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Omnichannel Customer Experience Model towards Customer Repurchase Intentions and Word of Mouth on Cellular Products Loyalty

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ABSTRACT

Customer loyalty to mobile products in Indonesia is influenced by various factors, including download speed, upload internet speed, latency, streaming, and browsing. This study aims to analyze the effect of Omnichannel Customer Experience (OCX) on Cellular Product Loyalty (CPL) through the mediation role of Customer Repurchase Intentions (CRI) and Word of Mouth (WoM). This study uses an explanatory survey design involving 384 mobile product users throughout Indonesia, who were selected using proportional sampling techniques. Data analysis was carried out using descriptive and verification methods, using Structural Equation Modeling - Partial Least Square (SEM-PLS) to test the relationship between variables. The findings of the study indicate that OCX does not have a direct effect on CPL, but must go through the mediation of CRI and WoM. Between the two mediators, WoM has a stronger influence than CRI, indicating that a positive omnichannel experience encourages customers to recommend products, ultimately increasing customer loyalty. The novelty of this research lies in simultaneously testing the relationship between OCX, CRI, and WoM on CPL in the context of the cellular industry, as well as identifying the more dominant mediation pathways in increasing customer loyalty. The implications of this research provide insights for telecommunications companies to focus more on omnichannel strategies that can improve customer experience and encourage Word of Mouth, as well as for the government in designing policies that support the digital ecosystem for the cellular industry in Indonesia.

1. Introduction

The development of information and telecommunications technology has also played a role in changes in human social life, including education, health, trade, entertainment, business, and various other industrial sectors. As a developing country, Indonesia has quite a rapid development of information and telecommunications technology. According to the Central Statistics Agency of Indonesia [1], one indication of the development of information and telecommunications technology

can be seen from the dynamics of the increase in the number of mobile phone subscribers in Indonesia. The number of mobile service users in Indonesia as of December 2023 reached 346.80 million, based on the service card segment (postpaid 10.12 million and prepaid 336.68 million). a significant increase from 2013 to 2017. In the 2017-2018 period, the number of mobile service users decreased because the government required SIM card registration. This decline had an impact on operators such as Telkomsel and Indosat Ooreedoo Hutchinson, which lost 30-50 million customers in a year. Starting in 2018, the number of mobile users began to creep up until now. For the record, the number of mobile users from 2022 to 2023 has decreased, namely from 358.42 million users to 346.80 million users, or down by 11.62 million users. The development of the number of mobile users in Indonesia indicates the dynamics in mobile usage. There are at least three major SIM card players in Indonesia, namely Telkomsel, Indosat Ooredoo, and XL-Axiata. Telkomsel appears to dominate the number of customers, followed by Indosat Ooredoo, and finally by XL-Axiata.

Of the several phenomena that occur in the cellular telecommunications industry, the growth rate of customers and revenue is the main benchmark for maintaining business sustainability. Minimizing passive customers and swinger customers which are marked by the customer churn rate, encourages each operator to be more agile in maintaining their customers so that they continue to be loyal and contribute positively to the business [2]. When consumer loyalty has been formed, the customer will be loyal and also indirectly become an influencer by inviting colleagues, family, and friends to buy the product. This causes repeat purchases to occur on the same brand, even though the customer gets situational or marketing influence from competitors to switch to other brands [3], [4]. This study identifies key variables influencing customer loyalty in cellular products using cluster analysis in Vosviewer. From the five analyzed clusters, the researcher selected customer loyalty as the main variable, consumer purchase decision and repeat purchase from the second cluster, word-of-mouth from the third cluster, and omni-channel customer experience from the fourth cluster. The selection of these variables aims to explore their interrelations and impact on customer loyalty. However, this study has limitations in terms of variable coverage, and future research is expected to examine other variables found in the unexplored clusters.

The intense competition in the cellular operator industry drives companies to retain customer loyalty through effective marketing strategies. Previous studies have shown mixed findings regarding the relationship between customer experience and loyalty. Troiville [5] and Sharma and Fatima [6] found that customer experience significantly influences loyalty. Additionally, studies on relationship marketing have shown a significant impact on customer loyalty, both in B2B contexts and among end consumers [7], [8], [9]. These inconsistencies open opportunities for further research to comprehensively examine the relationship between customer experience, marketing strategies, and customer loyalty.

One crucial factor in retaining customers is repurchase intention, which can be influenced by customer satisfaction, corporate reputation, and marketing strategies such as discounts and experiential marketing. Several studies indicate that these factors significantly impact repurchase intention [10], [11], [12]. However, in certain contexts, such as online shopping during the COVID-19 pandemic, the lack of physical sensory engagement posed a challenge to repeat purchases. Furthermore, word-of-mouth marketing strategies also play a key role in building customer loyalty, where positive customer experiences can encourage recommendations to others, either directly or through social media [13], [14], [15]. Given the importance of these factors, further research is needed to understand the dynamics between repurchase intention, customer experience, and word-of-mouth in enhancing customer loyalty.

The study of omnichannel customer experience that influences consumer behavior such as repurchase intentions, word of mouth, and customer loyalty in this study can refer to the grand theory, namely Marketing Theory which is based on publications from [16], [17], and [18]. Marketing theory is a conceptual framework that explains how companies can effectively meet consumer needs and wants to achieve business goals. This theory includes various principles and models that explain consumer behavior, marketing strategies, and how to build long-term relationships with customers. Meanwhile, marketing is the process of designing, communicating, and delivering the value of a product or service to consumers to satisfy consumer needs while achieving profits for the company. Marketing involves market research, segmentation, positioning, and implementation of the marketing mix (product, price, place, promotion) to reach the target market optimally. These studies are also closely related to Marketing Management Theory [19],

which focuses on how companies plan, implement, and control marketing strategies to achieve business goals. This theory covers various aspects such as market segmentation, target market determination, positioning, product development, promotion, distribution, and customer relationship management, as well as how to improve marketing aspects of product management to be more effective and responsive to market needs [20].

Based on the grand theory, several middle-range theories can be derived, namely Consumer Behavior [21], [22], which studies the processes and factors that influence consumers in choosing, buying, using, and evaluating products or services to meet their needs. The Channel of Distribution theory [23], [24] is related to the analysis of the system used to distribute products from producers to end consumers, as well as how to optimize distribution channels. The Diffusion of Innovation theory [25], [26] certainly explains the process of adoption and dissemination of innovation or new technology to consumers and the general public. Finally, Prospect Theory [27], [28] reveals how individuals make decisions under risk, with an emphasis on perceptions of benefits and losses.

The concept of customer experience refers to the overall perception and impression formed by customers when interacting with a brand or service [15]. In the retail sector, this includes the quality of service in stores, the convenience of the purchasing process, and interactions through digital platforms. In other sectors, such as financial services or hospitality, customer experience also involves how services are tailored to specific customer needs, the responsiveness of staff, and ease of access to information. The focus is on creating a positive experience to increase customer satisfaction and loyalty [29]. Omnichannel Customer Experience combines the concept of omnichannel with customer experience, focusing on creating a consistent and integrated customer journey across interaction channels [30]. This means that customers can experience uniform and personalized service when moving from one channel to another. This approach allows companies to understand customer preferences and provide a customized experience, thereby increasing customer satisfaction and loyalty [6]. The omnichannel customer experience (OCX) model and measurement in this study were adopted from several previous studies that stated that OCX can be formed by five dimensions, namely: connectivity, integration, consistency, flexibility, and personalization [13], [30], [31], [32], [33] which were developed from several previous studies [34].

The term Customer Repurchase Intentions (CRI) specifically means a consumer's intention to repurchase a product or service from the same brand or company after a previous purchase experience. This is often influenced by the level of customer satisfaction, product quality, service experience, and brand loyalty [35]. To increase CRI, cellular product provider companies usually make certain efforts. Stable and fast network quality is a key factor in maintaining customer satisfaction [36]. There are various models of CRI and their measurements that have been studied by various previous studies, which are usually related to consumer preferences, perceptions, and satisfaction with a product/service so that consumers carry out repurchase activities. One of the CRI models that is the reference for this study is related to the perception of brand leadership towards consumer satisfaction and repurchase intention on e-commerce sites [37]. This study offers a similar model by modifying several consumer perceptions into dimensions for CRI. Thus, this variable is composed of dimensions: Brand Preference, Perceived Value, Perceived Quality, and Perceived Price under the development of several previous studies [35], [38], [39], [40], [41].

Word of Mouth (WOM) is a form of interpersonal communication in which someone shares their experiences, views, or assessments of a product or service with others, either individually or in groups [15]. Information conveyed in WOM is often considered more credible by the recipient. As a marketing strategy, WOM effectively influences consumer decisions [42]. Information obtained through WOM is often an important consideration for consumers when choosing a product or service, especially when (potential) consumers do not have much experience or information about the product. In addition, WOM can build trust among customers [43]. Basically, WOM is a form of communication in which consumers share consumer experiences about products or services, either directly or through digital platforms, such as social media and online reviews. As a marketing strategy, WOM can build trust, influence purchasing decisions, and expand brand reach through recommendations that are considered more authentic than traditional advertising. The dimensions of WOM used in this model include: Recommending Services to Friends, Recommending Services to Family, and Recommending Services through Mass Media in line with several previous studies [15], [42], [43], [44], [45].

The concept of cellular product loyalty is related to customer loyalty as a long-term desire of consumers to maintain a relationship with a particular brand or company. This loyalty is created from consistent positive experiences and satisfaction felt by consumers towards the products or services used [4]. Consumers who feel satisfied tend to repurchase. Companies that can build good relationships with consumers will find it easier to create loyal consumers, which ultimately strengthens the company's position [46]. From various perspectives, customer loyalty can be concluded as a long-term commitment resulting from positive and consistent interactions between customers and brands, which are strengthened by factors such as satisfaction, service quality, and emotional involvement. This loyalty emerges through various strategies, such as loyalty programs, omni-channel experiences, and active participation in co-creation, which concurrently create a mutually beneficial relationship between customers and companies. In its development, this customer loyalty variable can have various dimensional measurements adjusted to the product characteristics. Based on several studies related to product loyalty, several dimensions can be put forward that characterize cellular product loyalty, namely: Repeat Purchase, Impact of Recommendation, Product Retention (No Intention to Switch), and Talking Positive Things (About the Products) [30], [47], [48], [49], [50].

This study identifies research, empirical, and theoretical gaps related to customer loyalty in the cellular telecommunications industry. The research gap lies in the limited exploration of variables affecting customer loyalty, as this study only focuses on key factors derived from cluster analysis, leaving unexplored variables from other clusters. The empirical gap emerges from the inconsistent findings in previous studies regarding the impact of customer experience and relationship marketing on loyalty, with some studies confirming a strong influence while others report contradictory results. Besides that, variations in consumer behavior, particularly in the context of repurchase intention and word-of-mouth marketing, highlight inconsistencies due to external factors such as online shopping dynamics during several events. The theoretical gap is evident in the lack of an integrated model that comprehensively links customer experience, repurchase intention, and word-of-mouth with customer loyalty, as existing studies tend to examine these relationships in isolation. Addressing these gaps would provide a more holistic understanding of the factors driving customer loyalty in the highly competitive cellular telecommunications market. So, this study aims to analyze the effect of Omnichannel Customer Experience (OCX) on Cellular Product Loyalty (CPL) through the mediation role of Customer Repurchase Intentions (CRI) and Word of Mouth (WoM).

Referring to the relationship between variables based on several previous literatures, a research framework can be created as a foundation for compiling a research paradigm and developing hypotheses (see Figure 1). Based on the research framework, the following are several hypotheses proposed:

1. Omnichannel Customer Experience has a positive effect on Customer Repurchase Intentions.
2. Omnichannel Customer Experience has a positive effect on Word of Mouth.
3. Omnichannel Customer Experience, Customer Repurchase Intentions, and Word of Mouth have a positive effect on Cellular Products Loyalty.
4. Customer Repurchase Intentions mediate the effect of Omnichannel Customer Experience on Cellular Products Loyalty.
5. Word of Mouth mediates the effect of Omnichannel Customer Experience on Cellular Products Loyalty.

2. Method

2.1. Research Object

The object of the study refers to information regarding the variables studied, the subject of the study (unit of analysis and unit of observation), and the locus and time of the study. The unit of analysis of this study focuses on Omnichannel Customer Experience as an independent variable, with Customer Repurchase Intentions and Word of Mouth as mediating variables, and Cellular Products Loyalty as the dependent variable. The unit of analysis and unit of observation in this study are users of cellular products in Indonesia, including providers such as Telkomsel, 3 (Tri), IM3 Ooredo/Indosat, XL-Axiata, Smartfren, and operators/providers from abroad. The locus of the study

is throughout Indonesia, which is divided into three large regions, namely Java Island, Sumatra Island, and other regions of Indonesia. The implementation time was from June to September 2024.

2.2. Research Design

This research design includes the process of collecting, analyzing, and interpreting data [51]. This type of research is quantitative, which focuses on measuring and analyzing relationships between variables, usually using numerical data that is processed statistically. The explanatory survey method is a type of quantitative research that aims to explain the relationship or influence between variables through data collection using surveys. Data obtained from the survey are analyzed using statistical techniques to test hypotheses and see patterns or relationships between variables.

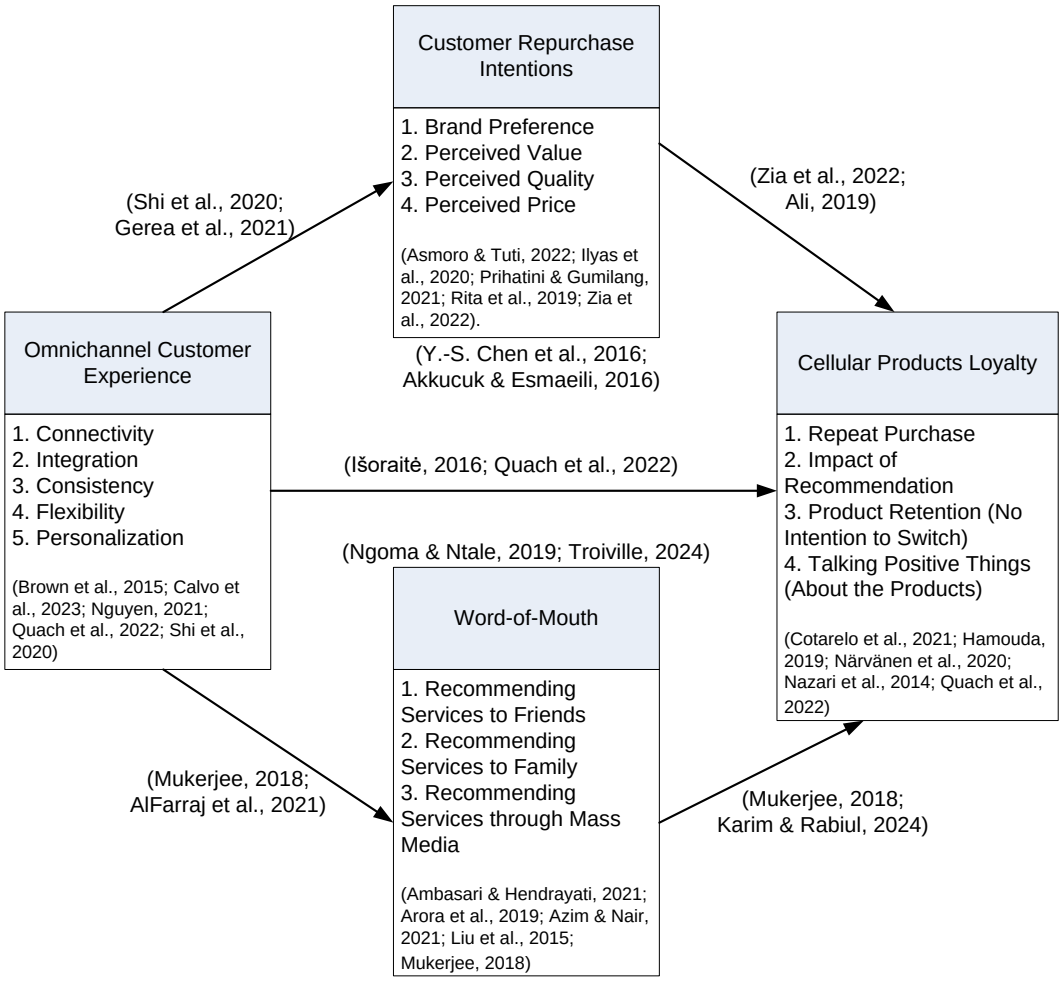

Fig. 1. Research Model

2.3. Variables

Table 1 below explains each operationalization of the research variables, complete with dimensions (2nd order) and indicators (1st order), as well as item numbers and measurement scales.

Table 1. Measurement of Variables

Latent Variables	2nd Order	1st Order	Item No. (Scale)
Omnichannel Customer Experience	Connectivity	Seamless Communication Cross-Device Accessibility Real-Time Data Synchronization	1-3 (semantic)
	Integration	Unified Customer Data Cross-Channel Purchase Channel Synergy	4-6 (semantic)
	Consistency	Brand Messaging Uniformity	7-9

Latent Variables	2nd Order	1st Order	Item No. (Scale)
		Service Level Uniformity Product Availability Consistency	(semantic)
	Flexibility	Channel Switching Flexibility Personalized Offer Flexibility Payment Flexibility	10-12 (semantic)
	Personalization	Personalized Recommendations Customer-Specific Promotions Customized Interaction	13-15 (semantic)
Customer Repurchase Intentions	Brand Preference	Repurchasing the Same Brand Brand Loyalty Brand Advocacy	1-3 (semantic)
	Perceived Value	Value for Money Satisfaction with Benefits Received Overall Cost-Benefit Assessment	4-6 (semantic)
	Perceived Quality	Reliability of the Product/Service Product/Service Durability Performance Against Expectations	7-9 (semantic)
	Perceived Price	Fairness of Price Price-Quality Ratio Price Competitiveness	10-12 (semantic)
Word of Mouth	Recommending Services to Friends	Likelihood of Recommending Frequency of Recommendations Positive Feedback	1-3 (semantic)
	Recommending Services to Family	Frequency of Recommendations Trust in Family Recommendations Family Adoption Rate	4-6 (semantic)
	Recommending Services through Mass Media	Engagement in Social Media Mentions Participation in Online Reviews Sharing Information in Digital Communities	7-9 (semantic)
Cellular Products Loyalty	Repeat Purchase	Frequency of Purchase Intention to Continue Purchasing Duration of Brand Relationship	1-3 (semantic)
	Impact of Recommendation	Number of Influenced Customers Strength of Recommendation Rate of Conversion	4-6 (semantic)
	Product Retention (No Intention to Switch)	Loyalty Despite Competitor Offers Intention to Stay with Current Provider Satisfaction with Current Provider	7-9 (semantic)
	Talking Positive Things (About the Products)	Frequency of Sharing Positive Feedback Content of Positive Discussions Engagement in Positive Reviews	10-12 (semantic)

2.4. Population and Sample

The population framework in this study includes 269,603,400 registered cellular product users in Indonesia (including providers such as Telkomsel, 3 (Tri), IM3 Ooredo/Indosat, XL-Axiata, Smartfren, and foreign operators/providers currently residing in Indonesia). The sampling was determined by proportional sampling, using the formula from [52]. Based on this formula, the sample that can be drawn is 384, which is spread as shown in Table 2.

Table 2. Sample Distribution

Location	Sample	Percentage of Ttal
Sumatera Island	84	21,9
Java Island	216	56,3
Other Regions	84	21,9
Total	384	100,0

2.5. Data Analysis

This study uses an instrument in the form of a questionnaire or survey with a 9-point interval scale. The instrument's validity and reliability test was carried out to ensure the quality of the data obtained before it was distributed more widely. Data analysis is divided into two: (1) descriptive analysis to provide a more detailed picture of each variable being studied, which is classified into four categories, namely low, relatively low, relatively high, and high; (2) inferential analysis here uses Partial Least Square (PLS). PLS is preferred for several reasons: it does not require normality assumptions, making it suitable for non-normally distributed data and more flexible than covariance-based SEM. Additionally, PLS can effectively work with smaller to moderate sample sizes, making it ideal for studies with diverse regional samples, such as mobile product users in Indonesia. Furthermore, PLS focuses more on predicting dependent variables than solely examining their relationships, which aligns with the research goals of predicting mobile product loyalty through omnichannel customer experiences and the mediating roles of repurchase intentions and word of mouth.

3. Results and Discussion

3.1. Descriptive Analysis

The results of this study present the descriptive analysis of each variable included in the research model, namely Omnichannel Customer Experience, Customer Repurchase Intentions, Word of Mouth, and Cellular Products Loyalty in Indonesia. According to the characteristics of the data, the descriptive statistical method to see it is through the achievement score (AS), ideal score (IS), mean, percentage (%), and four category classifications. The following Table 3 is a summary of the descriptions of all research variables.

Table 3. Description Summary of All Variables

Variables	AS	IS	Mean	%	Category
X-OCX	40.144	51.840	6,97	74,6	Relatively High
XM1-CRI	31.751	41.472	6,89	73,6	Relatively High
XM2-WoM	23.566	31.104	6,78	72,3	Relatively High
Y-CPL	31.740	41.472	6,89	73,6	Relatively High

The study evaluates key factors influencing Cellular Product Loyalty (CPL), focusing on Omnichannel Customer Experience (OCX), Customer Repurchase Intentions (CRI), and Word of Mouth (WOM). The findings reveal that OCX achieves an average score of 6.97 (74.6%), indicating a fairly integrated consumer experience, though there is room for improvement in cross-channel synchronization. CRI scores 6.89 (73.6%), suggesting a strong tendency for repeat purchases, driven by positive perceptions of product value and quality, yet still improvable through better service and promotional efforts. WOM has the lowest score at 6.78 (72.3%), highlighting suboptimal consumer engagement in sharing recommendations, possibly due to varying satisfaction levels. Finally, CPL also stands at 6.89 (73.6%), reflecting moderate loyalty, which can be further reinforced through loyalty programs and superior user experiences to counter competitive offerings.

3.2. Verification Analysis

Verification analysis here uses the Partial Least Square (PLS) method, including measurement and structural models. To analyze the measurement model, this research model involves first-order and second-order constructs. Both concepts describe how a latent variable (construct) is built, either directly or through other indicators. A first-order construct is a latent variable built directly from measurable indicators (manifest variables). This variable represents a concept that is measured through a series of items or questions in a questionnaire. Overall estimation of PLS (measurement and structural model) of omnichannel customer experience model towards customer repurchase intentions and word of mouth on cellular products loyalty can depicted in Figure 2.

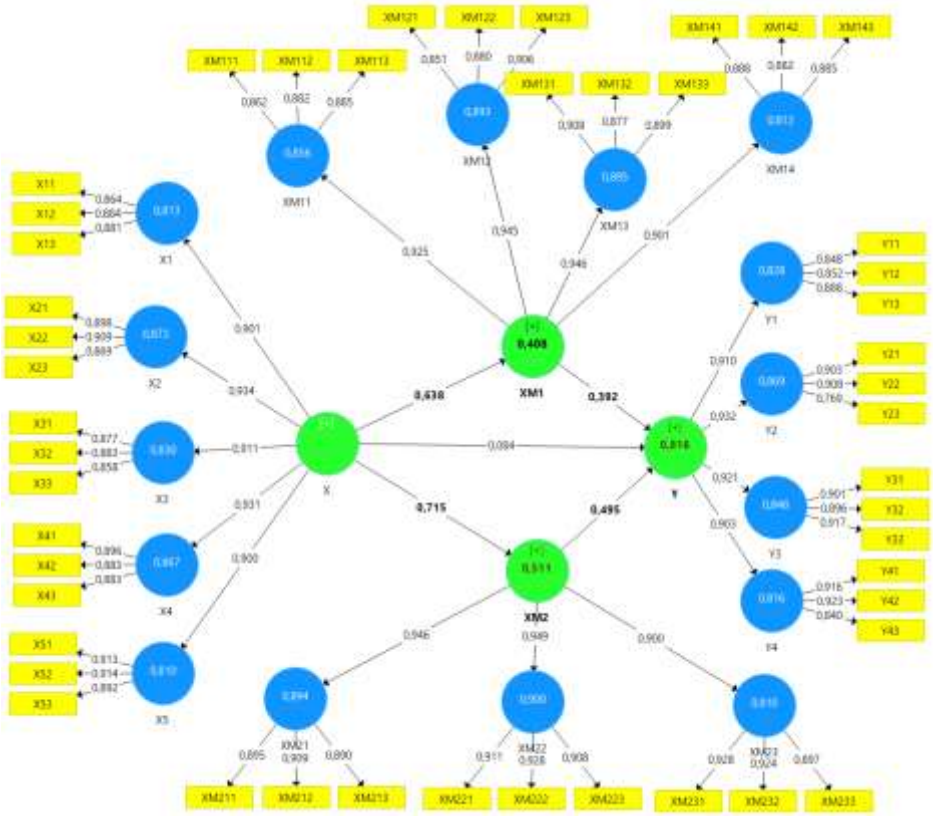

Fig. 2. Overall PLS Model

Figure 2 shows the measurement model of each variable at the first and second-order levels. All indicators have factor loading values above 0.7, indicating a strong contribution to each of their latent constructs. The Cronbach's Alpha (CA), Composite Reliability (CR) and Average Variance Extracted values also meet the criteria for measurement quality.

The R^2 value for the X → XM1 model = 0.408, which means that 40.8% of the variability in the Customer Repurchase Intentions (XM1) variable can be explained by the Omnichannel Customer Experience (X) variable, with e = 1 – R^2 = 0.592, which means that other factors outside the model influence 59.2% of the variability in XM1. The R^2 value for the X → XM2 model = 0.511, which means that 51.1% of the variability in the Word-of-Mouth (XM2) variable can be explained by the Omnichannel Customer Experience (X) variable. In comparison, other factors outside the model influence the remaining 48.9%. Meanwhile, the R^2 value for the X + XM1 + XM2 → Y = 0.816 model indicates that 81.6% of the variability in the Cellular Product Loyalty (Y) variable can be explained by the Omnichannel Customer Experience (X), Customer Repurchase Intentions (XM1), and Word of Mouth (XM2) variables. Meanwhile, the remaining 18.4% is explained by other factors outside the model that were not examined in this study.

Goodness of Fit (GoF) can be calculated by calculating the square root (average AVE × average R^2). A GoF value > 0.36 is considered good. The results obtained are 0.628 > 0.36, so it can be said that this research model has perfect goodness of fit. The GoF value of 0.628 indicates that the model has strong validity and reliability (seen from the average AVE) and high predictive ability (seen from the average R^2). Thus, this model can be considered feasible and adequate to explain the relationship between variables in this study. The hypothesis testing for inner model estimation can be presented in Table 4.

Table 4. Hypothesis Testing (Inner Model Estimation)

Direct Effects	Coef.	S.D.	t-stat	p-value	Hypotheses
X → XM1	0.638	0.053	12.129	0.000	Ha Accepted
X → XM2	0.715	0.043	16.465	0.000	Ha Accepted

X → Y	0.084	0.045	1.856	0.064	Ha Not Accepted
XM1 → Y	0.392	0.059	6.684	0.000	Ha Accepted
XM2 → Y	0.495	0.064	7.712	0.000	Ha Accepted

Mediation	Coef.	S.D.	t-stat	p-value	Hypotheses
X → XM1 → Y	0.250	0.043	5.757	0.000	Mediated
X → XM2 → Y	0.354	0.045	7.883	0.000	Mediated

[a.] Notes: Coef. = Coefficient; S.D. = standard of deviation; t-stat = t-statistics

Table 4 related to the results of hypothesis testing on the inner model estimation shows that Omnichannel Customer Experience (X) has a significant influence on Customer Repurchase Intentions (XM1) with a coefficient of 0.638 and a t-statistic value of 12.129 (p-value = 0.000). In addition, X also has a significant effect on Word of Mouth (XM2) with a coefficient of 0.715 and a t-statistic value of 16.465 (p-value = 0.000). However, the direct effect of X on Cellular Product Loyalty (Y) is not significant, with a coefficient of only 0.084 and a t-statistic value of 1.856 (p-value = 0.064), so this hypothesis is rejected. This shows that X is not proven to directly increase product loyalty without mediation.

Furthermore, the influence of XM1 on Y is proven to be significant with a coefficient of 0.392 and a t-statistic value of 6.684 (p-value = 0.000), indicating that increasing Customer Repurchase Intentions can increase customer loyalty. Likewise, XM2 has a significant influence on Y with a coefficient of 0.495 and a t-statistic value of 7.712 (p-value = 0.000). These results indicate that the higher the Word of Mouth, the higher the customer loyalty to cellular products.

Thus, although X does not have a direct effect on Y, its effect can still be felt through an increase in XM1 and XM2. The mediation path test shows that both Customer Repurchase Intentions (XM1) and Word of Mouth (XM2) mediate the relationship between Omnichannel Customer Experience (X) and Cellular Product Loyalty (Y). The path X → XM1 → Y has a coefficient of 0.250 with a t-statistic value of 5.757 (p-value = 0.000), while the path X → XM2 → Y has a coefficient of 0.354 with a t-statistic value of 7.883 (p-value = 0.000). These results indicate that the influence of X on Y is stronger through the XM2 mediation path than through XM1. Thus, it can be stated that improving customer omnichannel experience will be more effective in increasing customer loyalty if accompanied by an increase in Word of Mouth and intention to make repeat purchases.

3.3. Discussion

The study confirms that Omnichannel Customer Experience (OCX) significantly influences Customer Repurchase Intentions (CRI), with Integration (0.934) as the most influential factor, followed by Flexibility (0.931), Consistency (0.911), and Personalization (0.900). Seamless integration across service channels enhances customer convenience and trust, encouraging repeat purchases. Within CRI, Perceived Quality (0.946) and Perceived Value (0.945) play the most critical roles, indicating that customers prioritize product quality and value when repurchasing. Brand Preference (0.925) and Perceived Price (0.901) also contribute but to a lesser extent. Customers remain loyal if they perceive fair pricing relative to product benefits, rather than solely seeking lower costs. The findings align with prior studies [33], [53] that emphasize the importance of omnichannel integration in enhancing repurchase intention. Additionally, AI-driven omnichannel services [13] can further optimize personalization and responsiveness, strengthening customer retention. However, variations exist across studies, particularly regarding the dominant role of integration versus other omnichannel dimensions. Thus, a well-integrated omnichannel experience, supported by effective technology and marketing strategies, enhances customer trust and repurchase behavior, offering valuable insights for improving customer retention in the mobile industry.

The study also confirms that Omnichannel Customer Experience (OCS) significantly influences Word of Mouth (WOM). Customers with a seamless and satisfying experience across multiple channels are more likely to recommend services to friends, family, and through mass media. This aligns with previous research [54], which emphasizes the role of credibility, trust, and service expertise in encouraging positive customer recommendations. A well-integrated omnichannel experience enhances WOM by ensuring consistency and convenience across platforms. AI-driven personalization and seamless service transitions contribute to higher customer satisfaction [13], motivating customers to share their experiences. Additionally, personalized interactions strengthen

engagement, reinforcing the link between OCS and WOM [55]. WOM also plays a crucial role in driving repurchase intentions, as highlighted by Ambasari & Hendrayati [42]. Social media-based electronic WOM [44] has a broader impact than traditional word-of-mouth, but its effectiveness varies across cultural contexts [43]. Customers in collectivist societies rely more on peer recommendations compared to individualistic ones. For the Indonesian mobile industry, a well-implemented OCS strategy can enhance WOM by ensuring a smooth, valuable, and personalized customer experience. Telecommunication companies should integrate digital and offline interactions [53], optimize AI-driven customer service, and improve personalization. Fast and responsive omnichannel services [30] can boost customer loyalty and strengthen WOM. Additionally, integrating loyalty programs across channels can further encourage recommendations, expanding the customer base and increasing long-term engagement.

About the mediating effect, the study confirms that Customer Repurchase Intentions (CRI) mediate the relationship between Omnichannel Customer Experience (OCX) and Cellular Products Loyalty (CPL). This means that a seamless and satisfying omnichannel experience does not directly create customer loyalty but first strengthens repurchase intentions, which then lead to long-term loyalty. This aligns with consumer behavior theories, where positive experiences shape repurchase intentions before developing into loyalty [56], [57]. A well-integrated omnichannel system (by ensuring consistent service quality, smooth transactions, and ease of access) reinforces customers' intent to return before they develop brand attachment. In Indonesia's competitive mobile industry, operators must leverage omnichannel strategies to enhance repurchase intentions, such as integrating promotions between online and offline stores, improving application-based loyalty programs, and ensuring responsive customer service across digital platforms [58]. Moreover, understanding customer preferences (such as demand for bundled packages, cross-platform transaction ease, and accessible support) can further strengthen repurchase behavior [35]. To maximize loyalty, telecommunication companies must optimize digital experiences, personalize offers, and integrate stronger retention mechanisms. Prioritizing CRI as a key element in corporate strategy will help ensure that each customer interaction strengthens their commitment to the service, reducing the risk of switching to competitors.

The study finds that Word of Mouth (WOM) mediates the relationship between Omnichannel Customer Experience (OCX) and Cellular Products Loyalty (CPL). While OCX alone does not significantly boost loyalty, it enhances WOM, which in turn strengthens customer loyalty. This supports previous research showing that WOM plays a crucial role in shaping loyalty by spreading positive or negative brand experiences [5], [59]. The theoretical foundation for this mediation lies in social interaction and customer trust perception. WOM is often considered more credible than direct advertising, making it a powerful influence on customer decisions [49]. In the omnichannel context, consistent and satisfying customer experiences increase the likelihood of customers sharing positive feedback, which then influences both new and existing customer loyalty.

In Indonesia's competitive mobile industry, WOM's impact is even more significant due to the widespread use of social media and digital communication. Customers frequently share experiences through online reviews, forums, and personal networks, which serve as critical information sources for potential buyers [47]. Companies that successfully implement omnichannel strategies can leverage WOM as a tool to enhance loyalty. To optimize the mediating effect of WOM, companies should:

1. Ensure consistent and high-quality service at all omnichannel touchpoints, as fairness and service satisfaction increase the likelihood of customer recommendations [50].
2. Encourage customer participation in WOM through incentives, rewards, and gamification strategies, which strengthen brand loyalty [49].
3. Enhance the credibility of WOM by fostering strong customer relationships and ensuring authentic testimonials, as trusted WOM has a greater impact on purchasing decisions [5].

Given Indonesia's price-sensitive and service-quality-conscious mobile consumers, WOM plays a strategic role in shaping loyalty. Customers often rely on recommendations from family and friends when choosing mobile services [50]. Therefore, telecommunication companies should integrate WOM-focused marketing strategies within their omnichannel experience efforts to enhance customer loyalty more effectively than through direct promotions.

Mobile product loyalty in Indonesia is more influenced by OCX through WOM than CRI, as the research novelty. This novelty can be seen from the insignificant direct relationship between OCX and CPL, so its influence must be mediated. The stronger main path indicates that OCX directly influences WOM, which then contributes greatly to CPL. Meanwhile, the path through CRI also exists but is not as strong as the path through WOM. This means that customers who have a good omnichannel experience are more likely to share positive recommendations (Word of Mouth), and this contributes more to their loyalty to mobile products than just the intention to repurchase. This finding indicates that marketing strategies that focus on increasing customer interaction in omnichannels by building interesting experiences and motivating customers to share positive and effective reviews to increase mobile customer loyalty in Indonesia.

4. Conclusion

The results of the study indicate that Omnichannel Customer Experience (OCX) has provided a fairly optimal experience for customers, with a good level of Customer Repurchase Intentions (CRI) and positive Word of Mouth (WOM), reflecting customer involvement in sharing experiences. Cellular Products Loyalty (CPL) is also at a stable level, indicating strong customer attachment to cellular products. Empirically, OCX has been shown to have a positive effect on CRI and WOM, where integrated customer experience drives repurchase intentions and the tendency to recommend products to others. Furthermore, OCX, CRI, and WOM have a positive effect on CPL in Indonesia, with WOM as a more dominant factor than CRI in strengthening customer loyalty. In addition, CRI and WOM act as mediating variables in the relationship between OCX and CPL, where CRI strengthens the impact of omnichannel experience on loyalty through repurchase intentions, while WOM strengthens loyalty by encouraging the spread of positive recommendations. These findings confirm that an effective omnichannel strategy not only improves customer experience but also needs to pay attention to repurchase and WOM factors to build more sustainable customer loyalty.

This study has theoretical and practical implications related to factors that influence Cellular Products Loyalty (CPL) through Omnichannel Customer Experience (OCX), Customer Repurchase Intentions (CRI), and Word of Mouth (WOM). Theoretically, the results of the study strengthen the concept that OCX plays an important role in shaping CRI, WOM, and CPL, in line with previous studies on cross-channel customer experience. The finding that WOM is more significant as a mediator than CRI adds insight into the customer loyalty model, confirming that customer recommendations have a greater impact than mere repurchase decisions. In addition, the confirmation that OCX has no direct effect on CPL underlines the importance of mediating variables in building customer loyalty. Practically, this study recommends optimizing omnichannel strategies by improving service consistency, personalization, and quick response, as well as strengthening WOM through referral programs and customer testimonials. In addition, telecommunications companies need to improve factors that influence CRI, such as service quality, competitive pricing, and loyalty programs, and build long-term relationships with customers to maintain loyalty despite the fierce competition in the cellular industry.

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Declarations

Author contribution.
Teuku Dhani Al Ramdhani : Conceptualization, Methodology,Validation, Analysis, Writing–Original Draft Preparation, Writing–Review, Visualization. Ratih Hurriyati: Conceptualization, Analysis,Writing–Review. Heny Hendrayati: Writing–Review, Visualization. Mokh. Adib Sultan: Validation, Analysis, Visualization, Methodology.

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Data and Software availability statements provide a statement about where data and software supporting the results reported in a published article can be found, including hyperlinks to publicly archived datasets and software analyzed and generated during the study/experiments.

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