

ABSTRACT

The digital transformation in the logistics industry has driven express service providers to integrate physical and digital channels in order to meet increasingly complex customer expectations. DHL Express Pekanbaru has adopted an omnichannel strategy to enhance service convenience and flexibility. However, despite a significant increase in the number of customers during the 2023–2024 period, the growth in repurchase intention has not shown a proportional trend. This indicates a potential misalignment in customer perceptions regarding channel integration quality and logistics service performance.

This study aims to analyze the influence of perceived channel integration quality and perceived logistics service quality on repurchase intention, with transaction-specific satisfaction and cumulative satisfaction as mediating variables. Additionally, the moderating role of service type book online drop off and book in service point ship direct is evaluated in strengthening the relationships between the core variables. The conceptual model is based on the Stimulus–Organism–Response (SOR) framework and tested using a quantitative approach through SEM-PLS on 335 respondents.

The results show that both quality constructs significantly and positively affect customer satisfaction, which in turn indirectly influences repurchase intention. Transaction-specific satisfaction emerged as the strongest mediator, while service type did not significantly moderate the relationships between variables.

These findings offer practical implications for DHL Express Pekanbaru in optimizing channel integration and enhancing the customer service experience particularly in terms of delivery timeliness and system consistency to foster long-term customer loyalty.

Keywords: *Logistics Omnichannel, Logistics Service quality, Channel Integration, Transaction Specific satisfaction, Cumulative Satisfaction, Repurchase Intention,*