Stimulus Organism Response Perspective on Understanding Gen Z's Loyalty in Shopping on the TikTok Shop

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ABSTRAK

This study aims to identify and analyze the direct effect of integration channels on customer affective and cognitive experiences and customer loyalty, as well as an indirect relationship where affective and cognitive experiences mediate between integration channels and customer loyalty Gen Z. This research is quantitative. The population used was Generation Z in Medan City with a sample size of 253 respondents. Sampling was carried out using a non-probability sampling approach using purposive sampling. The results of this study are product integration and price and transactions have a significant effect on customer experience both affectively and cognitively. Integration of promotions and access to information does not significantly affect the customer's experience effectively and cognitively. Customer service integration significantly affects cognitive customer experience but does not affect effective customer experience. The integration of customer service fulfillment has a significant effect on the customer's affective experience and does not affect the cognitive customer experience. Meanwhile, affective and cognitive customer experiences significantly affect Gen Z customer loyalty. In an indirect relationship, affective and cognitive customer experiences can mediate between promotion integration and access to information on customer loyalty. Affective experience cannot mediate between customer service integration on Gen Z loyalty while cognitive customer experience can mediate. Cognitive customer experience cannot mediate between integration of order fulfillment and loyalty, while affective experience can mediate. This research contributes to the omnichannel marketing literature by providing new insights into the importance of affective and cognitive customer experiences in omnichannel shopping.

1. INTRODUCTION

Generation Z likes unique and interesting things and is a generation that is experiencing changes in online and offline shopping behaviour. Generation Z often changes platforms, brands, and products when shopping because they want to find new experiences. Generation Z customer loyalty is an important issue for retailers (Raydiant., https://www.raydiant.com/blog/state-of-consumer-behaviour-2021). Loyalty reflects the willingness to consider a retailer as one of their first choices in considering positive reviews of the retailer and providing recommendations of the retailer to others. Customer loyalty is a phenomenon considered profitable for businesses because it involves customers in behaviour that contributes to the company's profitability. This can be proven by customers repeatedly making purchases from a retailer, showing preference for the brand, and engaging in word-of-mouth advocacy (Molinillo et al., 2022).

Customer experience on offline and online retailer customer loyalty was stated by (Pekovic & Rolland, 2020). Where customer experience is holistic and includes customer reactions to brand or company interactions beyond specific channel characteristics (Lemon & Verhoef, 2016). People are gradually getting used to the use of omnichannel services. Omnichannel strategy is a contemporary retail methodology characterized by the coordinated administration of multiple channels and consumer touchpoints, to improve customer experience and optimize channel performance (Molinillo et al., 2022). Customer experience is of concern to many researchers because customer experience is considered a competitive advantage that is difficult to replace (Homburg et al., 2015). Gao et al., (2021a), stated that integrated customer service and cognitive customer experience do not affect intention to return to using omnichannel through customer experience. Integrated products and prices and effective customer experience do not affect omnichannel usage intentions through customer experience.

To overcome the research gap above, this research aims to study how customer involvement and customer experience mediate between integration channels (omnichannel) on customer loyalty in Generation Z in Medan

City. The main contribution of this research is to see how Generation Z loyalty is seen from customer experience (affective and cognitive) and customer engagement in an omnichannel context.

Literature Review

The Theory of Planned Behaviour is the best theory to explain human behaviour with the environment (Yadav & Pathak, 2016). The TPB model comprises three psychological domains: attitudes, subjective norms, and perceived behavioural control. TPB theory is an extension of the theory of reasoned action which states that a person's behaviour is influenced by the intention to carry out a behaviour. Intention theory develops consumer behaviour by adding attitudinal variables, subjective norms, and perceived behavioural control (Jain et al., 2017). This research looks at customer loyalty attitudes and behaviour from the perspective of Stimulus Organism Response (SOR) theory. Stimulus-Organism-Response (SOR) framework theory was introduced by Mehrabian and Russell as quoted from Gao et al., (2021a). The SOR framework consists of a stimulus that functions as an independent variable, an organism as a mediator variable, and a response as a dependent variable. The SOR framework shows S (stimulus) can influence the customer's mood, and O (organism) evokes a behaviour al response (R).

Customer Loyalty

Loyalty is a strongly held commitment to repurchase a preferred product or service consistently in the future which will ultimately form a series of repeated purchases of the same brand despite situational influences and marketing efforts that can cause customer switching behaviour (Kotler and Keller, 2018). There are 3 types of loyalty, namely attitudinal, situational, and behavioural loyalty. Customer loyalty is a state of behaviour that a person exhibits towards a brand, service, store, product category, and other activities. In addition, customer loyalty can take the form of a commitment to continue doing business with the company on an ongoing basis (Asgarpour et al., 2013). Minh Tri Ah, (2021), customer loyalty refers to a strong and long-lasting commitment to consistently repurchase or re-subscribe from selected products or services in the future. This commitment leads to repeat purchases of the same brand or set of brands, even in the face of situational influences and marketing efforts that might encourage customers to switch to alternative options. Customer loyalty is a phenomenon characterized by customer behaviour that contributes to the profitability of a company. This is evidenced by customers making repeat purchases from certain stores, showing preferences for certain brands, and advocating through word of mouth (Molinillo et al., 2022). The success of an omnichannel business strategy lies in the ability of customers to interact with merchants thereby influencing the complexity of the purchasing process and growing customer loyalty to the business (Gao, Fan, et al., 2021a).

According to Herhausen et al., (2019), to effectively manage complex client journeys, retailers must have a comprehensive understanding of the contextual factors that influence customer loyalty across the various online and offline channels that customers use to interact with the organization. Thakur, (2019), loyalty refers to a client's tendency to maintain a firm commitment to a particular supplier (seller) in the market by engaging in repeat purchasing experiences. The dimensions used in this research are based on research conducted by Minh Tri Ah, (2021), where customer loyalty is assessed through two different dimensions: repurchase intention and positive Electronic Word of Mouth (E-WoM).

Channel Integration (Omnichannel)

Channel integration is defined as the extent to which a company coordinates the objectives, design, and deployment of its channels to create synergies for the company and offer special benefits to its customers (Cao & Li, 2015). Channel integration is one of the most important aspects of omnichannel retailing (Z. W. Y. Lee et al., 2019). Channel integration explains the company's efforts to establish close cooperation with various companies to achieve synchronized operational activities (Hamouda, 2019). Channel integration is also called omnichannel. (Brown & Cook, 2016), the word omni is related to "everywhere or all, everything", so the term omnichannel is understood as omnipresent or involving "everything" of the distribution process. Omnichannel is a strategy of using different communication channels simultaneously and interconnectedly to strengthen online and offline channel relationships to create a customer shopping experience (Lisbon, n.d.). Omnichannel is a coordinated offering using all channels a company has to provide a seamless experience (Levy et al., 2014).

Channel integration is one of the important elements of omnichannel commerce that has been highlighted in previous research (Z. W. Y. Lee et al., 2019; Shen et al., 2018). Channel integration refers to strategic initiatives undertaken by a company to encourage effective collaboration among its various channels, to achieve harmonious operational activities (Hamouda, 2019; Saghiri & Mirzabeiki, 2021). The concept of channel integration has an important meaning in managing clients who utilize omnichannel services (Z. W. Y. Lee et al., 2019). Channel integration is widely recognized as an important factor in achieving successful implementation of an omnichannel retail strategy. Companies or stores have the potential to successfully implement an omnichannel strategy by integrating all their channels efficiently and seamlessly. The integration process covers various layers, including

logistics, marketing, and internal company operations (Le & Nguyen-Le, 2020). Channel integration has great significance for companies and retailers because it enables the provision of a cohesive shopping experience in an omnichannel environment (Zhang et al., 2018). Channel integration is widely recognized as a strategic approach to effectively manage and synchronize multiple types of engagement, including but not limited to retail channels, media platforms, fulfillment methods, websites, and physical stores.

The dimensions used in this research refer to previous research conducted by (Gao, Fan, et al., 2021a; Taufique Hossain et al., 2017; Zhang et al., 2018). These studies use six main dimensions to assess integration channels, specifically: (1) promotion integration, (2) product and price integration, (3) transaction information integration, (4) information access integration, (5) fulfillment integration, and (6) customer service integration.

Customer Experience

Holbrook and Hirshman, quoted from (Becker & Jaakkola, 2020), define experience as the totality of events experienced by a person that influence the emotions that occur when there is direct interaction through the stimulation of goods and services consumed. Cognitive experience emphasizes the efficiency with which clients obtain products and services. Evaluations of goods and subsequent purchasing decisions made by customers are influenced by various aspects of the customer experience, including functional information such as product/service quality and price (Barari et al., 2020). In contrast, the emotive experience domain is concerned with the enjoyment and entertainment that customers derive from involvement in the purchasing effort. The dimensions of customer experience refer to (Barari et al., 2020), namely affective and cognitive experience.

Framework and Hypothesis
Direct Relationship Between Variables
Integration of Promotions in Cognitive and Affective Customer Experiences

Promotional integration relates to the occurrence where advertising or information publications are consolidated in one channel, thereby growing client awareness across all channels hosted by the company (Zhang et al., 2018). Promotion integration allows customers to obtain promotions regarding information about the company's online store from their offline store (Zhang et al., 2018). Effective promotional integration can trigger customers' cognitive experiences rather than affective experiences because companies serve customers who need information. A higher level of promotional integration implies that online and offline promotional information is carried out consistently (Zhang et al., 2018), which can reduce costs incurred by customers and help customers save money from purchasing activities (Wu & Chang, 2016). Direct integration of information can save shopping money, and increase customer shopping efficiency and utilitarian value. Customer cognitive experience focuses on information functions that can help customers make better shopping decisions (Herhausen et al., 2019). The promotional integration process is useful for improving retail functions and the efficiency of operational activities, thereby influencing the customer's cognitive experience more strongly than the customer's affective experience. Thus, the following hypothesis can be formulated:

H1a: Promotion Integration (PI) has a positive effect on customer cognitive experience (CE)
H1b: Promotion integration (PI) has a positive effect on customer affective experience (AE)

Product and Price Integration in Cognitive and Affective Customer Experiences

Product and price integration refers to providing consistent product and price information across all company channels (Zhang et al., 2018). With this integration, customers can receive clear information regarding the same product category, description, and price in an omnichannel system. Offering consistent product and price information across all touchpoints can increase the accuracy of company information and reduce customer confusion (Zhang et al., 2018). Customers have more channel choices and can use shopping channels that suit customer preferences which can create a satisfying customer experience. Product and price integration results in a consistent cognitive experience across all channels (Zhang et al., 2018). This functional information can help save costs, maximize shopping utility, and make shopping decisions that are efficient and convenient for customers and become a driver of customer cognitive experience (Herhausen et al., 2019). Thus, the following hypothesis can be formulated:

H2a: Product and price integration (PPI) has a positive effect on customer cognitive experience (CE)
H2b: Product and price integration (PPI) has a positive effect on customer affective experience (AE)

Transaction Information Integration in Cognitive and Affective Customer Experience

Transaction information integration refers to the collection of customer transaction information across company channels (Zhang et al., 2018). This integration ensures that every customer is treated as the same customer across all different touchpoints in an omnichannel system (Zhang et al., 2018). This integration allows customers to manage their purchase records easily and access purchase history through the company's integrated

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transaction information service, making it easier for customers to make purchasing decisions in the future. Customers can enjoy a superior customer experience when transaction information is well integrated. The transaction information integration is more effective on the customer's cognitive experience than on the customer's affective experience because this integration is an information-based integration process that is related to functional aspects and is conducive to customer decision-making (M. Zhang et al., 2018). This integration activity makes it easier for customers to search for products quickly in various channels and is very effective in making shopping decisions (Wu & Chang, 2016). Thus, transaction information integration is very effective in informing customers' cognitive experiences compared to customers' affective experiences. Thus, the following hypothesis can be formulated:

H3a: Transaction information integration (TII) has a positive effect on customer cognitive experience (CE)

H3b: Transaction information integration (TII) has a positive effect on customer affective experience (AE)

Information Access Integration in Cognitive and Affective Customer Experience

Information access integration refers to the extent to which customers can access information in one channel and another (Zhang et al., 2018). In an omnichannel system, integrated access to information makes it easier for customers to browse products and inventory in online and offline stores. Customers can also access information storage online through the company's offline stores. This integration activity allows customers to get information across all channels owned by the company. Customers feel comfortable accessing and makes it easier to switch to other channels (Zhang et al., 2018), which improves the overall customer experience. Information access integration can enhance affective experiences that are better than customers' cognitive experiences. Information access integration is considered customer processing (high customer contact) that requires good procedures and personnel service participation (Gao & Fan, 2021). Customer affective experience describes the pleasure and entertainment for customers from the shopping process (Barari et al., 2020). Therefore, information access integration will result in a better customer-effective experience during the customer shopping journey. Thus, the following hypothesis can be formulated:

H4a: Information access integration (IAI) has a positive effect on customer cognitive experience (CE)

H4b: Information access integration (IAI) has a positive effect on customer affective experience (AE)

Fulfillment Integration in Cognitive and Affective Customer Experience

Fulfillment integration indicates that an organization can ensure that customers successfully navigate the entire transaction process, which includes ordering, payment, and delivery, through one or multiple channels (Zhang et al., 2018). As an illustration, consumers have the option to make purchases from e-commerce platforms and then pick up the purchased goods from physical stores that are under the ownership of the same company. Fulfillment integration allows customers to take advantage of the opportunity to redeem coupons or vouchers at both the company's online and offline retail outlets. The order fulfillment process increases consumer comfort and satisfaction in transactions (Lee et al., 2019), thereby improving the overall customer experience.

Fulfillment integration influences the affective customer experience more significantly than the customer's cognitive experience. Fulfillment integration is also considered a service contact that stimulates customers to interact with service personnel and enjoy the entire shopping process activities. Customers' affective experience is closely related to shopping enjoyment (Herhausen et al., 2019). Thus, the following hypothesis can be formulated:

H5a: Fulfillment integration (FI) has a positive effect on customer cognitive experience (CE)

H5b: Fulfillment integration (FI) has a positive effect on customer affective experience (AE)

Integration of Customer Service in Cognitive and Affective Customer Experience

Customer service integration involves companies providing consistent standard service support through one channel for products purchased in other channels (Zhang et al., 2018). For example, customers can return and repair products purchased online by visiting an offline store. Customer service integration more strongly influences customers' affective experiences than customers' cognitive experiences, because affective experiences focus on the pleasure and enjoyment of shopping (Barari et al., 2020). Customer service integration allows customers to receive consistent service across all company channels (Wu & Chang, 2016). Customers who buy products online feel low risk because customers can submit claims, register complaints, and return products at accessible offline stores (Hossain et al., 2020). Customer service integration gives customers more channels to make purchases, acquire new things, and be more efficient in shopping (Wu & Chang, 2016). Therefore, customers can have a more hedonic and enjoyable shopping experience. Thus, the following hypothesis can be formulated:

H6a: Customer service integration (CSI) has a positive effect on customer cognitive experience (CE)

H6b: Customer service integration (CSI) has a positive effect on customer affective experience (AE)

Customer Cognitive and Affective Experiences on Loyalty

Improving customer experience has emerged as a key focus area in the service, marketing, and management domains (De Keyser et al., 2020; Gerea et al., 2021). The concept of customer experience refers to the culmination of customer interactions with various elements such as products, services, personnel, and retail shopping locations (Bustamante & Rubio, 2017). The omnichannel customer experience is influenced by both cognitive and emotional notions. The concept of customer cognitive experience is related to the customer's effectiveness in obtaining goods and services, while the customer's affective experience is cantered on the pleasure and entertainment obtained from the act of purchasing (Barari et al., 2020). Loyalty explains a customer's commitment to continuing to relate to a company, purchasing the products and services offered by the company, and recommending them to others. Customers who have a positive experience with a company when shopping can create loyalty. Customers will share their experiences with other people in the form of e-commerce in the form of reviews on social media and recommend to other people to make purchases from the same company. Thus, the following hypothesis can be formulated:

H7a: Customer cognitive experience (CE) has a positive effect on customer loyalty (CL)
H7b: Customer affective experience (AE) has a positive effect on customer loyalty (CL)

Indirect Relationship Between Variables
Integration of Promotions on Customer Loyalty Through Cognitive and Affective Experiences

Promotional integration refers to information published in one channel which is expected to encourage customer awareness of all channels owned by the company (Gao et al., 2021a). This integration allows customers to get information about promotions in offline and online stores from one company. Customers can find promotional information carried out in online and offline stores (Zhang et al., 2018). Effective promotional integration can trigger cognitive experiences rather than affective experiences because promotional information can fulfill customers' needs for information. Promotion integration states that information regarding promotions in online and offline stores must be consistent so that it can reduce customer costs and customers save time and money when making purchase transactions (Wu & Chang, 2016). Customer cognitive experience focuses on functional information that can help customers make good shopping decisions (Herhausen et al., 2019). Promotional integration is useful for improving retail functions and operational efficiency so that it can influence a stronger customer experience compared to an effective experience and ultimately can create customer loyalty to one retailer. Customer cognitive and affective experiences can strengthen customer loyalty. Customers will leave positive reviews and spread positive information about the retailer through word of mouth. Thus, the hypothesis proposed is:

H8a: Cognitive experience (CE) can mediate promotion integration (PI) on customer loyalty (CL)
H8b: Affective experience (AE) can mediate promotion integration (PI) on customer loyalty (CL)

Product and Price Integration on Customer Loyalty Through Cognitive and Affective Experiences

Product and price integration refers to the consistent provision by retailers of products and prices across all channels owned by the retailer (Zhang et al., 2018). (Customers can receive identical information regarding product categories, descriptions, and prices in an omnichannel system. Retailers offer consistent product and price information across all retail touchpoints, thereby increasing data accuracy and reducing customer confusion (Zhang et al., 2018). Customers have many channel choices and can use the shopping channels according to their wishes, thereby creating a satisfying customer experience. Product and price integration can produce better customer cognitive experiences than customer affective experiences because information about products and prices is consistent across all channels (Zhang et al., 2018). Omnichannel retailers can ensure that the product and price information provided is consistent so that customers do not have to make extra effort to compare products and prices across channels. Consistent product and price information can save assessment costs, maximize shopping utility, and enable more efficient and convenient shopping decisions for customers (Herhausen et al., 2019). Customers who feel comfortable when shopping will create customer loyalty. The cognitive and affective experiences that customers gain from retailers with product integration and consistent prices are expected to strengthen customer loyalty. Thus, the hypothesis proposed is:

H9a: Cognitive experience (CE) can mediate product and price integration (PPI) on customer loyalty (CL)
H9b: Affective experience (AE) can mediate product and price integration (PPI) on customer loyalty (CL)

Integration of Information Transactions on Customer Loyalty Through Cognitive and Affective Experiences

Transaction information integration refers to collecting customer transaction information data across all channels (Zhang et al., 2018). This integration ensures that customers receive the same treatment at various touchpoints in an omnichannel system (Gao et al., 2021a). This integration allows customers to easily manage

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purchase records and easily access previous purchases through the retailer's transaction information services. Retailers should provide information transaction facilities for future customer decision-making. Retailers can offer recommendations to customers based on the integration of transaction information such as personal preferences, shopping history, and purchasing patterns (Gao, Li, et al., 2021b). Customers can enjoy a superior experience when transaction information is highly integrated. Integration of transaction information can create cognitive and affective experiences (Gao & Fan, 2021). Retailers should provide integrated transaction information so that customers can easily access and verify their purchasing history. This is useful for customers to repurchase products they have previously purchased. This integration makes it easier for customers to quickly search for the products they want in various channels and make shopping decisions more effectively (Wu & Chang, 2016). Customer cognitive experience focuses on efficiency in obtaining products and services (Gao, Li, et al., 2021b). So, the integration of transaction information is very useful in informing customers' cognitive experiences compared to affective customers. Customers who experience positive cognitive and affective experiences will make repeat purchases at the same retailer. Thus, the hypothesis proposed is:

H10a: Cognitive experience (CE) can mediate transaction information integration (TII) on customer loyalty (CL)

H10b: Affective experience (AE) can mediate transaction information integration (TII) on customer loyalty (CL)

Integration of Information Access to Customer Loyalty Through Cognitive and Affective Experiences

Information access integration focuses on the extent to which customers can access information about the products offered by retailers in both online and offline stores and customers can access product inventory (Gao, Fan, et al., 2021a). With this integration, customers can obtain information about the products offered in all channels owned by the retailer to create a seamless customer experience throughout (Zhang et al., 2018). This integration is considered more effective in improving customer experience both cognitively and effectively as well as creating customer loyalty where customers will make repeat purchases. Flexible information access facilities provide service convenience and good shopping enjoyment for customers and can lead to interpersonal interactions (customers and retailers). Affective customer experience describes the pleasure and entertainment obtained from shopping activities in online and offline stores (Barari et al., 2020). Customers who experience fun and entertainment are more likely to become loyal customers and return to the same retailer. Therefore, the integration of information access can generate customer loyalty by creating customer experiences both cognitively and effectively. Thus, the hypothesis proposed is:

H11a: Cognitive experience (CE) can mediate information access integration (IAI) on customer loyalty (CL)

H11b: Affective experience (AE) can mediate information access integration (IAI) on customer loyalty (CL)

Integration of Order Fulfillment on Customer Loyalty Through Cognitive and Affective Experiences

Order fulfillment integration is a retailer's ability to guarantee that customers can complete the transaction process, including ordering, payment, and delivery through one or more channels. In this integration, customers can buy products at online stores and pick up products at offline stores. Integrated order fulfillment increases customer comfort and satisfaction in carrying out shopping transactions thereby contributing to an optimal customer experience (Gao, Li, et al., 2021b). This integration influences the customer experience significantly more on an affective experience than a cognitive one. Integrated order fulfillment, where customers can visit offline stores to assess products in physical stores before placing orders online (Gao, Li, et al., 2021b). This integration can reduce the risk of loss borne by customers, and increase customer trust, satisfaction, and loyalty towards retailers (Wu & Chang, 2016). Order fulfillment integration is a service with high customer contact by stimulating customers to interact with service personnel and enjoy all shopping activities. Customers' affective experiences are closely related to shopping enjoyment (Herhausen et al., 2019). The shopping pleasure obtained by customers can give rise to the customer's desire to return to the same retailer. Thus, the hypothesis proposed is:

H12a: Cognitive experience (CE) can mediate fulfillment integration (FI) on customer loyalty (CL)
H12b: Affective experience (AE) can mediate fulfillment integration (FI) on customer loyalty (CL)

Integration of Customer Service on Customer Loyalty Through Cognitive and Affective Experiences

Customer service integration provides standardized support and service consistency from retailers across all channels they own (Gao, Fan, et al., 2021a). Customers can return and repair products purchased online by visiting offline stores (Gao, Li, et al., 2021b). Retailer-owned online stores offer after-sales service support for products purchased in physical stores. Integrated customer service produces high-service convenience and meets various customer needs, further enhancing the customer experience. This integration relates more strongly to customers' affective experiences than to cognitive ones. Affective experiences focus on the pleasure and enjoyment

of shopping (Barari et al., 2020). This integration allows customers to receive consistent service across all retailer channels (Wu & Chang, 2016) and can increase customer trust, satisfaction, and loyalty (Gao, Li, et al., 2021b). Integrated customer service gives customers plenty of room to choose channels and carry out purchasing activities on preferred channels (Wu & Chang, 2016). Customers who receive satisfactory service are more likely to return to the same retailer and make repeat purchases. Thus, the hypothesis proposed is:

> H13a: Cognitive experience (CE) can mediate customer service integration (CSI) on customer loyalty (CL)
>
> H13b: Affective experience (AE) can mediate customer service integration (CSI) on customer loyalty (CL)
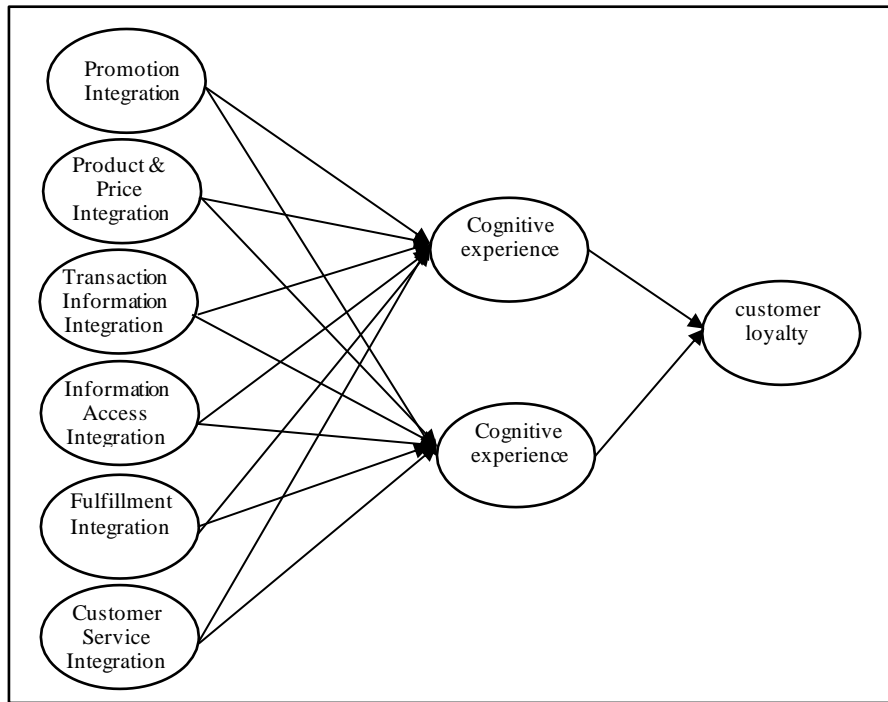

Figure 1. Research Conceptual Framework

2. METHODS

The research methodology used in this research is quantitative, with a focus on collecting and analysing numerical data. The research location used as a sample by researchers consisted of users of the TikTok Shop application located in Medan City, North Sumatra. The research was conducted between April 2023 and October 2023. The research required a sample size of 253 participants. The sampling strategy uses a non-probability sampling approach, specifically using purposive sampling. The sample criteria are individuals who have carried out shopping activities either offline or via the TikTok Shop application. The methodology used to answer the research questions involved utilizing a structural equation modelling (SEM) approach, specifically using SmartPLS as the software. This research examines the relationship between customer loyalty as an independent variable and customer experience (namely affective and cognitive dimensions) as a mediating variable

3. RESULTS AND DISCUSSION

Results

There were 253 questionnaires collected in this research. The minimum number of respondents in this study was 140 respondents. All questionnaires collected were suitable for use as samples so the total sample in this study was 253 respondents. The identity of the respondents in this research is described as follows:

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Table 1. Respondent Characteristics

Measures	Items	Frekuensi	Presentasi
Gender	Man	78	31%
	Female	175	69%
Age	17-22 years	214	85%
	23-27	39	15%
	Clothes	23	9%
	Shoes	124	49%
Product	Accessories	24	10%
	Bag	13	5%
	Others product	69	27%
Duration of purchase	1 time	184	73%
	2 – 4 time	66	26%
	5 – 7 time	2	1%
	more than 8	1	0%
Funds spent	Rp 100.000 – Rp 500.000	244	96%
	Rp 600.000 – Rp 1.000.000	8	3%
	Rp 1.000.000 – Rp 1.500.000	1	0.00

Convergent Validity

This model shows increased discriminant validity when the square root of the average variance extracted (AVE) for each construct exceeds the correlation between the two constructs in the model. To meet the criteria for a good AVE value, a value exceeding 0.50 is required. In this research, the AVE value and square root of AVE for each construct can be shown as follows:

Table 1. AVE value and AVE squared

Variable	AVE value	AVE squared
PI	0.730	0.533
PPI	0.828	0.685
TII	0.821	0.674
IAI	0.778	0.605
FI	0.734	0.539
CSI	0.751	0.564
CCE	0.821	0.673
CAE	0.882	0.778
Loy	0.753	0.567

Based on the findings shown in Table 1, all constructs examined in this study showed an average variance extracted (AVE) value exceeding 0.50. The promotion integration variable shows the lowest AVE value of 0.730, while the affective experience variable shows the highest AVE value of 0.883. Based on the findings presented in Table 1, it can be observed that the square root of the average variance extracted (AVE) for each construct exceeds the corresponding correlation value. This shows that the constructs included in the research model have satisfactory discriminant validity.

Composite Reliability

In addition to evaluating convergent reliability and discriminant validity, the outer model can also be assessed by testing the reliability of the construct or latent variable. This can be known by calculating the composite reliability value which is considered reliable if it exceeds 0.70. The table below presents SmartPLS output findings for composite reliability values:

Table 2. Nilai *Composite Reliability*

Variable	Composite Reliability
PI	0.915
PPI	0.935

TII	0.932
IAI	0.913
FI	0.892
CSI	0.900
CCE	0.948
CAE	0.957
Loy	0.955

The combined dependency value for all constructs, as shown in Table 2, exceeds the threshold of 0.70. Based on the values obtained, it can be concluded that all contracts demonstrate satisfactory reliability, as they comply with the specified minimum value thresholds.

Inner Model (Structural Model)

Inner model evaluation of the reliability of the dependent construct can be done by testing the r-square which functions as an indication. In addition, the t statistical value obtained from path coefficient testing can be used for evaluation purposes. The greater the R-square value indicates the stronger the predictive ability of the suggested research model. The path coefficient value indicates the degree of statistical significance in the context of hypothesis testing. The coefficient of determination, denoted by R-square, shows that the integration of multiple channels, including promotions, items and prices, transaction information, information access, customer support, and ordering services, accounts for 74.7% and 78.6% of the observed variance. in cognitive and affective customer experience dimensions, respectively. The cognitive and affective customer experience construct explains loyalty by 64.2%.

Hypothesis test

Research hypothesis testing was carried out using SmartPLS (partial least squares) 3.0. The values mentioned above can be observed through the bootstrapping process. The research methodology used in this study uses practical rules with a significance level of p-value of 0.05 (5%) and a positive beta coefficient. The importance of testing research hypotheses can be explained as illustrated in the accompanying visual representation:
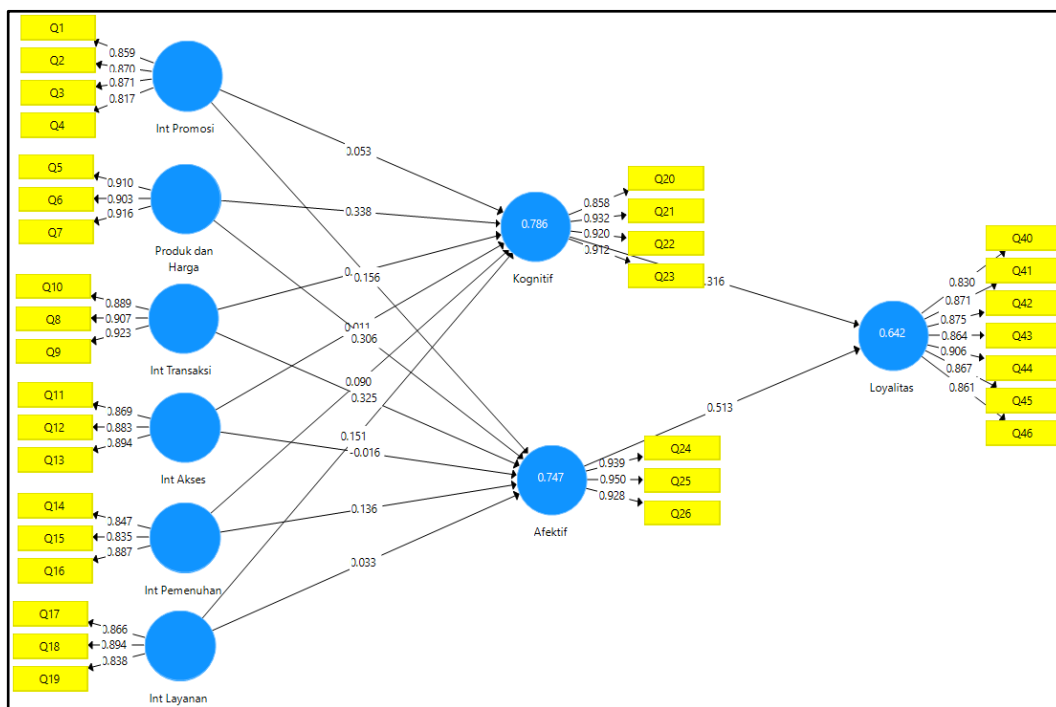

Figure 1. Research Model Results

Based on the image of the research model results in Figure 1, the results of the path coefficients can be described as follows:

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Table 3. *Path Coefficients*

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	Information
H1a: PI -> AE	0.156	0.150	0.089	1.754	**0.080**	**Rejected**
H1b: PI -> CE	0.053	0.058	0.074	0.722	**0.471**	**Rejected**
H2a: PPI -> AE	0.306	0.304	0.080	3.855	0.000	Accepted
H2b: PPI -> CE	0.338	0.335	0.072	4.708	0.000	Accepted
H3a: TI -> AE	0.325	0.323	0.073	4.439	0.000	Accepted
H3b: TI -> CE	0.325	0.320	0.053	6.100	0.000	Accepted
H4a: AI -> AE	-0.016	-0.012	0.069	0.232	**0.816**	**Rejected**
H4b: AI -> CE	0.011	0.010	0.064	0.172	**0.864**	**Rejected**
H5a: SI -> AE	0.033	0.036	0.079	0.416	**0.677**	**Rejected**
H5b: SI -> CE	0.151	0.156	0.066	2.288	0.023	Accepted
H6a: FI -> AE	0.136	0.139	0.069	1.976	0.049	Accepted
H6b: FI -> CE	0.090	0.089	0.063	1.414	**0.158**	**Rejected**
H7a: AE -> Loy	0.513	0.513	0.069	7.437	0.000	Accepted
H7b: CE -> Loy	0.316	0.319	0.078	4.046	0.000	Accepted

Based on the table presented, it is evident that the first hypothesis of this research is refuted because the promotional integration variable does not show a statistically significant impact on effective customer experience. Acceptance of the second hypothesis indicates a statistically significant and positive correlation between product integration and price about emotional customer experience. Acceptance of the third hypothesis indicates a statistically significant and positive correlation between transaction information integration and effective customer experience. The rejection of the fourth hypothesis indicates that there is a negative and statistically negligible correlation between information access integration and effective customer experience. The fifth hypothesis is invalid, indicating a positive, although not statistically significant, correlation between customer service integration and emotional customer experience. Acceptance of the sixth hypothesis shows a positive correlation although not statistically significant between the integration of customer order fulfillment and emotional customer experience. Rejection of the seventh hypothesis indicates that there is a favourable correlation although not statistically significant between promotional integration and consumer cognitive experience. The eighth hypothesis was validated, showing that there is a positive although statistically insignificant correlation between product integration and price concerning cognitive customer experience. The ninth hypothesis is invalid, indicating a positive correlation although not statistically significant between the integration of information access and consumers' cognitive experience.

Hypothesis 10 was confirmed, showing a statistically significant and favourable correlation between information transaction integration and consumer cognitive experience. Hypothesis eleven was validated, demonstrating a statistically significant and favourable correlation between customer service integration and cognitive experience. Rejection of Hypothesis Twelve indicates that there is a positive but not statistically significant correlation between customer fulfillment integration and cognitive customer experience. Hypothesis thirteen was validated, showing the existence of a positive although statistically insignificant correlation between emotional customer experience and loyalty. Hypothesis 14 was confirmed, indicating the existence of a positive although not statistically significant correlation between cognitive customer experience and loyalty.

Based on the results of tests carried out on direct relationships between variables, several hypotheses were invalid, indicating the absence of a statistically significant positive influence. This was observed in hypotheses 1, 4, 5, 7, 9, and 12. Table 5 displays the observed indirect relationships between factors. The focus variable in this research is customer experience, which includes customer cognitive and affective experiences. Based on tests carried out to see the indirect relationship, it can be seen that the customer affective experience variable is unable to mediate the relationship between promotional integration, information access, and customer service on the loyalty of Generation Z customers in the city of Medan in carrying out shopping activities on the Tik Tok Shop application. In the customer cognitive experience variable as mediation, it can be seen that customer cognitive experience is unable to mediate the relationship between promotional integration, information access, and order fulfillment on generation Z customer loyalty in the city of Medan in carrying out shopping activities on the Tik Tok Shop application. Thus, it appears that customers' cognitive and affective experiences cannot mediate the relationship between promotional integration and information access on loyalty, which means that customers'

cognitive and affective experiences cannot strengthen the relationship between channel integration and loyalty through cognitive and affective customer experiences. The following is a summary of the indirect relationships between variables in this study:

Table 4. Results of Testing Indirect Relationships Between Variables

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P-Values	Information
H8a: PI -> AE -> Loy	0.080	0.077	0.047	1.712	**0.088**	**Rejected**
H8b: PI -> CE -> Loy	0.017	0.018	0.024	0.697	**0.486**	**Rejected**
H9a: PPI -> AE -> Loy	0.157	0.156	0.047	3.326	0.001	Accepted
H9b: PPI -> CE -> Loy	0.107	0.107	0.036	2.953	0.003	Accepted
H10a: TI -> AE -> Loy	0.167	0.166	0.045	3.725	0.000	Accepted
H10b: TI -> CE -> Loy	0.103	0.101	0.028	3.671	0.000	Accepted
H11a: IAI -> AE -> Loy	-0.008	-0.005	0.035	0.231	**0.817**	**Rejected**
H11b: IAI -> CE -> Loy	0.003	0.004	0.021	0.165	**0.869**	**Rejected**
H12a: CSI -> AE -> Loy	0.017	0.018	0.040	0.417	**0.677**	**Rejected**
H12b: CSI -> CE -> Loy	0.048	0.050	0.024	1.987	0.047	Accepted
H13a: FI -> AE -> Loy	0.070	0.071	0.035	1.974	0.049	Accepted
H13b: FI -> CE ->Loy	0.028	0.029	0.023	1.217	**0.224**	**Rejected**

Discussion

Within the SOR framework, this research empirically tests the effect of channel integration on customer loyalty with customer experience as mediation, where customer experience is seen from cognitive and affective aspects. Overall, the results of this research indicate that not all dimensions of channel integration can build customer experience, both cognitive and affective experiences in an omnichannel context. H1a and H1b are rejected, meaning that promotional integration does not have a positive and significant effect on the cognitive and affective customer experience for Generation Z in the city of Medan who shop at TikTok Shop. The results of this research are different from research by (Gao, Fan, et al., 2021a), where promotional integration has a positive effect on cognitive customer experience but has no effect on affective customer experience. This research shows that Generation Z sees that the promotional integration carried out by product retailers in the TikTok Shop has not been able to create a cognitive and effective customer experience. This happens because of the large number of platforms and e-commerce that exist at the moment and retailers do not yet have the same account on each platform and e-commerce. Retailers are expected to be able to create a seamless shopping experience for customers by providing multiple shopping channels by providing accounts on various platforms and e-commerce.

H2a and H2b are accepted, meaning that product and price integration has a positive and significant influence on cognitive and affective customer experience. The results of this research show that retailers at TikTok Shop have been able to offer products and prices consistently. Gao, Fan, et al., (2021a), research shows that product and price integration only affects cognitive customer experience and has no effect on affective customer experience. Retailers at TikTok Shop should convey the same information about products and prices on all channels they have, making it easier for Generation Z to find information about products and prices. Ease of searching for information can create a seamless shopping experience for Generation Z across all channels owned by retailers. H3a and H3b are accepted, meaning that the integration of transactions carried out by Generation Z in all channels owned by retailers can create cognitive and effective customer experiences. Research by Gao, Fan, et al., (2021a) shows that transaction integration has an effect on cognitive customer experience and has no effect on affective customer experience. Transaction integration relies heavily on retailers' ability to use technology to help integrate information across channels. Retailers at TikTok Shop should improve their ability to use technology to make it easier for customers to carry out shopping transactions on all existing channels. H4a and H4b are rejected, meaning that integration of information access does not have a positive and significant effect on the cognitive and affective experience of Generation Z customers who shop at TikTok Shop. Generation Z is a generation that grew up in an all-digital environment and has its way of obtaining the information they want by utilizing social media. The ease of choosing products and accessing information causes Generation Z to like moving from one platform to another to shop. This causes Generation Z to have no experience at just one retailer. Gao, Fan, et al., (2021a) show that the integration of information access has a positive and significant effect on cognitive and affective customer experience.

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H5a is rejected and H5b is accepted, meaning that integration of customer service fulfillment has an effect on affective customer experience and has no effect on cognitive customer experience. Cognitive customer experience emphasizes customer efficiency in obtaining the products and services offered by TikTok Shop. Generation Z gets a cognitive customer experience by shopping at TikTok Shop because they get information such as the quality and price of products and services which helps in evaluating and making purchasing decisions. Generation Z doesn't fully embrace the effective customer experience seen in terms of fun and entertainment. Gao, Fan, et al., (2021a) show that fulfilling customer service can improve cognitive and affective customer experiences. The results of this study are different from previous research. H6a is accepted and H6b is rejected, meaning that customer service has a positive and significant effect on affective customer experience and has no effect on cognitive customer experience. This research is in line with Gao, Fan, et al., (2021a) showing that customer service integration has an effect on affective customer experience and has no effect on cognitive customer experience. Customer service integration involves customer contact with retailer-provided service personnel. The task of this service officer is to help Generation Z enjoy all shopping activities both online and offline even though it is less relevant to Generation Z's decision-making. This research shows that customer service integration is more efficient in increasing the pleasure and entertainment of shopping for Generation Z in building experience effective customers. Although not all hypotheses are accepted in this research, this research shows that all aspects of building customer experience require omnichannel retailers to focus on various channel integration strategies both online and offline. H7a and 7b are accepted, meaning that affective and cognitive customer experiences have a positive and significant influence on the loyalty of Generation Z customers in the city of Medan who shop at TikTok Shop. This research confirms that customer experience is very important for retailers to achieve success in the omnichannel business and provide omnichannel service facilities for Generation Z who like the convenience of shopping. These findings also confirm that customer experience is very important to achieve success in omnichannel business because it can facilitate customers' use of omnichannel services.

H8a and 8b are rejected, meaning that affective and cognitive customer experience is unable to mediate promotional integration in increasing loyalty. This research shows that Generation Z loyalty cannot be formed from promotional integration as in H1a and H1b which were rejected. Generation Z is a generation that likes to switch products and brands. With so many platforms and e-commerce carrying out promotions simultaneously, generation Z is turning to other retailers and looking for new experiences. H9a and H9b are accepted, meaning that effective and cognitive customer experience can mediate product and price integration in increasing Generation Z loyalty. This research shows that the integration of products and prices offered by retailers in all channels makes it easier for Generation Z to make decisions and creates a smooth and efficient shopping experience. H10a and H10b are accepted, meaning that affective and cognitive customer experience can mediate the integration of information transactions in increasing the loyalty of Generation Z customers shopping at TikTok Shop. This integration makes it easier for Generation Z to access information related to products to be purchased at the TikTok Shop and allows Generation Z to return to the same retailer. H11a and H11b are rejected, meaning that the affective and cognitive customer experience is unable to mediate the integration of information access in increasing the loyalty of Generation Z who shop at TikTok Shop. This research shows that the integration owned by retailers is not able to create effective and cognitive customer experiences. This happens because retailers have not been able to use and understand technology in conveying information and interacting with Generation Z who are familiar with the technology. H12a is rejected and H12b is accepted, meaning that affective customer experience is not able to mediate the integration of order fulfillment in increasing customer loyalty, while cognitive customer experience can mediate in increasing customer loyalty. Research shows that Generation Z receives satisfactory service when shopping at Tik Tok Shop and the products purchased are based on needs and are functional. H13a is accepted and H13b is rejected, meaning that effective customer experience can mediate customer service integration in increasing the loyalty of Generation Z who shop at TikTok Shop. Meanwhile, cognitive customer experience is unable to mediate customer service integration in increasing customer loyalty. This research shows that customer service integration is more efficient in increasing shopping fun and entertainment for Generation Z in building an effective customer experience.

This research contributes to the omnichannel marketing literature in the following aspects: First, the results of this research provide new insights into the importance of customer experience in omnichannel shopping. Previous research identified the important role of customer experience in creating customer satisfaction, loyalty, product purchases, and word of mouth (Barari et al., 2020), which contribute to a company's competitive advantage. However, there is still very little research that focuses on optimizing customer experience in an omnichannel environment (Gerea et al., 2021). The results of this study do not fully support the research of Lemon & Verhoef, (2016), where channels are widely available and develop an understanding of customer experience in an omnichannel context. Second, the results of this study highlight that several dimensions of channel integration show significant results on customer perceptions and behaviour, including perceived smoothness (Shen et al., 2018), customer engagement, and word of mouth (Z. W. Y. Lee et al., 2019), customer empowerment (Zhang et al., 2018a), satisfaction (W. J. Lee, 2020), perceived value (Hamouda, 2019), and repurchase intention (Hossain

et al., 2020). However, there is little research exploring how channel integration shapes customer experience in an omnichannel context by adopting the SOR framework. The results of this research examine the importance of channel integration in shaping customer experience (Homburg et al., 2015; Lemon & Verhoef, 2016; Piotrowicz & Cuthbertson, 2018). In addition, the results of this research also explain the mediating impact of channel integration on customer loyalty through customer experience. The results of mediation testing in this study strengthen the findings of (Wu & Chang, 2016) who explored the mechanisms that influence channel integration on behavioural intentions. Third, previous research examines channel integration as a multidimensional in building and managing marketing channels aimed at improving company performance (Hossain et al., 2020). The results of this research have not yet reached the target point of testing company performance. This research provides an opportunity for future researchers to test and compare various aspects of channel integration that can stimulate the creation of cognitive and affective experiences that can improve company performance in an omnichannel context.

4. CONCLUSION

The findings of this study indicate that product and price integration, as well as information transaction integration, have a major impact on the affective and cognitive dimensions of consumer experience. The impact of integrating promotions and information access on emotional and cognitive customer experiences is not statistically significant. Customer service integration has an important impact on the cognitive aspects of the customer experience but does not affect the affective aspects of the customer experience. Integration of customer service fulfillment has a significant effect on affective customer experience and does not affect cognitive customer experience. Meanwhile, affective and cognitive customer experience have a significant effect on Gen Z customer loyalty. In an indirect relationship, affective and cognitive customer experience can mediate between promotional integration and information access on customer loyalty. Affective experience cannot mediate between customer service integration and Gen Z loyalty, while cognitive customer experience can mediate. Cognitive customer experience cannot mediate between order fulfillment integration and loyalty, while affective experience can mediate.

The contribution of this research is for omnichannel retailers, where retailers can utilize the TikTok application to be encouraged to manage customer relationships to create a positive customer experience even though not all dimensions in channel integration have a significant impact in creating customer experience. Creating an effective experience can be done by providing entertainment and creating customer pleasure when making purchase transactions on the TikTok application and experiencing a positive experience. Omnichannel retailers are paying more attention to product and price integration, transaction information, order fulfillment, and customer service. Omnichannel retailers create product descriptions and prices, clarify product categories, and update customer relationship management systems to manage online and offline purchasing records by matching customers' previous purchase history. The integration of promotions, information access, and customer service does not have a significant impact on the affective and cognitive experience, so omnichannel retailers can focus on improving the affective experience. Improving the effective customer experience can be done by improving the quality and efficiency of interactions with customers, such as allowing customers to come to physical stores to search for desired products, collecting purchase coupons obtained from offline and online channels, providing post-purchase services, and others.

This research has several limitations. First, the sample in this study is not representative of each sub-district in the city of Medan and only focuses on 3 sub-districts. For this reason, future researchers can expand the scope of samples that can represent the population. Second, this research uses a structural modelling analysis method. It is hoped that future researchers will use the cross-sectional method to test the hypothesis. Third, this research uses customer experience as a mediating variable, further research can use the variables of customer involvement, satisfaction, and communication with customers which are still not widely used as mediating variables to measure Generation Z customer loyalty.

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