

The effect of integration quality for omni-channel on intention to reuse

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Abstract

In the digital age and COVID-19 pandemic situation, agility is crucial for the survival and success of retailing stores. Omni channel efforts explain why digital consumption continues increasing even when stores are closed and will probably be a major growth driver for retailing in the future. This research examines the effect of integration quality perceived by consumers on intention to reuse. The data were gathered through Amazon M-turk and analyzed using PLS for SEM. The research results provide insight on understanding the relationship between omni-channel integration and repurchase. Keywords: integration quality, omni-channel, agility, digitalization, channel integration

Keywords:

Track: