

The Influence of Omnichannel Strategies and Corporate Image on Customer Satisfaction and Purchase Intention in PT. Pegadaian Samarinda Area

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ABSTRACT: *The aim of this research is to analyze the influence of omnichannel strategies on customer satisfaction; to analyze the influence of omnichannel strategies on purchase intention; to analyze the influence of corporate image on customer satisfaction; to analyze the influence of corporate image on purchase intention; to analyze the influence of customer satisfaction on purchase intention. The population in this research are customers or customers who make transactions at PT. Pegadaian Samarinda Area using purposive sampling technique in taking samples. The data analysis used SPSS and Smart PLS 4 for data processing. These findings indicate that omnichannel strategies have a positive and significant effect on customer satisfaction; omnichannel strategies have a positive and significant effect on purchase intention; corporate image has a positive but not significant effect on customer satisfaction; corporate image has a positive but not significant effect on purchase intention, customer satisfaction has a positive and significant effect on purchase intention. Omnichannel strategies has a positive and significant effect on purchase intention through customer satisfaction as a mediating variable. Corporate image has a positive but not significant effect on purchase intention through customer satisfaction as a mediating variable.*

KEYWORD: *Omnichannel Strategies; Corporate Image; Customer Satisfaction; dan Purchase Intention.*

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I. INTRODUCTION

As the digitalization trend continues to evolve, it is utilized as one of the means to send and receive messages not only by the general public but also for communication between institutions, aiming for convenience and business growth. This has been exemplified by PT. Pegadaian, a financial inclusion body or organization, to provide easy access for its customers digitally. This shift in communication needs enables PT. Pegadaian to enhance its service sector. One of the business models used by the company to reach business channels is Omnichannel. Omnichannel is a business model where operations and services are integrated across all marketing channels, both online and offline. With this business model, the company is able to reach customers and assist facilitate their search for information, processing, and decision-making in purchasing products (Romauli Ester Britto, 2018).

PT. Pegadaian strives to remain one of the trusted institutions by the community in need of financial solutions. On the other hand, PT Pegadaian also serves as a non-bank financial institution providing loans to the public through a pawnshop legal process which is quick, safe, and relatively simple. To improve the company's performance, PT. Pegadaian also pays great attention to its corporate image because there are currently many competitive institutions that encourage PT. Pegadaian to continuously enhance its corporate image in the eyes of the public and its customers. Transactions commonly conducted at PT. Pegadaian Samarinda include customers engaging in gold savings, gold pawn, electronic pawning, as well as utility bill payments and multi-payment online services. With the channels provided, customers can easily conduct multiple transactions, saving time and costs. These activities also facilitate PT. Pegadaian itself as the efficient timing ensures smooth and fast operations.

The research conducted by Natalina et al. (2022) concludes that omnichannel marketing has a positive influence on customer satisfaction at Bank BRI. This is because the use of omnichannel can help Bank BRI maximize the provision of banking services to consumers, both through offline and digital channels. Thus, Bank BRI is able to accommodate the needs of its consumers and create customer satisfaction. When customers perceive the quality of these channels as good and consistent in the long term, they are also expected to feel satisfied and intend to purchase products provided by the company itself.

Another statement from Ambalao et al. (2022) regarding corporate image has a positive and significant influence on customer satisfaction. Based on research by Motta, et al., (2021), corporate image has a positive and significant impact on purchase intention. The role of corporate image essentially plays a crucial role for

customers who intend to purchase products from the company itself. However, companies also need to consider factors that lead to customer satisfaction, thereby fostering strong purchase intentions. It can be said that by paying attention to the image through specific approaches to customers, the company can create a positive image and embrace customers, making them sense comfortable naturally.

Based on the phenomena described in previous research, the researcher is interested in further exploring customers' perceptions regarding the implementation of omnichannel strategies and the corporate image of PT Pegadaian in the Samarinda Area. Both aspects are able to influence customer satisfaction, which ultimately guides to the interest in making repeat transactions or purchases of services provided by PT Pegadaian in the Samarinda Area. The results of this research are expected to serve as a reference for optimizing services and the corporate image of PT Pegadaian in the Samarinda Area to create customer satisfaction and attract customers' interest in continuing to use the services provided by PT Pegadaian in the Samarinda Area.

II. LITERATURE REVIEW

2.1 Omnichannel Strategies

Omnichannel strategies are defined as a phenomenon which the majority of customers consider all retail sales and marketing channels as a unified entity, and the shopping experience is seamless regardless of which channel the customer uses (Herhausen et al., 2015). Before the emergence of omnichannel, people were more familiar with multichannel, which essentially considers retail channels. However, omnichannel emphasizes the interaction between channels and brands, taking a broader perspective on channels and how buyers are influenced and move through channels in their purchase and transaction processes. Omnichannel strategies are also widely used in the banking sector, where clients or customers utilize various interaction channels provided by companies in the sector. The omnichannel approach coordinates processes and interaction channels with the goal of creating a seamless and integrated experience for customers during channel transitions. It also expose opportunities for companies to leverage technology in multichannel strategies to assist in personalizing customer services and focusing on customer information in both physical and digital environments. (Lazaris et al., 2016)

2.1.1 Corporate Image

Corporate image is the perception created and instilled by a company in the minds of costumers. Creating corporate image can be achieved through two approaches: from the perspective of infrastructure and from the perspective of external image cultivated by the company. To establish the infrastructure image, a company must emphasize its vision and mission offered to consumers. Meanwhile, the external image can be formed through various factors including Customer Satisfaction, Product Quality, Tangible Image, Advertisement, Sponsorship, Media Relations, and Social Responsibility. Hence, the external image can be defined as long-term activities between the company and consumers that interact with each other (Ene & Özkaya, 2017).

2.1.2 Customer Satisfaction

Satisfaction is the level of feeling after comparing perceived performance (outcome) with expectations. Therefore, satisfaction level is a function of the difference between perceived performance and expectations. If performance meets expectations, customers will be satisfied. If performance fails to meet expectations, customers will be dissatisfied (Kotler & Keller, 2016, p. 138). Buyers will purchase from companies they believe can offer higher value to customers (Irwansyah et al., 2019). If performance fails to meet expectations, customers will not feel satisfied, and vice versa.

2.1.3 Purchase Intention

Prior making a purchase, customers typically gather information about products based on personal experiences and information from the environment. Once this information is collected, customers will begin evaluating products, assessing and making purchase decisions after comparing and considering them. Purchase intention is a consumer or customer behavior that emerges as a response to an object indicating an individual's desire to make a purchase (Kotler & Keller, 2013, p. 137).

2.2 Theoretical Framework

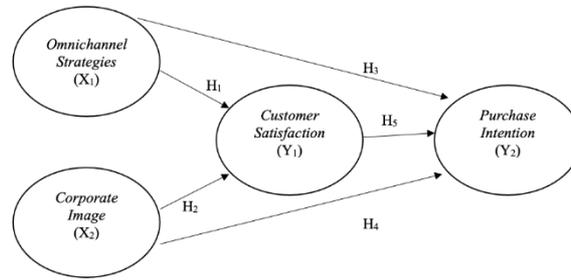


Figure 1. Theoretical Framework

2.2 Research Hypothesis

- H₁ : Omnichannel strategies have a positive and significant impact on customer satisfaction.
- H₂ : Omnichannel strategies have a positive and significant impact on purchase intention.
- H₃ : Corporate image has a positive and significant impact on customer satisfaction.
- H₄ : Corporate image has a positive and significant effect on purchase intention.
- H₅ : Customer Satisfaction has a positive and significant effect on Purchase Intention.
- H₆ : Customer satisfaction mediates the positive and significant effect of omnichannel strategy on purchase intention.
- H₇ : Customer satisfaction mediates the positive and significant effect of corporate image on purchase intention.

III. RESEARCH METHOD AND MATERIALS

3.1 Data Collection Method

The data collection technique used by the researcher is in the form of a questionnaire. Data collection can be conducted in various settings, sources, and ways. When viewed from its setting, data can be collected in a natural setting, while when viewed from the data source, data collection can use primary and secondary sources (Sugiyono 2022, 215).

The type of questionnaire used in this research is a questionnaire (survey). In this study, the researcher used a measurement scale called the Semantic Scale. The Likert scale is used to measure the attitudes, opinions, and perceptions of an individual or a group of people about social phenomena (Sugiyono 2022, 164). The Likert scale consists of 5 points, including:

1. Strongly Disagree : Score 1
2. Disagree : Score 2
3. Netral : Score 3
4. Agree : Score 4
5. Strongly Agree : Score 5

Research instruments using the Likert scale can be created in the form of a checklist or multiple-choice questions.

3.2 Data Analysis and Hypothesis Test

In this study, the researcher used the Partial Least Squares (PLS) analysis tool. Partial Least Squares (PLS) was first developed by Wold as a general method for estimating path models using latent constructs with multiple indicators. The PLS approach is distribution-free (it does not assume a specific data distribution but can handle nominal, categorical, ordinal, interval, and ratio data) (Ghozali 2021,21).

PLS is a variant-based SEM analysis that simultaneously conducts measurement and structural model testing. The measurement model is used for validity and reliability testing, while the structural model is used for causal testing (hypothesis testing with a prediction model). PLS assumes that all variance measures are explained by the latent variable estimation approach, which is considered a linear combination of indicators. PLS provides a general statistical tool for various analyses, such as canonical correlation, redundancy analysis, linear regression, MANOVA, and principal component analysis (Ghozali 2021:22).

The PLS model evaluation is conducted by evaluating both the outer model and inner model. The outer model assesses the validity and reliability of the measurement model. Through iterative algorithm processes, model parameters (convergent validity, discriminant validity, composite reliability, and Cronbach's alpha) are

obtained, including the R² value as a parameter for model prediction accuracy. The inner model is the structural model used to predict the causal relationships between latent variables. Through bootstrapping processes, t-statistic test parameters are obtained to predict the existence of causal relationships.

According to Ghozali (2021, p. 26), the path analysis model of all latent variables in PLS consists of three sets of relationships:

1. Inner model, which specifies the relationships between latent variables (structural model).
2. Outer model, which specifies the relationships between latent variables and their indicators or manifest variables (measurement model).
3. Weight relation, in which the case values of latent variables can be estimated.

IV. RESULT AND DISCUSSION

4.1 Instrumental Data Test

Based on Table 5.13, the results of validity testing conducted on a sample of 30 respondents display that each value of Pearson Correlation for each indicator is greater than the critical value at alpha 5% (Pearson Correlation Value > Critical Value). Therefore, it can be concluded that all indicators used in this study are valid for measuring the research variables, and the research process can be continued.

Table 3.1 Result of SPSS Validity Test

No .	Variable	Indicato r	Corrected Item-Total Correlation	Limit Value	Note
1.	<i>Omnichannel Strategies</i>	X1.1	0,745	0,3	Valid
		X1.2	0,562	0,3	Valid
		X1.3	0,594	0,3	Valid
		X1.4	0,907	0,3	Valid
2.	<i>Corporate Image</i>	X2.1	0,713	0,3	Valid
		X2.2	0,821	0,3	Valid
		X2.3	0,763	0,3	Valid
3.	<i>Customer Satisfaction</i>	Y1.1	0,876	0,3	Valid
		Y1.2	0,916	0,3	Valid
		Y1.3	0,915	0,3	Valid
4.	<i>Purchase Intention</i>	X1.1	0,812	0,3	Valid
		X1.2	0,857	0,3	Valid

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		X1.3	0,831	0,3	Vali d
		X1.4	0,808	0,3	Vali d

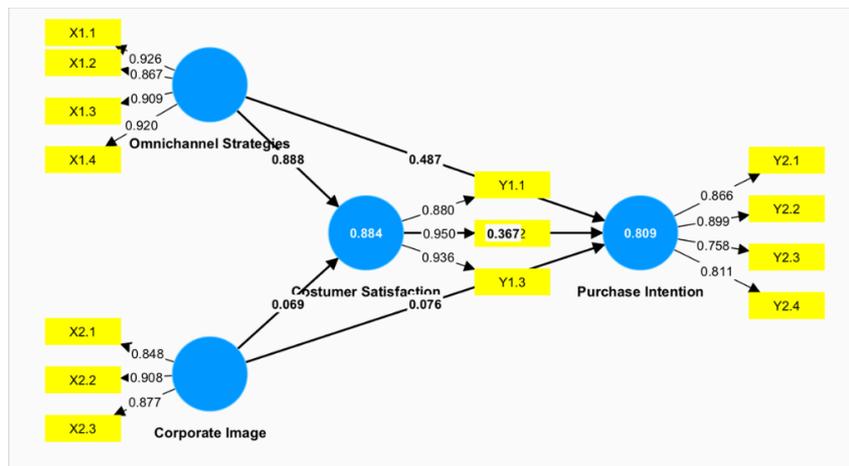
Furthermore, the researcher conducted a reliability test to determine whether the indicators to be used could be relied upon as measuring tool for variables. The results of the reliability test are as follows:

Tabel 3.2 Result of SPSS Reliability Test

No	Variabel	Croncbach' Alpha	Nilai Batas	Keterangan
1.	<i>Omnichannel Strategies</i>	0,762	0,6	Reliabel
2.	<i>Corporate Image</i>	0,848	0,6	Reliabel
3.	<i>Customer Satisfaction</i>	0,955	0,6	Reliabel
4.	<i>Purchase Intention</i>	0,897	0,6	Reliabel

Sumber: The Processed Data Results, 2023

The results of this calculation show that the Cronbach's alpha values for each statement have met the reliability criteria, namely Cronbach's alpha > 0.60. This indicates that all the questions asked are reliable or can be said to produce the same value when repeated.



Source: The data results using the SmartPLS 4 application, 2023

Figure 2. Structural Model

4.1.1 H₁ Testing (Influence of Omnichannel Strategies on Customer Satisfaction)

Based on the hypothesis testing results, it can be concluded that omnichannel strategies have a positive and significant effect on customer satisfaction, with a t-statistics value of 24.118 > 1.96. Therefore, it can be inferred from this study that the first hypothesis stating that omnichannel strategies have a positive and significant effect on customer satisfaction is accepted. **It means that fail to reject the hypothesis 1.**

4.1.2 H₂ Testing (Influence of Corporate Image on Customer Satisfaction)

Build upon the results of hypothesis testing, it can be observed that corporate image has a positive effect, but not significant, on customer satisfaction with a t-statistics value of 1.606 < 1.96. Therefore, it can be concluded from this research that according to the second hypothesis, corporate image has a positive but not significant effect on customer satisfaction. **It means that reject the hypothesis 2.**

4.1.3 H₃ Testing (Influence of Omnichannel Strategies on Purchase Intention)

Based on the results of the hypothesis testing, it can be concluded that omnichannel strategies have a positive and significant influence on purchase intention, with a t-statistics value of $4.049 > 1.96$. Therefore, it can be implied from this research that the third hypothesis asserting that omnichannel strategies have a positive and significant influence on purchase intention is supported. **It means that fail to reject the hypothesis 3.**

4.1.4 H₄ Testing (Influence of Corporate Image on Purchase Intention)

Build upon the results of hypothesis testing, it can be observed that corporate image has a positive but not significant effect on purchase intention with a t-statistics value of $1.366 < 1.96$. Therefore, it can be deduced from this research, in line with the third hypothesis, that corporate image has a positive but not significant influence on purchase intention. **It means that fail to reject the hypothesis 4.**

4.1.5 H₅ Testing (Influence of Customer Satisfaction on Purchase Intention)

The hypothesis testing results indicate that customer satisfaction significantly and positively influences purchase intention, with a t-statistics value of $3.164 > 1.96$. Consequently, in accordance with the third hypothesis, it can be inferred that customer satisfaction positively affects purchase intention but is not statistically significant. **It indicates that fail to reject hypothesis 5.**

4.1.6 H₆ Testing (The Variable of Customer Satisfaction Mediates the Influence of Omnichannel Strategies on Purchase Intention.)

On the basis of the hypothesis testing results, it can be observed that omnichannel strategies have a positive and significant effect on purchase intention through the mediating variable of customer satisfaction, with a t-statistics value of $3.250 > 1.96$. Thus, it can be concluded from this research, in line with the sixth hypothesis, that customer satisfaction mediates the influence of omnichannel strategies on purchase intention, which is positively and significantly influenced. **This proves that fail to reject hypothesis 6.**

4.1.7 H₇ Testing (The Variable *Customer Satisfaction* Mediates the Influence of *Corporate Image* on *Purchase Intention*)

According to the hypothesis testing results, it can be observed that corporate image has a positive but insignificant effect on purchase intention through the mediating variable of customer satisfaction, with a t-statistics value of $1.259 < 1.96$. Thus, it can be concluded from this research that according to the seventh hypothesis, customer satisfaction mediates the influence of corporate image on purchase intention positively but insignificantly. It is the evidence that **reject the hypothesis 7.**

4.2 Discussion

Upon examination of the convergent validity test results and discriminant validity test results, utilizing outer loading, cross-loading, and average variance extracted (AVE), it is evident that the indicators for each variable in this study are deemed valid, thus suitable for model construction in this research. Similarly, based on the findings of the reliability analysis employing Cronbach's alpha and composite reliability, it can be inferred that the variables under investigation are reliable and appropriate for measuring the model in this study. Furthermore, the instruments utilized for each variable are deemed to possess consistency as measurement tools.

The findings of this study are also in line with research conducted by Kopot and Cude (2021) titled "Omnichannel Effects on Customer Satisfaction and Purchase Intention in Fashion Department Stores", which shares similar indicators. It suggests that channel choice breadth facilitates customers in making selections effortless without visiting the store physically, channel service transparency aids in navigating the available clothing categories in the store, content consistency enables customers to monitor the availability of desired items in real-time with regular updates, and process consistency extremely contributes to maintaining customer satisfaction through consistent service delivery. Furthermore, customer purchase intention is demonstrated through transactional interest, which allows customers to make purchases in the store, referential interest, where customers are inclined to recommend the store's clothing to others, preferential interest, which encourages customers to express themselves while shopping in the store, and exploratory interest, as customers enjoy exploring the available options in the store and purchasing what they deem to be the best.

The similarity found in the research, Chen, 2021 states that the presence of store prestige, particularly in the organic food sector, is crucial in eliciting purchasing interest from customers. Furthermore, the *service quality of store* plays a pivotal role in heightening customer expectations, thereby driving exploratory interest. This suggests that customers who have not previously consumed organic food are intrigued to attempt the taste and benefits of organic products, ultimately leading to purchases.

Lai 2019 also asserts that the hotel's positive image, especially its store layout, serves as a crucial reference point for guests who wish to stay, aligning with their expectations. The hotel's reputation also serves as a supportive factor in fostering guests' intentions to stay and driving transactional interest, thus enticing

guests to stay at hotels in Macau. When examining the similarities among the indicators from previous research, they can provide a strong foundation for this study. Each indicator, including omnichannel strategies, corporate image, customer satisfaction, and purchase intention, is interrelated and interconnected.

The actions undertaken by the management of PT. Pegadaian Samarinda Area include:

- Market research and analysis: PT. Pegadaian identifies the needs and desires of customers, measures customer satisfaction levels, and assesses customer loyalty towards the products and services offered by PT. Pegadaian Samarinda Area.
- Pricing policy: The management of PT. Pegadaian establishes competitive prices for products and services, providing flexibility for customers to make various payments and installments.
- Distribution: PT. Pegadaian distributes products and services through easily accessible channels for customers, both offline and online. Offline distribution involves customers visiting PT. Pegadaian branches located throughout the region, while online distribution includes the use of mobile applications, online web platforms, and other digital channels.
- Promotion: Management at PT. Pegadaian conducts attractive promotions for services and products through various media channels that are easily accessible to customers and the public.

Upon examining the structural model analysis and the t-test conducted, it is evident that the relationship between omnichannel strategies and customer satisfaction exhibits significance, as does the relationship between corporate image and customer satisfaction. Omnichannel strategies towards purchase intention demonstrate significance, as well as corporate image towards purchase intention, and customer satisfaction towards purchase intention also manifests significance.

4.2.1 Influence of Omnichannel Strategies on Customer Satisfaction

Based on the path coefficient test results, the t-statistics values indicate a significant influence of omnichannel strategies on customer satisfaction. The hypothesis testing results exhibit a p-value of 0.000, which is < 0.05 , and a t-statistics value of $24.118 > 1.96$. Omnichannel strategies have a positive and significant effect on customer satisfaction, which a higher level of omnichannel strategies corresponds to increased customer satisfaction. This implies that customers will be more satisfied as PT. Pegadaian Samarinda area implements various service features tailored to customer needs through their channel services, thus contributing to higher customer satisfaction.

The findings of this study are consistent with research conducted by Cook (2014), which suggests that customers using omnichannel channels exhibit a distinct set of behaviors compared to traditional customers. This is attributed to the presence of channel choice breadth and channel service transparency, which provide customers with better information and the freedom to choose and utilize technology, leading to increased loyalty and profitability. These similarities are further supported by research conducted by Argyris & Park (2015), indicating that a well-established omnichannel presence, particularly in terms of content consistency, leads companies to reduce the risk of customer loss as long as they continue to provide integrated services and seamless, intuitive transitions across all channels, while remaining consistent with the latest updates to ensure customer satisfaction. Additionally, research by Mainardes et al. (2020) suggests that well-integrated interactions can result in customer satisfaction and directly influence consumer loyalty.

4.2.2 Influence of Omnichannel Strategies on Purchase Intention

According to the results of the path coefficient test, the t-statistics values indicate a significant positive impact of omnichannel strategies on purchase intention. The hypothesis testing results reveal a p-value of 0.000, indicating that the value is < 0.05 , and a t-statistics value of $4.049 > 1.96$. Omnichannel strategies have a positive and significant effect on purchase intention, implying that higher levels of omnichannel strategies lead to increased purchase intention. This is evident in customers' interest in purchasing products such as gold savings and others, which is greatly influenced by the various services and channel facilities provided by PT. Pegadaian Samarinda area.

The knowledge of this study are also in line with the research conducted by (Pasaribu et al., 2022), which highlights that the presence of omnichannel options in society facilitates consumers in conducting transactions and purchasing desired products. With the current technological advancements, consumers no longer need to physically visit stores or retail outlets, thereby increasing their purchase intention. Similarly, another study by (Gao & Fan, 2021) states that consumer experiences can influence their interest in purchasing services offered by companies.

4.2.3 Influence of Corporate Image on Customer Satisfaction

The path coefficient test results indicate that the t-statistics values show a positive but not statistically significant impact of corporate image on customer satisfaction. The hypothesis testing results reveal a p-value of 0.108 (> 0.05), with a t-statistics value of 1.606 (< 1.96). Despite the positive influence, the relationship between corporate image and customer satisfaction lacks statistical significance. Positive impact here implies that as corporate image improves, customer satisfaction tends to increase. This observation aligns with PT. Pegadaian's consistent efforts to uphold its reputation and enhance its operational performance, contributing to customers' overall comfort and satisfaction during transactions.

The results of this investigation diverge from the findings of Sallam (2016), who posited that corporate image is construed as a holistic impression retained in consumers' cognitive faculties, shaped by a fusion of sentiments, perceptions, attitudes, and interactions with the organization. This impression is then transmuted into either a favorable or unfavorable image contingent upon the consumers' emotional responses and experiential encounters. Furthermore, the study conducted by Winarno et al. (2020) contends that customer satisfaction can also be influenced by corporate image variables. Their research suggests that in subsequent developments, customers will discriminate between products primarily based on the corporate image. Consequently, corporate image plays a pivotal role in customer satisfaction. Hence, it can be inferred that the corporate image entrenched within an organization serves as a pivotal determinant in ensuring customer contentment.

4.2.4 Influence of Corporate Image on Purchase Intention

The results of the path coefficient test indicate that the influence of corporate image on purchase intention is positively but not significantly affected. The hypothesis testing yields a p-value of 0.172, indicating a value > 0.05 , with a t-statistic of 1.366, which is less than 1.96. This suggests that the corporate image of PT. Pegadaian Samarinda Area does not significantly influence purchase intention.

These findings differ from the study conducted by Reyes et al. (2018), which emphasized the significance of corporate image as a crucial aspect in achieving organizational objectives. It was highlighted that a company's reputation must align with its activities; otherwise, any disparity could negatively impact the company's image and lead to undesired outcomes. Additionally, research by Riana & Dewi (2019) suggests that customer satisfaction can significantly mediate the relationship between corporate image and purchase intention.

Influence of Customer Satisfaction on Purchase Intention

The outcomes of the path coefficient test indicate that customer satisfaction significantly influences purchase intention. The hypothesis testing yields a p-value of 0.002, which is < 0.05 , with a t-statistic of 3.164, > 1.96 . Customer satisfaction positively and significantly affects purchase intention, implying that higher levels of customer satisfaction correspond to higher purchase intentions. This is evidenced by the purchasing interest of customers in products such as gold savings and others at PT. Pegadaian Samarinda Area, which is greatly influenced by customer satisfaction.

These findings align with research by Alavi et al. (2016), where customer satisfaction serves as an evaluation of a product, service feature, or the product or service itself based on customer interaction experiences. Additionally, research by Ali (2016) suggests that the relationship between customer satisfaction and intentions has received significant attention across various contexts such as hospitality, tourism, restaurants, and others.

4.2.5 The Influence of Omnichannel Strategies on Purchase Intention through Customer Satisfaction

Based on the results of the path coefficient test, the t-statistics values indicate a positive and significant influence of customer satisfaction on purchase intention. The hypothesis testing results show that the p-values are recorded at 0.001, indicating a value < 0.05 , and the t-statistics value is 3.250, which is greater than 1.96.

These findings correspond with the research conducted by Gao & Fan (2021), which suggests that customer satisfaction can influence consumer behavior, including their purchase decisions. Consistent customer experiences with a company's services, meeting their needs, can enhance the perceived value of the company by consumers. Such consumer experiences can impact the intention to purchase the services offered by the company.

4.2.6 The Influence of Omnichannel Strategies on Purchase Intention through Customer Satisfaction

The findings from the path coefficient test indicate that customer satisfaction positively influences purchase intention, albeit insignificantly. The hypothesis testing results reveal a p-value of 0.208, indicating a value greater than 0.05, and a t-statistic of 1.259, which is less than 1.96.

These results are incongruent with the study conducted by Riana and Dewi (2019), which posited that a positive image can instill a sense of security in customers during their interactions, consequently leading to customer satisfaction. When customers feel comfortable and secure, it significantly impacts their psychology,

encouraging them to proceed with transactions, possibly leading to purchases. The better and more positive the image, the greater the influence on customers' desire to make purchases.

V. CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the analysis, testing, and research conducted, the following conclusions can be drawn:

1. Omnichannel Strategies have a positive and significant influence on Customer Satisfaction. The findings of this study support the hypothesis that Omnichannel Strategies positively and significantly influence Customer Satisfaction, thus confirming the hypothesis. This implies that the provision of multiple services assists customers in feeling satisfied.
2. Corporate Image has a positive but non-significant effect on Customer Satisfaction. The results of this study contradict the hypothesis stating that Corporate Image has a positive and significant influence on Customer Satisfaction; therefore, the hypothesis is rejected.
3. Omnichannel Strategies have a positive and significant effect on Purchase Intention. The findings of this study align with the hypothesis stating that Omnichannel Strategies positively and significantly influence Purchase Intention; hence, the hypothesis is fail to be rejected.
4. Corporate Image has a positive but non-significant effect on Purchase Intention. The results of this study do not align with the hypothesis stating that Corporate Image positively and significantly influences Purchase Intention; thus, the hypothesis is rejected.
5. This study is in line with the hypothesis stating that Customer Satisfaction has a positive and significant effect on Purchase Intention; thus, the hypothesis is accepted. This indicates that customer satisfaction ultimately serves as an attraction for making purchase intentions at PT. Pegadaian Samarinda Area.
6. Based on the research findings, Omnichannel Strategies have a positive and significant effect on Purchase Intention through Customer Satisfaction. These results align with the hypothesis that Customer Satisfaction mediates the relationship between Omnichannel Strategies and Purchase Intention, thus the hypothesis is fail to reject.
7. According to the research findings, Corporate Image has a positive but non-significant effect on Purchase Intention through Customer Satisfaction. These results contradict the hypothesis that Customer Satisfaction mediates the relationship between Corporate Image and Purchase Intention, leading to the hypothesis is rejected.

5.2 Recommendation

1. From the point of view of analysis of Omnichannel Strategies on Customer Satisfaction, it is recommended that PT. Pegadaian Samarinda area continuously enhances and develops the available service channels for customers. Given the ongoing digital era, updates must be consistently implemented to ensure customer satisfaction.
2. Recommended based on the analysis of Omnichannel Strategies on Customer Satisfaction, PT. Pegadaian Samarinda area should regularly evaluate the provided channels. It is expected that with easily understandable channels, customers engaging in transactions will have purchase intentions in the future.
3. It is suggested that based on the analysis of Corporate Image on Customer Satisfaction, PT. Pegadaian Samarinda area should maintain corporate branding efforts and establish a positive image to ensure customer satisfaction in transactions.
4. Recommended according to the analysis of Corporate Image on Purchase Intention, PT. Pegadaian Samarinda area should continuously improve company performance and ensure consistency in service delivery. This will ensure that customers engaging in transactions genuinely have purchase intentions.
6. It is recommended based on the analysis of Customer Satisfaction on Purchase Intention, PT. Pegadaian Samarinda area should ensure that its customers are satisfied, ultimately leading to purchases of the services provided by PT. Pegadaian Samarinda area.
7. For Researchers
This study may not have yielded optimal results, and it is hoped that future research will provide better outcomes. Additionally, increasing the sample size and expanding the scope of the study could provide a broader understanding of Customer Satisfaction and Purchase Intention.

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