

**THE EFFECT OF OMNI-CHANNEL CAPABILITY TOWARDS CUSTOMER
SATISFACTION THROUGH ONLINE EXPERIENCE & VALUE CO-
CREATION AS MEDIATING VARIABLES**

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The Effect of Omni-Channel Capability Towards Customer Satisfaction Through Online Experience & Value Co-Creation as Mediating Variables

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ABSTRACT

The use of technology in Indonesia, as well as the business world, will continue to increase every year. Hence, the competition in technology between retailers in the business world is tighter than ever. This requires companies to innovate with better tools and updated knowledge. One of the ways to satisfy customers is through omni-channel. This research aimed to analyze the effect of omni-channel capability on customer satisfaction through online experience and value co-creation as mediating variables. This study applied quantitative exploratory with an online survey technique. In this study, the questionnaire was filled by 167 customers who have experienced omni-channel experience in ACE Hardware. This research uses SmartPLS 4.0 for data analysis. The result shows that omni-channel capability positively affects customer satisfaction through online experience with value co-creation as mediating variables. All of the variables affect each variable significantly, except online experience to customer satisfaction, omni-channel capability to customer satisfaction, and mediation of online experience between omni-channel capability towards customer satisfaction.

Keywords: *Omni-Channel Capability, Customer Satisfaction, Online Experience, Value Co-Creation.*

This thesis is already examined and passed on October, 13th 2022. This abstract already approved by supervisor and examiners:

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