable because they can shop online or in a physical store without feeling any significant difference in service. In addition, as many as 65% of customers admitted that they are more likely to make repeat purchases from companies that provide an omnichannel shopping experience. This shows that customers feel comfortable with the choices and return more often to shop at companies that offer this convenience. An omnichannel strategy allows customers to choose the way of shopping that best suits their needs, whether it is shopping directly in a physical store or using an application or website. Thus, customer satisfaction increases because they can get a more flexible and convenient shopping experience. However, although many customers are satisfied, around 15% report dissatisfaction. One of the main reasons for this dissatisfaction is the mismatch of product information between online and offline channels. This problem often occurs due to inventory consistency between physical stores and online systems. Customers may see a product available on the website, but when they come to the physical store, the product is not there. This certainly makes their shopping experience less enjoyable. Companies need to improve their inventory management system so that product information is more accurate between online and offline channels. This is important to maintain customer trust and ensure a consistent shopping experience. By improving the inventory system, companies can reduce the possibility of dissatisfaction due to inaccurate product information. Customers who get accurate information across all channels will be more satisfied and more likely to make repeat purchases. Thus, the omnichannel strategy implemented by the company has indeed been able to increase customer satisfaction, especially in terms of ease of shopping and product availability. However, companies need to continue improving the systems that support this strategy to provide a better and more consistent shopping experience across all channels so customer satisfaction can continue to increase.

Table 1. Omnichannel Strategy

Aspect	Explanation
General Customer Satisfaction	75% of customers are satisfied with the integrated shopping experience between online and offline channels, creating a more flexible shopping experience.
Factors Affecting Satisfaction	Ease of moving from one channel to another without any obstacles, as well as sufficient product availability in both physical and online stores.
Satisfaction Percentage	As many as 75% of customers are satisfied, reflecting high acceptance of the omnichannel strategy implemented by the company.
Repeat Purchases by Customers	65% of customers report a tendency to make repeat purchases, showing that a good shopping experience can drive customer loyalty.
Factors That Drive Repeat Purchases	A seamless shopping experience between online and offline channels, consistent product availability, and convenience in accessing product information across multiple channels.
Information Mismatch Problem	15% of customers complain about information discrepancies between online and offline channels, especially regarding different product availability between platforms.
Main Causes of Non-Conformity	Inventory asynchronization between online and offline systems often results in different information, for example a product listed as available online but not in a physical store.
Percentage of Dissatisfaction	15% of customers reported dissatisfaction due to inaccurate information, leading to frustration and loss of trust in the services provided by the company.
The Impact of Dissatisfaction on Customer Experience	This dissatisfaction has the potential to reduce customer loyalty, especially among customers who pay close attention to consistency and transparency of information across channels.
Suggested Solution	Improve inventory management systems to ensure better synchronization between online and offline channels, so that product information is more accurate and up-to-date.
Benefits of Solution Implementation	Implementing this solution can increase overall customer satisfaction, reduce dissatisfaction levels, and ultimately increase repeat purchase frequency and customer loyalty.

The table above provides a more detailed overview of the various essential aspects of an omnichannel marketing strategy, especially regarding customer satisfaction, repeat purchases, and issues that may arise in implementing this strategy. First, in terms of general customer satisfaction, it was found that

75% of customers were satisfied with the integrated shopping experience between online and offline channels. This shows that consistency of experience across channels plays a vital role in creating high customer satisfaction. The main factors influencing customer satisfaction include easy switching between channels and adequate product availability in physical stores and online platforms. These two factors allow customers to feel comfortable shopping directly in stores or through websites or applications without experiencing difficulties. In terms of satisfaction percentage, the data shows that as many as 75% of customers are satisfied, which is a positive indicator of the success of the company's omnichannel strategy implementation. In addition, 65% of repeat customers indicate that a good shopping experience increases satisfaction and encourages long-term loyalty. Factors encouraging repeat purchases include a consistent and seamless shopping experience between online and offline channels, always-ready product availability, and convenience in product information. With this convenience, customers feel more motivated to shop again. However, there are challenges in implementing this strategy, such as the issue of information mismatch between online and offline channels. As many as 15% of customers reported dissatisfaction due to inventory mismatch, where products listed as available online are not available in physical stores. The mismatch between the inventory management systems of both channels causes this mismatch. Inventory is the leading cause of information mismatch, where products listed online must match store availability. This causes frustration among customers who rely on accurate information across channels. On the dissatisfaction side, 15% of customers complained about this, which can negatively impact their shopping experience. This dissatisfaction can result in a loss of customer loyalty, especially for those concerned about information consistency across channels. To address this issue, the suggested solution is to improve the inventory management system by ensuring better synchronization between online and offline channels. This will allow customers to get more accurate and up-to-date product information, making their shopping experience more seamless.

3.3. Operational Efficiency

An omnichannel strategy positively impacts increasing sales and significantly expands the company's operational efficiency. Based on recent research results, omnichannel implementation has been proven to reduce the average order processing time by up to 15%. This time reduction is significant in ensuring smooth operations, especially when dealing with high order volumes. This efficiency is achieved by integrating various sales channels that allow companies to utilize information from every point of contact with customers optimally. In addition to reducing time, implementing omnichannel directly impacts operational costs, especially regarding stock management and logistics. Research shows that companies that adopt this strategy can reduce operational costs by up to 10%. This decrease mainly occurs because companies have started to adopt a centralized inventory management system that allows real-time stock management with higher accuracy. This technology provides complete visibility into product availability at various distribution points, allowing for better planning in meeting market demand. Integrating automation technology in the logistics and shipping process is also an essential factor in increasing operational efficiency. Automation helps speed up the order processing process and minimizes the risk of human error, which can increase costs and extend delivery times. Companies implementing automation technology in their supply chain and logistics have recorded significant time and cost savings. For example, shipping automation systems allow companies to optimize delivery routes, reducing fuel costs and delivery times. The operational efficiencies resulting from an omnichannel strategy also impact customer satisfaction. Companies can better meet customer expectations with faster and more accurate ordering processes and shorter delivery times. This strengthens the relationship between the company and its customers and increases customer loyalty in the long term. An omnichannel strategy is an effective solution to improve a company's operational efficiency through better inventory management, automation of logistics processes, and reduction in costs and order processing times. Applying the right technology in this strategy allows companies to compete more effectively in an increasingly competitive business environment.

3.4. Implementation Challenges

Although omnichannel strategies have shown positive results in increasing operational and sales efficiency, implementing this strategy has significant challenges. One of the main challenges companies face is the substantial initial investment required to build a technology infrastructure that supports the integration of various sales channels. Adequate technology infrastructure is essential to connect these channels, enable real-time data management, and ensure smooth interaction between customers and company systems. However, the high cost of developing this infrastructure is often a barrier, especially for small and medium-sized companies. They face budget constraints that make it difficult to allocate adequate resources to build an omnichannel system. In addition to financial challenges, companies also face obstacles in terms of human resource readiness. Implementing an omnichannel strategy requires special skills in technology management and managing more complex processes. Many companies report that their workforce's skills are insufficient, which is more than necessary to operate an omnichannel system optimally. Human resources are less skilled in using the latest technology and integrated systems, which can hinder smooth operations, ultimately

affecting the effectiveness of the strategy implementation. Therefore, continuous training is an urgent need. Companies must ensure that all employees, especially those involved in logistics, marketing, and sales management, understand the use of technology and the management of omnichannel processes. This training is intended not only to improve technical skills but also to change the mindset of employees in understanding the importance of sales channel integration to achieve greater efficiency and effectiveness. In addition to challenges related to investment and human resources, there are also challenges related to data management and information security. Omnichannel strategies rely on collecting and processing extensive customer data, requiring companies to have a robust security system to protect this data from the risk of leaks or cyber-attacks. Effective data management is also essential to provide a consistent customer experience across sales channels. Thus, although omnichannel strategies offer significant benefits, companies must overcome the challenges of investment, workforce skills, and data security to implement them successfully. Strategic steps such as proper budget allocation, development of training programs, and implementation of strict security protocols should be a priority for companies that want to adopt a comprehensive omnichannel strategy successfully. Another challenge is the issue of inventory synchronization between online and offline channels. Some companies report needing help syncing stock data in real-time, which can lead to inaccurate product information available across online channels and physical stores. This can disrupt the customer experience and reduce their trust in the company.

3.5. Analysis

This study clearly shows that the implementation of an omnichannel strategy has a significant impact on improving a company's sales performance. As many as 82% of the companies surveyed reported an increase in sales after implementing an omnichannel strategy, with an average increase of 18%. This shows that the integration of online and offline channels not only provides flexibility to customers in choosing a purchasing method but also increases the effectiveness of companies in reaching consumers. A seamless shopping experience, where customers can move from one channel to another without any obstacles, is one of the main factors driving this increase. Omnichannel strategies also play an essential role in strengthening customer loyalty. Based on the survey results, 65% of customers are more likely to make repeat purchases at companies that offer an integrated shopping experience. A consistent experience across channels, such as e-commerce, physical stores, and mobile applications, provides customers convenience, ultimately contributing to long-term relationships between customers and companies. This shows that an omnichannel strategy is effective in attracting new customers and retaining existing customers. In addition to increasing sales and customer loyalty, an omnichannel strategy positively impacts operational efficiency. A reduction in order processing time of up to 15% and a decrease in operational costs of 10% indicate that sales channel integration allows companies to manage resources more efficiently. Centralized inventory management technology allows for more accurate stock management so companies can reduce the risk of stock imbalances that often cause problems meeting customer demand. Although the benefits of implementing an omnichannel strategy are apparent, companies also face challenges, especially in terms of the initial investment required to build a technology infrastructure that supports the integration of various channels. The high cost of developing a system that can synchronize data in real time between online and offline channels can be a barrier for medium- and small-scale companies. In addition, human resource capabilities are also an essential factor that needs to be considered. Many companies report that employee skills in using omnichannel technology still need to be improved through continuous training. Implementing an omnichannel strategy has proven effective in improving sales performance, customer satisfaction, and operational efficiency. However, to maximize the results obtained, companies need to overcome challenges related to technology infrastructure and workforce skills development. Thus, companies can leverage this strategy to stay competitive in an increasingly digital business environment.

4. CONCLUSION

Based on the research results, the omnichannel marketing strategy has proven effective in improving the company's sales performance. With comprehensive integration between online and offline channels, companies can provide customers with a more seamless shopping experience, thus increasing the number of transactions and strengthening customer loyalty. The average increase in sales of 18% recorded by companies that adopt an omnichannel strategy shows the significant impact of this approach. In addition, integrating sales channels also provides a competitive advantage for companies facing increasing changes in digital consumer behavior. This study also shows that customer satisfaction is essential in strengthening the relationship between omnichannel strategies and increased sales. Customers feel more comfortable with the flexibility of shopping on various platforms, which ultimately encourages repeat purchase frequency. In addition, the company's operational efficiency has also increased through reduced order processing time and operational costs, especially in stock management and logistics. This shows that the omnichannel strategy positively impacts sales and provides benefits in operational efficiency, which is essential to maintain competitiveness in an increasingly competitive market. However, despite the many benefits of the omnichannel strategy, companies need help with several challenges, such as significant initial investments in

technology and human resource training. Synchronizing inventory between online and offline channels is still a common obstacle that can reduce customer trust. Therefore, improving inventory management is one of the main focuses that needs to be considered.

Companies that want to implement an omnichannel strategy effectively are advised to continue investing in developing technology that supports the integration of various sales channels. This investment, although expensive, will provide long-term benefits in terms of operational efficiency and customer satisfaction. In addition, human resource training should also be a priority, especially in improving the technical skills needed to operate an omnichannel system optimally. With adequate skills, employees can ensure customers get a consistent shopping experience across platforms. Furthermore, improvements to the inventory management system must be made to provide better synchronization between online and offline channels. Maintaining customer trust and ensuring they get accurate product information is essential. Further research can be conducted to explore further how an omnichannel strategy can be applied to various industry sectors other than retail, as well as how the latest technology can be integrated to increase the effectiveness of this strategy. With the proper strategic steps, companies can be more competitive in the digital era and ensure the sustainability of positive performance.

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