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Analyzing The Influence of Customer Journey on Customer Loyalty: A Study of Omni-Channel Shopping Experience in Retail Industry

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Abstract - **The retail industry has changed dramatically in the last two decades due to digitalization in channel distribution. Consumers are now searching for information about goods or services interchangeably through many touchpoints. This phenomenon has been appraising the importance of customer journey design that could affect the consumer experience in both the online and offline channels. The interconnected channel both online and offline which is known as an omnichannel strategy has given a new challenge for practitioners. The study aims to analyze the influence of customer journeys on customer loyalty. The data was collected from 315 customers of three different omnichannel brands: fashion, consumer mobile, and furniture retail. The data was analyzed using the PLS-SEM method. The study shows that effective customer journey design and brand experience influence customer loyalty differently for each product category. This study provides the optimization of effective customer journey design in omnichannel retailing that influences customer loyalty through brand attitude.**

Keywords - **Effective customer journey design, customer journey, brand experience, omnichannel marketing**

I. INTRODUCTION

The digitalization era has pushed retailers to have an online store because of the emergence of the internet, mobile devices, and social media [1], [2]. Digitalization revolutionizes the customer experience that integrates across different channels [2]. The revolution of the internet era allows people to connect multiple sources of different channels [2]. The National Retail Federation forecast the growth in online sales continues, such online sales in the United States have grown consistently in the retail sector since 2008 [3].

The growth of the internet makes people connected and the improvement of technology not only provides the availability of online information but also the proliferation of social media platforms [2], [4]. Innovations in retailing are changing consumer expectations of the shopping experience because of the rapid growth of the internet and technology [5]. The top retailers in the UK accounted for up to 3% invested in the omnichannel system to relate better to consumers while US retailers spend more than 3% invest in omnichannel strategy [5]. Currently, retailers open the online store for their offline store to pursue omnichannel retail which provides various both online stores (web, app, social media) and offline stores (physical store) [1]. Omnichannel focuses on synergy and integration of available channels to streamline customer interactions and retailer control across channels [2].

A brand that can successfully define the importance of cross-channel customer journeys can create significant value [6]. The Omnichannel strategy encourages the customer to use self-service during the shopping journey because it offers a seamless experience across the channels [6]. Customers move easily and have the power to control their journey as they needed as a result of customer satisfaction if the brand can provide a personalized experience and create "moments of delight" [6], [7]. According to the McKinsey survey told that more than half of customers engage with three to five channels during each journey while doing the purchase [6]. It also found that most customers attempt to switch six times between websites and mobile channels during one purchase [6].

Indonesia is the largest country in Southeast Asia which the people also heavy mobile internet users [8]. Those mobile users often use a smartphone to access the internet which means that Indonesia has the potential for an omnichannel strategy [8]. According to the previous research found that Indonesian marketers, also themselves, enthusiastic about the key components of real-time marketing [8]. Three key deliverables are required for real-time marketing. The first one is being open for the willingness to give the customer access to the company and view their action as an integral part of improving the product [9]. The second one is providing support, help, guidance, and information to win customer loyalty [9]. The third one is willing to learn how information technology can change customer behavior and marketing strategy itself [9]. Sadly, most marketers in Indonesia felt that their brand was less integrated across different channels [8]. On the other hand, omnichannel help brand to collect customers data through their activities during shopping and it can be the fundamental insight for the brand to deliver a seamless experience that customer need [7]. Otherwise, several studies considered that moving to omnichannel can be a major investment as well as operational processes, technologies, channel cannibalization, and cost increasing [7].

The trend of omnichannel strategy shows that customer touchpoints can influence brand performance and retail [10]. Customer touchpoints influence the customer experience from searching information, purchase intention, buying products, using products, and post-purchase. Good customer experience in omnichannel retailing has positive effects that increase the word-of-mouth and purchase intention that retailers are possible to influence consumer behavior [11]. The experience itself

stimulates from various factors and it is not also about the current experience but also the previous experience with the brand that may affect future loyalty [12]. Customer experience can be understood as the experience not only from the brand-owned channel but also from other channels. Meanwhile, brand experience comes from the brand-owned channel such as website, application, social media, official physical store.

The aim of this study to analyze the influence of customer journey design and brand experience on customer loyalty. Customer journey is the most imperative factor for omnichannel strategy because it can also affect customer satisfaction. From customer journey to customer loyalty, here are mediation variables to analyze the basic motivation from customers either utilitarian brand attitude and hedonic brand attitude before buying products. From this study, can be learned which has the biggest factor to affect customer loyalty either utilitarian brand attitude or hedonic brand attitude that can be some suggestion for academic or managerial. It can be used for optimization on customer journey design and brand experience to have customer loyalty.

A. Conceptual Framework

Customer Journey on Omni-Channel Shopping

Five phases are distinguished in today's omnichannel path-to-purchase [1]. In the omnichannel environment, various channels can be used for each activity [1]. Omni-channel presents the retailer with the opportunity to make the experience so smooth that the customer wants to keep coming back [13]. For the omnichannel customer, there is little that is more frustrating than researching a product only to enter the store to make the final purchase decision and be faced with a different price or even more choice [13]. To prevent this from occurring requires each channel to have access to the same product range, the same product data, and the same prices and promotions [13].

In the omnichannel environment, retailers observe consumers' research shopping with great attention [1]. In the omnichannel phase, showrooming is becoming an important issue [10]. Shoppers now frequently search for information in the store and simultaneously search on their mobile devices to get more information about offers and may find more attractive prices [10]. The opposite of showrooming also occurs, which is now referred to as webrooming, where shoppers seek information online and buy offline [10].

In an omnichannel, the traditional division between two-way communication (interactive) channels and one-way communication channels becomes less obvious [10]. It is therefore important to explicitly broaden this scope of channels by including customer touchpoints [10]. These touchpoints can be short, one-way, or two-way interactions between customers and firms, and the exchange can be rather superficial or more intensive [10]. Consumer switching across channels and devices such as desktop, laptop, and mobile devices are all part of the shoppers' omnichannel experience and firms need to consider this to provide a seamless experience [10]. Specifically, the different channels and touchpoints are used constantly, interchangeably, and simultaneously by both customers and firms to facilitate the customers' retail experience [10]. As such, the omnichannel world is not only broadening the scope of channels but also integrating consideration of customer-brand-retail channel interactions [10].

Effective Customer Journey Design

The conceptualize of an effective CJD as the extent to which consumers perceive multiple brand-owned touchpoints as designed in a thematically cohesive, consistent, and context-sensitive way [14]. Effective CJD is more concretely construed, addressing the procedural or "how" aspect in terms of a specific course (i.e., the customer journey) through which the end goal—the customer experience—is gratified [14]. By contrast, brand experience is more abstractly construed, addressing the "why" aspect of the outcomes and gratifications of end goals [14]. In this regard, an effective CJD is based on the perception of multiple touchpoints along a customer journey, whereas consumers may build their brand experience on the assessment of one or multiple touchpoints [14].

An effective CJD can be thought of as a second-order construct reflected in the three first-order dimensions thematic cohesion, consistency, and context-sensitivity of touchpoints [14]. Thematic cohesion of touchpoints refers to the extent to which consumers perceive multiple touchpoints as sharing a common brand theme or "experience motif" that facilitates the identification of a brand as a relevant choice for realizing a given lifestyle, goal, or desire [14]. Consistency of touchpoints refers to the extent to which consumers perceive a uniform design of the brand across multiple touchpoints along their customer journeys in terms of design language, communication messages, interaction behavior, process, and navigation logic [14]. Context sensitivity of touchpoints refers to the extent to which consumers perceive multiple brand-owned touchpoints as responsive and adaptive to their specific goals, situational contexts, preferences, and activities [14].

Customer Loyalty

Customer loyalty is an important goal in the consumer marketing community as it is a key component for a company’s long-term viability or sustainability [15]. Measuring loyalty can provide a better understanding of customer retention [15]. Retaining existing customers usually has a much lower associated cost than winning new ones [15].

B. Hypotheses Development

The consumer's experience in consuming a product that involves the process is a critical element [16]. This is because when consumers consume a product, they not

only see the output of the product, but also the process of achieving that output [16]. Effective customer journey design can affect consumer loyalty because the process of perceived touchpoints that a brand has in a consumer's journey represents consumer experience as a critical point to be assessed by consumers whether it is a negative or positive output [14]. Effective customer journey design is a series of perceptions or a process in the use of these products where the quality of this customer journey contributes to providing a strong perceived value to consumers compared to the quality of the product or service itself (Lemke et al., 2011). Consumers want to repeat the experience they feel when using a product or service [14].

H1 : effective customer journey design has significant and positive influence on customer loyalty

Consumers make purchases of goods or services based on two reasons, the first is hedonic which is the sensation of the experience felt when using the product, it can be in the form of pleasure, comfort, while the second is utilitarian which is the reason for buying a product due to the function or quality of the product (Voss et al., 2003). Consumers give perceptions of the touchpoints design on how effective and helpful providing the lifestyle and consumer desire [14]. This is because customer journey design is to meet the basic needs of consumers to get the desired product, while brand experience is an evaluation of consumers' to the brand which includes elements of sensation, feeling, cognitive and behavioral originating from the response of stimuli provided by brand in the form of design, elements, and identity of the brand [12]. However, in general, utilitarian consumers are not influenced by brand experience, this is because consumers who buy utilitarian products tend to look for product information from channels that are more convenient and efficient to conduct research both in terms of price and product quality before making a purchase [17]. Hedonic consumption is more based on experience, emotion, pleasure, and the need for a surprise, while utilitarian consumption is more to fulfill the goal of completing a job effectively and efficiently [17].

H2a : effective customer journey design has significant and positive influence on utilitarian brand attitude
H2b : effective customer journey design has significant and positive influence on hedonic brand attitude
H3a : brand experience has significant and positive influence on utilitarian brand attitude
H3b : brand experience has significant and positive influence on hedonic brand attitude

Brand experience has various terms of strength and intensity which is a combination of sensory, intellectual, affective, and behavioral elements where all of these elements form a brand experience [18]. A brand experience of a product means providing a value, which means that the more dimensions of experience that are given, the higher the value of brand experience is, the higher customer satisfaction [12]. When consumers are satisfied with the brand experience, consumers will tend to repeat the experience, therefore brand experience is not only influenced by past experiences but also future experiences that can lead to consumer loyalty to the brand because it is satisfied [12]. Consumers will buy back products and services and recommend them to other relatives instead of choosing other alternative brands [12]. Therefore, the brand experience can have a positive effect on consumer loyalty.

H4 : brand experience has significant and positive influence on customer loyalty

The ability to buy a product increases the level of expectation of utilitarian value where this utilitarian considers the costs incurred and the benefits obtained [19].

H5 : utilitarian brand attitude has significant and positive influence on customer loyalty

Hedonic comes from the fun, excitement, and enjoyment of the shopping experience [20]. Hedonic value enhances the consumer experience through the benefits of pleasure and emotions from consumers where hedonic orientation correlates with loyalty [21]. The perception of values that arise based on consumer responses from affective assessments including mood is the key aspect to be considered in hedonic because it can affect consumer loyalty whether consumers will reuse the product based on their previous consumption experience [21]. This consumer loyalty can also indirectly influence the advocacy of consumers to their relatives after getting certain experiences from consuming these products [21]. So that these hedonic brand attitudes can positively affect customer loyalty because they are part of the customer experience in consuming a product or service.

H6 : hedonic brand attitude has significant and positive influence on customer loyalty

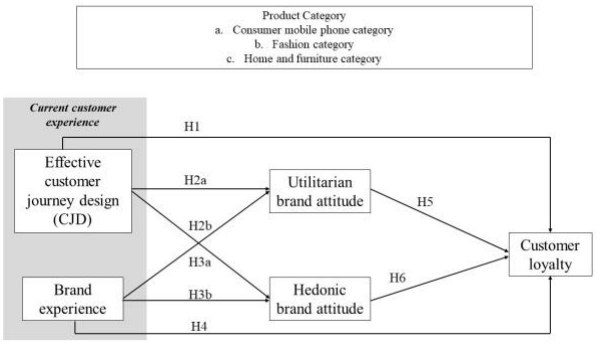

Fig. 1 Conceptual Framework

II. METHODOLOGY

This research was quantitative research that was included in descriptive research which had the objective of describing something that aims to determine the level of the variable that had the strongest influence or relationship among other variables [22]. In data collection, this study was a cross-sectional study described as the collection of data or information carried out at the same time [22]. The data used are primary data obtained through convenience sampling which was supported by secondary data from previous studies in the development of the proposed research model concept. Before collecting the data, firstly this research conducted a pilot study to identify a product brand that had implemented an omnichannel strategy using five items of omnichannel experience dimensions which were connectivity, integration, consistency, flexibility, and personalization [2].

A. Data Collection and samples

Data collected using an online questionnaire to select respondents that meet the qualifications. In the beginning, the respondent asked the buying behavior if he or she had bought one of those three brands for the last 12-months. Then, the next question asked if he or she had both online and offline shopping experience when bought that specific brand. The respondent could continue if he or she had already bought one of those three brands and had involved online and offline shopping experience with those brands. The data collection was done through convenience sampling with social media applications.

B. Measurement scale

All variables were measured on a six-point Likert scale (1=" strongly disagree", 6=" strongly agree). Scale 6 can minimize neutral choices by respondents and provide a measure that will lead towards an option [23]. To assess the effectiveness of customer journey design, each respondent asked the level of his or her agreement about three dimensions of the customer journey design variable. The total indicator measured for the customer journey design variable was 12 items. To assess brand experience, this research used a six-point Likert scale that measured dimensions of sensory experience, affective experience, behavioral experience, and intellectual experience. Each brand experience dimension had three indicator measurements. The total indicator measured for brand experience was 12 items. Utilitarian brand attitude, hedonic brand attitude, and customer loyalty were each also measured on 5 item indicators. This research had 39 item indicators in total for measurement.

C. Preliminary Study

The selection of brand products based on brands (local or global) that have implemented an omnichannel strategy in the Indonesia market. The omnichannel experience consists of five dimensions as follows:

- Connectivity refers to the extent to which the cross-channel service content and information are deeply linked and interconnected [1]
- Integration refers to the extent to which the customer perceives all information systems and service content are unified and integrated well across channels [1]
- Consistency refers to the extent to which customers experience both content and process consistency across channels [1].
- Flexibility refers to the extent to which customers are provided with flexible options and experience continuity when migrating tasks from one channel to another channel [1]
- Personalization refers to the degree to which customers can get personalized attention and tailored service in omnichannel shopping [1].

Based on the five dimensions of the omnichannel shopping experience above, identification is made of some brands in Indonesia that have made online-to-offline and offline-to-online strategies to meet these criteria. It was still limited for brands in Indonesia that implement an omnichannel strategy. According to the preliminary study, this research determined three brands as the research object which were Apple from the consumer mobile phone category, HnM from the fashion category, and Ikea from the home and furniture category.

D. Data Analysis

This research estimated the PLS-SEM using smartPLS3. In the PLS-SEM analysis, the data are not normally distributed and the samples taken tend to be small [2]. The rule of thumb for measuring the minimum number of samples in the PLS-SEM analysis method is to see the number of arrows leading to the latent variable multiplied by 10 [2]. This research used PLS-SEM because the industry that implements omnichannel in Indonesia is still limited. The minimum sample of PLS-SEM is determined by count the number of arrows leading to the latent variable. Therefore, the minimum sample required is 80 respondents (8 x 10). In addition, the limited sample result in the data was not normally distributed.

In performing data analysis using PLS-SEM does not require a standard of goodness-of-fit, but is more likely to test this model based on the ability of the structural model to be able to predict endogenous constructs which are carried out through the parameter value of the coefficient of determination (R^2), cross-validated redundancy (Q^2), path coefficient, and effect size (f^2) [2]. Before testing this model, the first step is a collinearity test to see how strong the correlation between the constructs [2].

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III. RESULTS

A. Respondent Profile

Most respondents are between 25 and 34 years of age (271; 86.03%). For gender, most respondents are female (227; 72.06%). For domiciles, most respondents live in Jakarta (142; 45.08%). For monthly expenses mostly ranged between IDR 3.000.001,- and IDR 5.000.000,-. From 315 respondents, 120 respondents chose the consumer mobile phone category, 113 respondents chose the fashion category, and 82 respondents chose the home and furniture category (see table 1.).

TABLE 1
RESPONDENT PROFILE

Description	Freq	(%)
a. Age		
25 - 34 yo	271	86.03
35 - 44 yo	36	11.43
> 44 yo	8	2.54
Total	**315**	**100.00**
b. Gender		
Man	88	27.94
Woman	227	72.06
Total	**315**	**100.00**
c. Domicile		
Jakarta	142	45.08
Bogor	19	6.03
Depok	26	8.25
Tangerang	44	13.97
Bekasi	20	6.35
Non-Jabodetabek	64	20.32
Total	**315**	**100.00**
d. Monthly Expenses		
> Rp 9.000.000,-	45	14.29
≤ Rp 3.000.000,-	92	29.21
Rp 3.000.001,- s.d. Rp 5.000.000,-	109	34.60
Rp 5.000.001,- s.d. Rp 7.000.000,-	49	15.56
Rp 7.000.001,- s.d. Rp 9.000.000,-	20	6.35
Total	**315**	**100.00**

B. Measurement Model Analysis (Outer Model)

In conducting the test on the reflective measurement model, it includes the composite reliability (CR) value parameter to evaluate internal consistency where the CR value varies between values 0 to d. 1 where the higher the value is, the higher the reliability of the model is [2]. Specifically, the acceptable values for the CR parameter are in the range of 0.60 to 0.d. 0.70 which is acceptable in explorative research [2]. The value of this AVE is equivalent to 0.50 or more [2]. The loading factor of each indicator of this forming variable must be statistically significant which is in the range of values of 0.708 or more [2]. According to the test result, all variables value are higher than the limit value of each parameter, which are loading factor > 0.70, average variance extract (AVE) > 0.50, Cronbach's alpha (CA) > 0.60, and composite reliability (CR) > 0.70.

C. Structural Model Analysis (Inner Model)

The collinearity test of the structural model result shows the value are between the VIF tolerance value, which is 0.20 to d. 5.00. Therefore, there is no collinearity in the research model.

The highest R^2 for the brand experience dimension is different for each product, such as Apple with the affective experience dimension, HnM with the behavioral experience dimension, and Ikea with the sensory experience dimension. This shows that these dimensions have a major influence on each of the related products. In the customer journey design variable, Apple products have the highest R^2 value on the consistency of touchpoints dimension, while the HnM and Ikea products have the highest R^2 on the Thematic cohesion of touchpoints dimension.

In the Apple brand, the highest value of Q^2 is on the affective experience dimension in the brand experience variable of 0.574 with a high level of relevance. While the lowest Q^2 for Apple products is 0.351 which is contained in the utilitarian brand attitude variable with a high level of relevance. The HnM product has a Q^2 value in the behavioral experience dimension variable of 0.622, while the smallest is found in the hedonic brand attitude variable of 0.290. The HnM product has a Q^2 value in the affective experience dimension variable of 0.448, while the smallest is found in the utilitarian brand attitude variable of 0.1.

In the Apple brand, the customer loyalty variable tends to have a low relationship with a value below 0.02 except for the utilitarian brand attitude variable of 0.144 which is almost close to the medium value. The HnM brand test result shows that the customer loyalty variable also has a low relationship to other variables, while the hedonic brand attitude variable is closely related to the brand experience variable and the utilitarian brand attitude is closely related to the customer journey design variable. In the Ikea brand, the results of the f^2 test shows that the customer journey design variable has a low relationship with other endogenous variables that have a value below 0.02. The strongest relationship or meets the standard value of the medium on this Ikea brand is the brand experience variable with the hedonic brand attitude variable of 0.230.

D. *Hypotheses Testing Result*

The first-order construct test against the second-order construct is carried out on each product category. The second-order construct of the customer journey design, the path coefficient value has a positive value, t-value > 1.645, and p-value <0.05, which means that this model test is accepted positively and significantly. The second-order construct brand experience also has a positive path coefficient value and at t-value > 1.65, and a p-value <0.05, which means that the test of this model is accepted positively and significantly.

Based on the path analysis result, it can be seen that there are differences of t-value and p-value between

product category so that it affects the acceptance of the hypothesis in the research model (see table 2).

In Apple products, the relationship between the customer journey design variable and customer loyalty is negative and not significant with a value below the standard parameter. However, the relationship between other variables is positive and significant (see table 2).

In HnM products, the relationship between customer journey design variables and customer loyalty is positive but not significant. In addition, the relationship between customer journey design variables and hedonic brand attitude is positive but not significant. The relationship between utilitarian brand attitude variables and customer loyalty is positive but not significant. The relationship between variables other than those already mentioned is positive and significant with the test results following the tolerance value limit (see table 2).

In Ikea products, the relationship between variable customer journey design and hedonic brand attitude, customer journey design with utilitarian brand attitude, and hedonic brand attitude and customer loyalty is positive but not significant. Meanwhile, the relationship between the brand experience variable and the customer loyalty variable is negative and not significant. The relationship to other variables is positive and significant and has met the standard tolerance values of the t-value and p-value (see table 2).

In Apple products, it can be seen that the relationship between brand experience variables and customer loyalty through the mediation variables of utility brand attitude and hedonic brand attitude is acceptable. In HnM products, this mediating variable is only accepted in the relationship between brand experience and customer loyalty through hedonic brand attitude. In the Ikea brand, the mediating variable received is the only utilitarian brand attitude to link the brand experience variable with customer loyalty (see table 2).

Path Analysis of Indirect Effects

In achieving customer loyalty from various product categories this can be obtained through different channels. The following is an explanation based on the indirect relationship for each product category:

- *Customer journey Design towards Customer Loyalty*

Apple

Customer loyalty of consumer mobile phone products can be influenced by customer journey design through utilitarian brand attitude and hedonic brand attitude. The path coefficient value for the utilitarian brand attitude variable is 0.245 which is greater than the path coefficient hedonic brand attitude value of 0.162. This means that the influence of utilitarian brand attitude is greater than the influence of hedonic brand attitude to increase customer loyalty for Apple's brand through customer journey design.

TABLE 2
RESULT OF HYPOTHESIS TESTING

Brand Name	(Hypothesized) effect	Path Coeffecients	T Value >1.645	P Value <0.05	Conclusion
Apple	H1 : Customer Journey Design -> Customer Loyalty	-0.107	0.913	0.181	H1 not supported
	H2a : Customer Journey Design -> Utilitarian Brand Attitude	0.536	5.694	0.000	H2a supported
	H2b : Customer Journey Design -> Hedonic Brand Attitude	0.531	6.485	0.000	H2b supported
	H3a : Brand Experience -> Utilitarian Brand Attitude	0.300	3.063	0.001	H3a supported
	H3b : Brand Experience -> Hedonic Brand Attitude	0.275	3.362	0.000	H3b supported
	H4 : Brand Experience -> Customer Loyalty	0.166	1.909	0.028	H4 supported
	H5 : Utilitarian Brand Attitude -> Customer Loyalty	0.457	3.525	0.000	H5 supported
	H6 : Hedonic Brand Attitude -> Customer Loyalty	0.306	2.398	0.008	H6 supported
HnM	H1 : Customer Journey Design -> Customer Loyalty	0.059	0.447	0.327	H1 not supported
	H2a : Customer Journey Design -> Utilitarian Brand Attitude	0.519	5.879	0.000	H2a supported
	H2b : Customer Journey Design -> Hedonic Brand Attitude	0.218	1.597	0.055	H2b not supported
	H3a : Brand Experience -> Utilitarian Brand Attitude	0.230	1.880	0.030	H3a supported
	H3b : Brand Experience -> Hedonic Brand Attitude	0.498	4.264	0.000	H3b supported
	H4 : Brand Experience -> Customer Loyalty	0.216	1.772	0.038	H4 supported
	H5 : Utilitarian Brand Attitude -> Customer Loyalty	0.090	0.886	0.188	H5 not supported
	H6 : Hedonic Brand Attitude -> Customer Loyalty	0.441	4.037	0.000	H6 supported
Ikea	H1 : Customer Journey Design -> Customer Loyalty	0.235	2.059	0.020	H1 supported
	H2a : Customer Journey Design -> Utilitarian Brand Attitude	0.163	1.334	0.091	H2a not supported
	H2b : Customer Journey Design -> Hedonic Brand Attitude	0.231	1.484	0.069	H2b not supported
	H3a : Brand Experience -> Utilitarian Brand Attitude	0.485	4.082	0.000	H3a supported
	H3b : Brand Experience -> Hedonic Brand Attitude	0.487	3.278	0.001	H3b supported
	H4 : Brand Experience -> Customer Loyalty	-0.008	0.060	0.476	H4 not supported
	H5 : Utilitarian Brand Attitude -> Customer Loyalty	0.321	2.736	0.003	H5 supported
	H6 : Hedonic Brand Attitude -> Customer Loyalty	0.257	1.771	0.038	H6 not supported

HnM

Customer loyalty for fashion products is not strong through customer journey design. The relationship between the two variables through the utilitarian brand attitude variable has not been able to meet the standard tolerance values of t-value and p-value. This also occurs in the path through the hedonic brand attitude variable where the t-value is 1.499 and the p-value is 0.067 which tends to be rejected and insignificant. It can be said that customer journey design on fashion brands does not have a significant effect on increasing the influence of customer loyalty, either directly or indirectly.

Ikea

Based on the test results obtained, it can be seen that customer journey design can have a direct effect on customer loyalty, but does not have a significant effect if it is through the utilitarian brand attitude and hedonic brand attitude variables. In table 4.13 it can be seen that the relationship passed by the utilitarian brand attitude variable has a t-value of 1.107 and a p-value of 0.134 which exceeds the limit of the standard t-value and p-value so that it is not significant. Similar results were also obtained through the hedonic brand attitude variable path where the t-value test results were smaller than 1.645 and the p-value was greater than 0.05 so that it had no significant effect.

- *Brand Experience towards Customer Loyalty*

Apple

Customer loyalty can be influenced by brand experience on consumer mobile phone products through utilitarian brand attitudes and hedonic brand attitudes. The path coefficient on the utilitarian brand attitude variable path is 0.137 which is greater than the path coefficient hedonic brand attitude value of 0.084. This means that the influence of utilitarian brand attitude is greater than the influence of hedonic brand attitude to increase customer loyalty for Apple's brand through brand experience.

HnM

In providing customer loyalty to fashion products, if through the utilitarian brand attitude variable, it has not been able to meet the standard tolerance values of t-value and p-value. However, if through the hedonic brand attitude variable path, the t-value of 2.762 and p-value of 0.003 are acceptable and significant.

Ikea

Based on the test results obtained, it can be seen that brand experience cannot have a direct effect on customer loyalty, but has a significant effect if it is through the utilitarian brand attitude variable path. The hedonic brand attitude variable path also has a t-value of 1.449 and a p-value of 0.074 which can be concluded that the relationship between brand experience and customer loyalty is not significant. Based on the results of the data processing, it can be seen that to increase customer loyalty for the Ikea brand, it is not enough to only provide a good brand experience, but also to improve the utilitarian brand attitude to get maximum loyalty.

TABLE 3
SPECIFIC INDIRECT EFFECTS

Brand Name	(Hypothesized) effect	Path Coeffe-cients	T Value >1.645	P Value <0.05
Apple	*Brand Experience -> Hedonic Brand Attitude -> Customer Loyalty*	0.084	2.042	0.021
	Customer Journey Design -> Hedonic Brand Attitude -> Customer Loyalty	0.162	2.192	0.014
	Brand Experience -> Utilitarian Brand Attitude -> Customer Loyalty	0.137	2.007	0.022
	Customer Journey Design -> Utilitarian Brand Attitude -> Customer Loyalty	0.245	3.379	0.000
HnM	*Brand Experience -> Hedonic Brand Attitude -> Customer Loyalty*	0.220	2.762	0.003
	Customer Journey Design -> Hedonic Brand Attitude -> Customer Loyalty	0.096	1.499	0.067
	Brand Experience -> Utilitarian Brand Attitude -> Customer Loyalty	0.021	0.662	0.254
	Customer Journey Design -> Utilitarian Brand Attitude -> Customer Loyalty	0.047	0.861	0.195
Ikea	*Brand Experience -> Hedonic Brand Attitude -> Customer Loyalty*	0.125	1.449	0.074
	Customer Journey Design -> Hedonic Brand Attitude -> Customer Loyalty	0.060	1.121	0.131
	Brand Experience -> Utilitarian Brand Attitude -> Customer Loyalty	0.156	2.155	0.016
	Customer Journey Design -> Utilitarian Brand Attitude -> Customer Loyalty	0.052	1.107	0.134

Customer loyalty can be influenced by the brand experience of a product. Brand experience can directly affect loyalty in the consumer mobile phone and fashion product categories. However, based on the path coefficient values, the fashion product category value is 0.216 while the consumer mobile phone value is 0.166. The fashion product category has a greater value than the consumer mobile phone product category. It can be seen that the influence of hedonic brand attitude is greater in the fashion product category than consumer mobile

phones. Therefore, brand experience has a stronger influence on customer loyalty in product categories with higher hedonic aspects.

IV. DISCUSSION

Consumers give a perception of customer journey design by a brand based on how these touchpoints or channels can meet the needs, desires, or lifestyle they want to go to [3]. In the context of the customer journey, customer loyalty is defined as the intention of consumers to continue interacting with the channel provided by the retailer concerned from the post-purchase stage to repurchase [4]. In analyzing this loyalty, it takes aspects of consumer trust, influence matters, and the intentions contained in the structure of consumer behavior [5]. Customer loyalty has consideration towards brand attributes to offerings competitive brand's product, information about brands related to affective behavior, and higher consumer intentions to buy the brand than other brands [5].

According to previous research, it can be seen that customer loyalty is strongly influenced by brand attitude and consumer intentions so that the brand becomes the choice in the future. It is similar to the results of research on HnM and Apple brands where the hypothesis of customer journey design can significantly and positively affect customer loyalty directly. In previous research, it was said that this customer journey is part of the customer experience that can influence consumer considerations to return in the future, but does not directly affect customer loyalty.

However, in this study, from the Ikea brand was found that customer journey design can significantly and positively affect customer loyalty. This is a new finding in this research. According to previous research, it was found that customer loyalty can be achieved through journey satisfaction [4]. Consumers with higher utility motivation through multiple touchpoints will tend to spend more time and effort searching information at several stages in a customer journey [4]. The use of these many touchpoints can shape journey satisfaction [4] and significantly affect customer loyalty. This is found in the Ikea brand which shows that consumers of the Ikea brand tend to use many touchpoints to consider purchasing decisions. This shows that Ikea's customer journey design is effective in providing a shopping experience to achieved customer loyalty.

Effective customer journey design influences utilitarian brand attitude more than hedonic brand attitude [3]. If we look at the difference between utilitarian and hedonic, for example in the mobile phone category, the utilitarian aspect is seen from the side of battery life and the power of the sound produced, while hedonic is seen from the physical appearance regarding the shape and color [6]. From the test results, it can be seen that the customer journey design significantly affects the utilitarian brand attitude following previous research. In contrast, for the Ikea brand, customer journey design can directly affect customer loyalty without the indirect effect of brand attitude.

Customer journey design has a smaller effect on hedonic brand attitude [3]. The hypothesis for Ikea and HnM brands is rejected, but accepted for the Apple brand. This shows that the influence of hedonic brand attitude is still stronger in the Apple brand category to be influenced by customer journey design, although the coefficient value of the influence of utilitarian brand attitude is higher than hedonic brand attitude.

Brand experience is how consumers evaluate the experience of a brand when doing a shopping experience that tends to hedonic motivational aspects [3]. In this study, it can be seen that utilitarian brand attitude still influences brand experience. Moreover, it depends on the product category. Ikea and Apple have a higher influence on utilitarian brand attitude while HnM has a higher influence on hedonic brand attitude.

The concept of brand experience is a subjective consumer perceived towards a brand that is evaluated through feelings, sensations, and cognitions and consumer behavior responses to stimuli provided by a brand such as design, identity, packaging, communication, and the environment [7]. The customer would have good and bad experience when a good experience will lead to the intention to feel another brand experience [7]. Brands provide stimulation from the sensory side, create good feelings for consumers, blend with thoughts that cause consumers to want to feel these things again [7] so it can be seen that brand experience can directly affect customer loyalty. This is similar to what was found in this study for Apple and HnM brands where brand experience can positively and significantly affect customer loyalty. However, for the Ikea brand, this is rejected and is negative. This is because for the Ikea brand the variable customer journey design has a stronger effect than brand experience, which is a new finding in this study that the relationship between brand experience and customer loyalty depends on the product category.

Customer loyalty is a commitment from consumers to repurchase or continue to use a brand in the future [5]. Brands must be able to provide competitive value compared to other brands and can provide the best alternative for their consumers [5]. One form of loyalty is cognitive loyalty which assesses loyalty in terms of information in the form of prices, features, functions [5] where this is in line with the value of utilitarians who see how the promises given by a brand are to the functional aspects of the products offered [6]. When consumers do not get the experience that is following what the brand promises, a bad experience will appear that continues to be remembered in the minds of consumers as a consideration for future purchases. Utilitarian brand attitude can positively and significantly affect customer loyalty because it relates to cognitive aspects such as the process of making decisions to consume a product or service [8]. The results of this study are following previous research that the utilitarian brand attitude influences customer loyalty for Apple and Ikea brands.

However, the relationship between these two variables is not significant for fashion category products such as HnM. This shows that the product category of fashion is not influenced by utilitarian values to achieve consumer loyalty.

Hedonic has value as a visual appeal or style offered by a brand so that it can be said "what is seen is what is obtained" [6]. Hedonic is strongly influenced by psychological factors related to the emotions of consumers, such as experience, aesthetics, likes, or dislikes where the constituent elements tend to be intangible or invisible [8]. Based on this research, it can be seen that hedonic brand attitude has a significant and direct positive effect on customer loyalty which is following previous research. This is because through this hedonic factor there are several perceptions attached to consumers when doing a shopping experience where if it is following expectations it will lead to satisfaction and loyalty from these consumers [6].

Future Research Recommendations

According to the hypotheses testing results show that customer loyalty can be influenced by brand attitudes, both utilitarian and hedonic. For further research recommendations, it can be analyzed how strong the influence of the brand attitude on customer loyalty in each product category is. In addition, the influence of brand attitude can also be carried out by changing the object of research into two groups which are the utilitarian product category and the hedonic product category so that it can conduct deep analysis about how the two categories provide customer loyalty.

V. CONCLUSION

Customer loyalty is achieved through the customer's shopping experience. This experience begins from product searching to purchase action that usually known as the customer journey. In terms of the customer journey, there is also a brand experience factor that perception evaluation from the customer. The customer journey describes as stages involved for product purchasing while brand experience provides an experience that involves sensory, behavioral, intellectual, and affective sensory through the brand-owned touchpoints. Those two things have a significant effect in the omnichannel context. Omnichannel is an integrated system that provides a seamless shopping experience to consumers. According to the five dimensions of omnichannel experience, there are consistency and flexibility experience while customer journey design has consistency of touchpoints and context-sensitivity of touchpoints as its reflective dimensions. So, it can be concluded that customer journey is related to the omnichannel strategy. Customer loyalty can be achieved if the product promises can meet the motivational aspects of the consumer.

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