

The Influence of Ease of Navigation, Mobile Shopping Experience, and Social Commerce Engagement on Omnichannel Customer Experience of Local Brand Products in E-Commerce

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Abstract

Local brands establish unified customer experiences through their omnichannel system implementation because e-commerce competition has increased in intensity. The research investigates how three variables which each contain three elements affect omnichannel customer experience for local brand products in e-commerce through their three elements which include ease of navigation and mobile shopping experience and social commerce engagement. The researchers implemented their study through a quantitative research method which employed explanatory research design. The researchers used purposeful sampling methods to collect data from 200 participants who had purchased local brand products through multiple digital channels. The researchers applied multiple linear regression analysis to their data after they conducted validity and reliability testing along with classical assumption testing. The study results demonstrate that three factors which include website navigation skills and mobile shopping experience and social commerce platform usage enable users to access various shopping channels. The complete customer experience development process requires businesses to comprehend how platform experience integrates with mobile user experience and social media interaction. The research contributes to digital marketing and omnichannel studies by providing new theoretical insights. The study results provide local brands with digital strategy development guidelines which focus on enhancing customer experience.

Keywords: ease of navigation, mobile shopping experience, social commerce engagement, omnichannel customer experience.

INTRODUCTION

The development of digital technology over the past decade has become one of the most powerful driving forces behind fundamental transformations in almost every aspect of human life, including communication, employment, education, and economic activities. The shift toward the use of digital technology has not only changed patterns of social behavior and consumption but has also opened new opportunities in the field of entrepreneurship. International studies indicate that digitalization is now regarded as “the single most important force in entrepreneurship and innovation” (Berger et al., 2021), as it accelerates business processes, increases efficiency, and creates new business models that were

previously unattainable. This global transformation has prompted many universities around the world to revise their curricula to ensure that students possess sufficient digital competence and are able to adapt to the increasingly complex demands of the digital economy.

Within this global context, digital literacy has emerged as one of the essential competencies required by the younger generation. Digital literacy is no longer limited to the ability to operate technological devices, but also encompasses the capacity to manage, evaluate, and utilize digital information effectively. According to Liang et al. (2025), digital literacy plays a direct role in improving creativity, innovation capability, and decision-making skills that are closely related to entrepreneurial activities. Students with higher levels of digital literacy are better equipped to identify business opportunities and are more prepared to face the challenges of a technology-driven business environment.

The rapid advancement of digital technology is particularly evident in Indonesia. With internet penetration reaching 74.6% as of January 2025 (Hutagalung, Wibowo, & Zahra, 2023), information technology has become an integral part of daily life. The rise of e-commerce, digital payment systems, and social media platforms has created significant opportunities for individuals, especially university students, to develop digital-based businesses. The Indonesian government has also reinforced this direction through various national digital competency development programs, including initiatives aimed at enhancing the workforce's digital skills to intermediate and advanced levels by 2024. Furthermore, the rapid growth of the Educational Technology (EdTech) sector highlights the vital role of educational institutions in shaping a generation capable of competing in the digital economy.

However, this progress continues to be overshadowed by a persistent digital divide. Research by Hidayat et al. (2025) found that approximately 70% of Indonesian adults still lack adequate digital literacy, suggesting that while access to technology has expanded, the ability to utilize it effectively remains limited. This divide is influenced not only by economic conditions but also by educational background and social environment, which affect an individual's exposure to digital tools from an early age. The gap is also evident among university students in West Jakarta, where despite living in an urban area with high technological access, many still exhibit varying levels of digital proficiency, particularly in using tools such as data analytics platforms, digital marketing software, and technology-based business management systems.

In the field of entrepreneurship, digital literacy acts as an important factor that encourages entrepreneurial intention, which refers to a person's willingness or determination to start a business. Entrepreneurial intention is considered the strongest indicator of actual entrepreneurial behavior (Bachmann et al., 2024). Students who have strong digital abilities usually feel more confident in creating innovative products, developing online marketing strategies, and managing business activities in digital environments. According to Hutagalung and Zahra (2023), digital literacy not only directly affects entrepreneurial intention but also increases entrepreneurial motivation and attitude through the mediating role of entrepreneurial self-efficacy (ESE). In the same way, Ip (2024) explains that digital education strengthens individuals' confidence when facing risks and uncertainties in entrepreneurship.

Entrepreneurial self-efficacy (ESE) represents an individual's confidence in their capability to design, launch, and manage a business effectively. ESE is closely linked to entrepreneurial intention, as people with higher self-assurance are more inclined to embrace risks and are better equipped to navigate uncertainty in business settings. Research by Emrizal & Primadona and Haque & Kour (2023) demonstrates that ESE plays a significant role in shaping students' entrepreneurial intention. This finding is reinforced by Mulyono et al. (2023), who reported Domestic brands in Indonesia can expand their market reach through e-

commerce which has grown in the country. Companies need to deliver superior products because their competitors will not stay loyal to their brand based on product quality alone (Sunarso & Mustafa, 2023). Consumers today expect businesses to deliver shopping experiences which enable them to purchase products from different platforms which include websites and mobile applications and social media and physical retail stores (Sudirjo et al., 2023). Businesses need to establish a complete value proposition which delivers at every customer touchpoint through their omnichannel customer experience programs (Fitri et al., 2023). Positive customer experiences enable local brands to generate customer trust which results in brand loyalty through customers who keep choosing their products. Customers who experience uncoordinated service between multiple channels will show decreased satisfaction which leads them to switch to competing brands (Indriastiningsih et al., 2023). Local brands need to understand how different elements shape their omnichannel customer experience because this knowledge will help them maintain their business operations on e-commerce platforms.

The design and technical functions of an e-commerce platform enable users to navigate through the system because these features create two types of pathways which allow users to move through the site (Violin et al., 2022). The system enables users to find their desired products because it combines two elements which include clear navigation and structured category system and active search function. Customers in an omnichannel environment need to navigate through different platforms and devices without any difficulties to achieve a seamless experience (Ratnawita et al., 2023). The complex navigation systems which customers face lead to two problems because they extend search times while decreasing satisfaction. The mobile shopping experience has become a fundamental component of e-commerce because most e-commerce transactions occur through smartphones (Dharta et al., 2024). The experience includes app interface design and access speed and payment convenience and customized content services. Positive mobile experiences lead customers to various local brands which operate digital platforms (Primananda et al., 2022). The mobile shopping experience needs to connect with website and social media interactions to create a continuous customer journey in an omnichannel approach (Imelda et al., 2021). The quality of service declines when customers perceive different service standards across multiple service channels (Setiawan et al., 2021). Social commerce engagement measures customer interaction with social media through their social media interactions and their product reviews and comments and their active participation in online marketing campaigns. Local brands establish emotional connections with their customers through social media which serves as their primary connection platform (Pahala et al., 2021). High user activity on social media platforms produces positive effects on brand image which results in increased customer trust toward the brand (Majid et al., 2022). Businesses need to connect their social media activities with online retail operations because customers want to experience continuous communication and support during their shopping experience on e-commerce platforms.

The study investigates the three elements which include the ease of navigation and the process of mobile shopping and the active use of social commerce platforms to establish the total customer experience associated with local brand products that customers purchase through internet stores. The research aims to enhance digital marketing research by developing a model which connects platform navigation and mobile experience and social engagement to the omnichannel customer experience. The study provides insights about the online content access behavior of digital consumers who use multiple channels. The research findings provide local brands with a framework to develop digital strategies which focus on creating unified customer experiences. Local brands will achieve higher customer satisfaction

with their products which will result in increased customer loyalty and better business results in the competitive e-commerce environment.

METHOD

The study uses a quantitative research framework which combines explanatory research methods to study how three specific elements impact the omnichannel customer experience with local brand e-commerce products. The researchers collected data through a structured survey which used a five-point Likert scale to gather information from consumers who purchased local brand products on e-commerce platforms and used multiple digital channels to interact with the brand. The research team used purposive sampling as their sampling method which required respondents to meet specific criteria by having bought local brand products on e-commerce platforms at least twice during the past six months while also needing to use an e-commerce mobile application for their purchases and having interacted with the brand on social media and needing to have purchased products through multiple channels. The research sample included 200 respondents who fulfilled all requirements needed for multiple linear regression analysis according to the study designers. The research instrument quality assessment used validity tests and reliability tests which required item total correlation values to exceed 0.30 and reliability tests to show Cronbach's Alpha values above 0.70. The researchers conducted classical assumption tests which examined normality and multicollinearity together with heteroscedasticity tests to determine whether the regression model could be used before they started their hypothesis testing. The researchers used multiple linear regression analysis to test their hypotheses by examining how independent variables affected customer omnichannel experience.

RESULT AND DISCUSSION

The F-test results showed a significance value of 0.000 which proves that ease of navigation and mobile shopping experience and social commerce engagement worked together to create a substantial impact on omnichannel customer experience. The coefficient of determination R^2 of 0.75 shows that 75 of omnichannel customer experience differences result from the three-research model independent variables while the remaining differences occur due to factors that exist outside the model. The t-test results show that all independent variables demonstrate both positive effects and significant impacts on omnichannel customer experience at the 95-confidence level.

Customers who find websites easy to navigate their digital stores experience better shopping outcomes when they shop online with local brands through multiple channels. Customers require two essential elements for their digital platform research which include navigation structure and product searchability and category visibility. Customers who use intuitive navigation systems can locate products without any confusion which results in shorter search periods and more efficient purchasing. The mobile application and website must maintain navigation consistency because it serves as a vital element in shaping customer experience perceptions during omnichannel use. Customers who find it easy to access multiple channels will develop a perception of the local brand as both professional and trustworthy. Customers experience higher satisfaction levels when they navigate through systems that are difficult to use which makes them more likely to complete their purchases. The study established that customers need easy navigation paths between online and offline channels to create positive experiences with their omnichannel interactions.

The study results show that mobile shopping creates a beneficial effect which enhances the entire customer experience through various channels. The study shows that mobile applications deliver user experience which determines customer perception of nearby

businesses. Customer satisfaction increases through app loading speed and simple checkout process and user-friendly payment options and customized content. Customers can use an effective mobile experience to track their journey through social media and app transitions and website to mobile app transitions in an omnichannel system. The channel integration process helps customers navigate systems more easily while building their loyalty to the brand. The mobile shopping experience functions as a vital component which establishes a unified and complete omnichannel customer experience throughout the entire shopping process.

The research findings show that social commerce activities help to improve customer experience through various channels. The number of customers who interact with a business increases when they use comments and reviews and engage in live shopping and social media activities. Interactive systems deliver personalized service to customers by showing their value to the business. Social media combined with e-commerce operations provides businesses a way to establish ongoing customer communication which enables them to enhance their customer experience. Social media brand interaction creates emotional connections which customers maintain until they stop connecting with the brand. Social commerce engagement functions as a strategic element which develops the complete omnichannel customer experience.

CONCLUSION

The researchers discovered that three elements, which include website navigation ease and mobile shopping capabilities and social commerce functions, create beneficial results that customers experience during their entire online shopping experience with local businesses. Digital platforms need users to navigate between different sections according to their needs because research shows that people who find it easy to navigate these platforms will perceive local brands. Mobile shopping requires three necessary components, which are responsive app design and simple checkout process and payment system, to create a continuous customer experience that connects different shopping methods. Through their active participation in social media activities, customers establish emotional connections with brands via social commerce engagement. The three variables together show how customers experience omnichannel shopping because modern customer experiences depend on how platform technical features work together with mobile device usage and social media activities. E-commerce businesses need to design navigation systems which enable users to move through their website with basic and uniform navigation elements that work across all digital devices. Mobile application development needs to focus on delivering faster performance and efficient transaction processes and personalized shopping experiences to create better customer experiences. The e-commerce platform requires social commerce strategies to establish interactive social media channels which track customer activities throughout the entire shopping process.

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