

## **Omnichannel Marketing Strategy to Increase Sports Equipment Sales And Distribution**

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### **ABSTRACT**

The purpose of this study is to analyze the effectiveness of omnichannel marketing strategies in increasing sales and distribution of sports equipment through the integration of e-commerce and physical stores. In previous studies, the focus was only on sales or marketing, while the novelty of this study is sales and distribution/logistics simultaneously. The study used a mixed method approach with a sequential explanatory design. Quantitative data were obtained through a survey of 286 respondents who were analyzed using multiple linear regression tests. Qualitative data were obtained through interviews and observations of 25 informants selected by purposive sampling. The results of quantitative data processing with multiple linear regression tests in the "ANOVA" output obtained a Sig value or p-value of  $0.000 < 0.05$ , meaning that the Increase in Sales and Effectiveness of Sports Equipment Distribution are jointly influenced by the Omnichannel Marketing Strategy or are significant. In the "Coefficients" output, the sig value.  $0.225 > \text{probability } 0.05$ , meaning that the Increase in Sales is not influenced by the Omnichannel Marketing Strategy, while the sig value.  $0.000 < \text{probability } 0.05$ , meaning that the Effectiveness of Sports Equipment Distribution is influenced by Omnichannel Marketing Strategy. The results of qualitative data explain overall that omnichannel marketing strategy has become a fundamental need in facing changes in consumer behavior and the dynamics of the sports industry market in the digital era. It is concluded that omnichannel marketing strategy is not only a sales strategy, but is a comprehensive approach that connects all marketing, service, and operational activities in one unit that focuses on customer convenience.

**Keywords:** Omnichannel Marketing, Sales, Distribution, Sports Equipment.

### **ABSTRAK**

*Tujuan penelitian ini adalah menganalisis efektivitas strategi omnichannel marketing dalam meningkatkan penjualan dan distribusi peralatan olahraga melalui integrasi e-commerce dan toko fisik. Dalam penelitian sebelumnya fokus hanya pada penjualan atau pemasaran saja, sedangkan kebaruan penelitian (novelty) dalam penelitian ini penjualan dan distribusi/logistik secara simultan. Penelitian menggunakan metode pendekatan mixed method dengan desain Sequential Explanatory. Data kuantitatif diperoleh melalui survei terhadap 286 responden yang dianalisis menggunakan uji regresi linier berganda. Data kualitatif didapatkan melalui wawancara dan observasi terhadap 25 informan yang dipilih secara purposive sampling. Hasil pengolahan data kuantitatif*

*dengan uji regresi linier berganda dalam output “ANOVA” diperoleh nilai Sig atau p-value  $0,000 < 0,05$ , berarti bahwa Peningkatan Penjualan dan Efektivitas Distribusi Peralatan Olahraga secara bersama-sama dipengaruhi oleh Strategi Omnichannel Marketing atau berarti signifikan. Dalam output “Coefficients” nilai sig.  $0,225 > probabilitas\ 0,05$ , berarti bahwa Peningkatan Penjualan tidak ada dipengaruhi oleh Strategi Omnichannel Marketing, sedangkan nilai sig.  $0,000 < probabilitas\ 0,05$ , berarti bahwa Efektivitas Distribusi Peralatan Olahraga ada dipengaruhi oleh Strategi Omnichannel Marketing. Hasil data kualitatif menjelaskan secara keseluruhan bahwa strategi omnichannel marketing telah menjadi kebutuhan fundamental dalam menghadapi perubahan perilaku konsumen dan dinamika pasar industri olahraga di era digital. Disimpulkan bahwa strategi omnichannel marketing bukan hanya strategi penjualan, tetapi merupakan pendekatan komprehensif yang menghubungkan seluruh aktivitas pemasaran, pelayanan, dan operasional dalam satu kesatuan yang berfokus pada kenyamanan pelanggan.*

**Kata Kunci:** Omnichannel Marketing, Penjualan, Distribusi, Peralatan Olahraga.

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## A. INTRODUCTION

The advancement of digital technology has brought many positive benefits to society. (Nanda, Anggraini, Aslami, 2025). The rapid advancement of digital technology and the development of globalization require society to be able to prepare themselves to be part of and play an active role in the development of the information economy. The advancement of digital technology has driven significant transformations in both the technological and global economic fields. (Ksatria Faza et al., 2025). Technology has become an important tool for business actors to achieve efficiency and progress in their business operations. (Fauzan & Sisephaputra, 2024). The development of digital technology in this modern era has also significantly changed the business landscape, the use of digital technology is growing in various aspects of life, one of which is for various business activities, especially in the sports equipment industry. The sports equipment industry makes a significant contribution to the Indonesian economy through business activities in the sports sector. (Lesmana et al., 2025). As technological sophistication increases among customers, they demand a fast and smooth digital experience and expect direct solutions to customer needs. (Kumar et al., 2021). This also impacts the way customers shop, with customers now having greater access to various purchasing methods, both offline and online. The development of online and digital channels has brought many changes to the retail business model (Hutabarat et al., 2021). Business activities conducted online can include marketing, promotions, public relations, transactions, payments, and delivery scheduling. There is still a wide opportunity for innovation in online business activities along with the development of e-commerce technology itself (Avriyanti, 2020). This demands that online business activities be carried out and move towards a modern management system, so they can anticipate the ever-changing developments in a progressive and quality society. (Mahrivi et al., 2025). E-commerce businesses have several

advantages, including the ability to expand business partner networks and expand marketing reach (Norhan & Kustandi, 2020). Although digitalization is a broad and multifaceted concept, electronic commerce (e-commerce) is an important example of how businesses can leverage digital technology (Ahi et al., 2022). In this digital era, the challenges faced by businesses are inextricably linked to the use of marketing technology. (Prastyatini & Mukaromah, 2025). This situation has made trade and markets increasingly open without limitations, thus opening up equal opportunities for all businesses, regardless of whether they are large, medium, or small. Businesses that can convince customers about their business will win. Businesses still fundamentally need the right marketing media to promote their products. (Andriani et al., 2024). For optimal results, marketing strategies must be implemented optimally due to the increasing competition in terms of price, service, and product quality. (Arianty Akob et al., 2022).

The increasing use of information technology has created new opportunities for business actors in broad business development. Internet use has now become a crucial need for every individual (Hakiki et al., 2025). In this regard, internet use has driven the creation of new economic resources, known as the digital economy (Purba et al., 2024). This is something that all business actors, including sports store owners, must capitalize on. Sports stores themselves play a crucial role in economic growth in the sports industry, particularly in Region III Cirebon, where a growing number of sports stores are now available. Currently, many sports stores, even those not too large, have the potential to continue growing. However, despite having high levels of digital literacy, many sports store owners still face difficulties in translating creative ideas into structured and sustainable digital business projects. (Budiman et al., 2025).

As observed by researchers, it was found that 1) The advancement of the digital era has made challenges and competition increasingly fierce in capturing market share (Suriانشa et al., 2021), 2) The results of a survey conducted by the Central Statistics Agency in 2022, around 70% of business actors in Indonesia have not utilized digital technology for marketing their products (Feriska et al., 2024), 3) Common problems faced by sports shop owners are a) relatively small amount of capital for business development b) sports shop owners have less experience (Ramos, 2024), 4) Omnichannel marketing as a solution because it combines all physical store and e-commerce channels. (Lestari & Huda, 2024).

As the data above shows, the development of digital technology significantly impacts product marketing. Sports shop owners in Region III Cirebon, in particular, are seeing a growing number of sports businesses, but relatively few are developing their product marketing strategies. The proliferation of sports businesses has created intense competition in the sports product industry. Sports shop owners need to implement appropriate marketing strategies to increase consumer interest and purchase decisions for their sports products if they want to survive and compete with other competitors. A marketing strategy is an effort to market a product, whether goods or services, using specific plans and tactics to increase sales (A.S & Ali, 2025). This marketing strategy applies to all business levels, from small to large sports shops. The rapid development of digital

technology and the ease of accessing information through various digital media channels have shifted marketing patterns, from previously shopping for sports products offline to now online. This change demands advancements in business mindsets, mindsets that are able to keep up with rapidly changing technology, changing customer behavior, and the ever-evolving market, to remain relevant in the marketplace. (Nadia et al., 2025).

Changes in digital-based marketing have had an impact on customers who will shop today. Not only offline, shopping is now easy to do online. Moreover, with a variety of services offered at competitive prices by competitors, customers can easily choose the desired service (Yanuardi et al., 2016). This development also makes customers mostly shop through retail channels using gadgets to search for a product, which then compares prices and continues with the purchase with a digital transaction. The multiplicity of channels can create new opportunities, but also various complexities for retailers who must utilize their various channels appropriately to avoid channel cannibalization and achieve synergy, so that the utilization of these various channels is in accordance with the desired (Cao & Li, 2015). Furthermore, customer behavior also influences the purchase of a product. Customer behavior is a process carried out when individuals or groups select, buy, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Ronauli & Indriani, 2020). Particularly in the sports equipment industry, the need for products that meet technical specifications and physical comfort (such as sports jerseys or training shoes) drives customer interactions that combine digital convenience with authentic physical experiences. Sports store owners must also understand evolving customer behavior. This is done to help them design their marketing mix, determine segmentation, formulate product positioning and differentiation, formulate their business environment analysis, and develop their marketing research (Hadli et al., 2023). Customer behavior when shopping for sports equipment must also be assured by various aspects and considerations such as product authenticity, product quality listed in descriptions or customer reviews, ratings, suggestions, and so on (Alifa & Saputri, 2022). To maximize this potential, a marketing strategy is needed that is aligned with customer needs and digital developments (Nuriasari et al., 2021). Using this strategy allows businesses to collect more comprehensive data on customer behavior, which can be used for personalization and the development of more targeted services (Firdausy et al., 2025). Furthermore, purchasing intention is also a major factor in customers' decision-making regarding sports products. This purchasing intention arises from the stimulation of product images and visuals, which arouse the customer's desire to own the product before deciding to purchase. Beyond product image and visual stimulation, purchasing intention also arises from trends. Furthermore, customers desire a diverse selection of products, giving them ample choice when comparing each product. In the information age, the accuracy and volume of available information provide opportunities to influence purchasing decisions for sports products (Manurung & Sunoto, 2025).

A diverse product range plays a crucial role in meeting each customer's needs. By offering a diverse product range, sportswear businesses attract more customers, gain a

competitive advantage over similar products, and increase customer loyalty. Therefore, sportswear store owners need to make informed decisions about the product diversity they offer. This product diversity will make it easier for customers to choose and purchase according to their needs and desires.

The development of customers who shop is not only through offline stores, but also using online, so sports store owners must keep up with changes in customer behavior with the right strategy. Integration of e-commerce and physical stores, a business can provide a more seamless shopping experience, therefore sports stores must always develop through the use of e-commerce and physical store integration to face the challenges of the modern industry. (Awaluddin et al., 2024). Building a market concept is not just a place to buy and sell but as an information center, service-oriented management, a combination of conventional and virtual service concepts, namely responsive (fast and friendly response), dynamic, informative and communicative, the latest information, dynamic multi-directional communication. (Rahmadian, 2016). Sports store owners must take the initiative in developing their business, this initiative can be turned into a competitive advantage, which will generate value for the sports store owner itself. (Antonovica et al., 2022). Sports store owners strive to overcome the weaknesses of conventional marketing methods (providing solutions) by seizing opportunities to expand market share through online marketing media through optimizing e-commerce platforms. (Sugiarti et al., 2020). One strategy that can offset these behavioral changes is an omnichannel marketing strategy. New retail channels have emerged in recent years, enabling retailers to integrate all the information provided by these channels, also known as omnichannel retailing. (Juaneda-Ayensa et al., 2016). An omnichannel marketing strategy combines all channels, including physical stores, e-commerce, social media, and delivery systems. This allows customers to explore the store more broadly. Unlike multichannel marketing strategies that separate offline and online stores, an omnichannel marketing strategy allows customers to move freely across various channels (offline, mobile, and online), all within a single transaction process. An omnichannel strategy is a new retail trend that has transformed the retail industry by integrating all customer channels into one holistic experience. (Asmare & Zewdie, 2022). An omnichannel marketing strategy seamlessly integrates across online and offline channels, significantly increasing customer engagement and loyalty. (Apryadhi et al., 2024). By integrating online and offline sales channels, an omnichannel strategy provides a seamless customer experience (Sutomo, 2023). An omnichannel strategy influences customers' growing purchasing intentions. (Firwan Firdaus & Ardhiyansyah, 2023).

The growth of digital technology has transformed the way sports store owners interact, moving from traditional methods to digital. This digitalization involves marketing combining offline and online approaches when interacting with customers. The development of sports products utilizing omnichannel marketing strategies is driven by the increased use of gadgets and social media in the sales process, which allows customers the opportunity to shop using multiple channels.

Many sports store owners believe they've successfully implemented an omnichannel strategy, selling both offline (in-store) and online. In fact, what they're implementing isn't an omnichannel strategy, but rather a multichannel strategy. This is because the channels they use aren't yet integrated, resulting in a disconnect between the customer's offline (in-store) and online shopping experiences.

Penelitian ini bertujuan menganalisis efektivitas strategi omnichannel marketing dalam meningkatkan penjualan dan distribusi peralatan olahraga melalui integrasi e-commerce dan toko fisik. Selain itu, penelitian ini tidak hanya mengukur efektivitas strategi omnichannel terhadap keputusan pembelian dan kepuasan pada pembelian peralatan olahraga secara kuantitatif, tetapi juga mengeksplorasi faktor-faktor kualitatif yang mempengaruhi tantangan dan keuntungan strategi omnichannel pada industri peralatan olahraga. (Jayasingh et al., 2022). Dalam penelitian sebelumnya fokus hanya pada penjualan atau pemasaran saja, sedangkan kebaruan penelitian (novelty) dalam penelitian ini penjualan dan distribusi/logistik secara simultan. Kemudian industri yang dikaji terbatas, hanya secara umum seperti: ritel, fesyen, atau FMCG. Sedangkan kebaruan penelitian (novelty) dalam penelitian ini industri yang dikaji sudah spesifik pada industri peralatan olahraga. Hasil penelitian ini akan memperkaya strategi optimasi penggunaan strategi omnichannel marketing dalam penjualan peralatan olahraga, dan dapat memberikan kontribusi yang signifikan terhadap peningkatan penjualan dan distribusi peralatan olahraga melalui integrasi e-commerce dan toko fisik. penelitian ini diharapkan dapat memberikan kontribusi signifikan, serta memberikan dasar bagi kebijakan strategi marketing terhadap perkembangan teknologi dan kebutuhan pelanggan. (Kustandi & Kurniawan, 2023).

As discussed above, an omnichannel marketing strategy combines all channels, including physical stores, e-commerce, social media, and delivery systems. This allows customers to explore the store more widely, and sports store owners need to implement appropriate marketing strategies to increase consumer interest and purchase decisions for their sports products if they want to survive and compete with other competitors. This underpins the need to further understand how implementing an omnichannel marketing strategy through the integration of e-commerce and physical stores can increase the distribution of sports equipment more widely.

## **B. RESEARCH METHOD**

This study uses a mixed-method quantitative and qualitative approach through surveys and case studies. This method was chosen to gain a comprehensive understanding of the impact of using an omnichannel marketing strategy in increasing sales and distribution of sports equipment through the integration of e-commerce and physical stores. This study was conducted from June to October 2025. The research design used is a sequential explanatory design, where the study begins with the collection and analysis of quantitative data, then continued with qualitative analysis to deepen the results obtained. Quantitative data collection was carried out using a survey (questionnaire) to measure the effectiveness of the omnichannel strategy on purchasing decisions, experience, satisfaction, and customer behavior, while qualitative data collection was carried out



through in-depth interviews with marketing managers or sports store owners, digital marketing experts, distributors or suppliers of sports equipment to understand the challenges and benefits of the omnichannel strategy.

The population used for quantitative research is customers who buy sports equipment through e-commerce and physical stores, sports store customers who use more than one sales channel (online & offline), e-commerce users who have purchased sports equipment, and sports communities who often buy sports equipment in a certain period selected as many as 1000 respondents and sampling using random sampling techniques with the specified sample criteria, namely: 1) Consumers who have purchased sports equipment in the last 6 months, 2) Aged 18-50 years (main market segmentation for sports equipment), 3) Have shopped through more than one channel (for example, online & offline), and 4) Domiciled in Region 3 Cirebon who have access to sports stores and e-commerce as many as 286 respondents determined using the Slovin formula. While the population used for qualitative research is selected marketing managers or sports store owners, digital marketing experts who have insight into the integration of e-commerce and physical stores in the sports industry, distributors or suppliers of sports equipment who work with various sales channels with a sampling technique using a purposive sampling technique who have in-depth insights related to the topic, and data collected through in-depth interviews with industry players. With an estimated sample size of 25 informants. The sample criteria set are: 1) Marketing managers, business owners, or store managers who implement an omnichannel strategy, 2) Distributors or suppliers of sports equipment who operate in various sales channels, and 3) Digital marketing experts who have experience in omnichannel strategies in the sports retail industry.

Quantitative data after data collection using a questionnaire (Google Form), then processed using multiple linear regression analysis: predicting the effect of the use of an omnichannel strategy on increasing sales and distribution of sports equipment through the integration of e-commerce and physical stores. Next, qualitative data is processed in the form of thematic analysis results, to identify patterns from interviews and observations related to the challenges and benefits of an omnichannel strategy on increasing sales and distribution of sports equipment through the integration of e-commerce and physical stores. Then, to increase the validity of the research results, data triangulation was carried out through a combination of questionnaire results, interviews, and observations.

## **C. RESULTS AND DISCUSSION**

### **Results**

#### **1. Validity and Reliability Test**

Validity and reliability tests were conducted using statistical tests, namely the Pearson Product-Moment Coefficient of Correlation test using computer software through the Statistical Package for Social Science (SPSS) program. All data were declared valid if the significance value was below 0.05.

**Tabel 1. Validity Test**

Statement Items	Variable	Correlation Coefficient	Table r Value (n=20)	Information
X1.1	OMNICHANNEL MARKETING STRATEGY	0,919	0,444	VALID
X1.2		0,882		VALID
X1.3		0,832		VALID
X1.4		0,689		VALID
X1.5		0,720		VALID
X1.6		0,475		VALID
X1.7		0,459		VALID
X1.8		0,919		VALID
X1.9		0,882		VALID
X1.10		0,832		VALID
Y1.1	SALES INCREASE	0,657	0,444	VALID
Y1.2		0,847		VALID
Y1.3		0,822		VALID
Y1.4		0,785		VALID
Y1.5		0,808		VALID
Y2.1	EFFECTIVENESS OF SPORTS EQUIPMENT DISTRIBUTION	0,646	0,444	VALID
Y2.2		0,497		VALID
Y2.3		0,911		VALID
Y2.4		0,806		VALID
Y2.5		0,762		VALID

Source: Data processed from SPSS 22

Based on the table above, the r value for N = 20 at 5% significance is 0.444 and compared with the calculated r value known from the SPSS output value. All calculated r values are > 0.4444, so as the basis for decision making in the validity test, it can be concluded that all statement items are valid.

**Table 2. Reliability Test**

Variabel	Jumlah Item	Koefisien Realibilitas (Cronbach's Alpha)	Keterangan
STRATEGI OMNICHANNEL MARKETING	10	0,778	RELIABEL
PENINGKATAN PENJUALAN	5	0,802	RELIABEL
EFEKTIVITAS DISTRIBUSI PERALATAN OLAHRAGA	5	0,785	RELIABEL

Source: Data processed from SPSS 22

Based on the table above, there are 20 items with all Cronbach's alpha values > 0.60, so as the basis for decision making in reliability testing, it can be concluded that all statement items are Reliable or Consistent.

### Normality Test

**Table 3. Testing the Normality of Omnichannel Marketing Strategies with Increased Sales**

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual



N		286
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.25312720
Most Extreme Differences	Absolute	.047
	Positive	.047
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed from SPSS 22

Based on the table output above, the Test Statistic is 0.047, this figure is the same as the manual results and in the Asymp. Sig. (2-tailed) row of 0.200 or can be written as a probability value (p-value) = 0.200 > 0.05 or H<sub>0</sub> is accepted. Thus, the data on Omnichannel Marketing Strategy (X) Against Increasing Sales (Y1) in Sports Equipment is normally distributed.

**Table 4. Testing the Normality of Omnichannel Marketing Strategies with the Effectiveness of Sports Equipment Distribution**

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		286
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	2.25332353
Most Extreme Differences	Absolute	.047
	Positive	.047
	Negative	-.047
Test Statistic		.047
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Data processed from SPSS 22

Based on the table output above, the Test Statistic is 0.047, this figure is the same as the manual results and in the Asymp. Sig. (2-tailed) row of 0.200 or can be written as a probability value (p-value) = 0.200 > 0.05 or H<sub>0</sub> is accepted. Thus, the data on Omnichannel Marketing Strategy (X) Against Distribution Effectiveness (Y2) in Sports Equipment is normally distributed.

## Multiple Linear Regression Test

**Table 5. Multiple Linear Regression Test Output Model Summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000 <sup>a</sup>	.999	.999	.059

a. Predictors: (Constant), Effectiveness of Sports Equipment Distribution (Y2), Increased Sales (Y1)

Source: Data processed from SPSS 22

Regarding the SPSS output table "Model Summary," the coefficient of determination, or R-square, is 0.999, or equal to 99.9%. This means that the variables "Sales Increase" and "Sports Equipment Distribution Effectiveness" are jointly influenced by the Omnichannel Marketing Strategy variable by 99.9%. The remainder (100% - 99.9% = 0.1%) is influenced by other variables not examined.

**Table 6. Multiple Linear Regression Test Output ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1482.159	2	741.080	211562.826	.000 <sup>b</sup>
	Residual	.991	283	.004		
	Total	1483.150	285			

a. Dependent Variable: Omnichannel Marketing Strategy (X)

b. Predictors: (Constant), Effectiveness of Sports Equipment Distribution (Y2), Increased Sales (Y1)

Source: Data processed from SPSS 22

As the "ANOVA" output table shows, the significance value (Sig.) in the F test is  $0.000 < 0.05$ , as the basis for decision making in the F test, it is concluded that the Increase in Sales and Effectiveness of Sports Equipment Distribution are jointly influenced by the Omnichannel Marketing Strategy or are significant. Thus, the requirements for interpreting the coefficient of determination in multiple linear regression analysis have been met.

**Table 7. Multiple Linear Regression Test Output Coefficients**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.042	.043		-.964	.336
	Peningkatan Penjualan (Y1)	.001	.001	.002	1.216	.225
	Efektivitas Distribusi Peralatan Olahraga (Y2)	1.000	.002	1.000	647.966	.000

a. Dependent Variable: Strategi Omnichannel Marketing (X)

Source: Data processed from SPSS 22

The results of the regression equation show the following research findings:

1. The "Coefficients" output table shows the significance value (Sig.) for the Sales Increase variable at  $0.225 > 0.05$  probability. It can be concluded that H1, or the first hypothesis, is rejected. This means that Sales Increase is not influenced by the Omnichannel Marketing Strategy.
2. The "Coefficients" output table shows the significance value (Sig.) for the Sports Equipment Distribution Effectiveness variable at  $0.000 < 0.05$  probability. It can be concluded that H2, or the second hypothesis, is accepted. This means that Sports Equipment Distribution Effectiveness is influenced by the Omnichannel Marketing Strategy.
3. The "Coefficients" table provides information about the regression equation and examines whether the Sales Increase and Sports Equipment Distribution Effectiveness variables are individually influenced by the Omnichannel Marketing Strategy.

### Results of Observation and Interviews

The results of observations and interviews conducted with Sports Store Managers/Owners, Distributors/Suppliers, and Digital Marketing Experts from October 1 to 31, 2025. The following data were obtained:

#### 1. Informant 1 - Manager/Owner of a Sports Store

Based on the results of observations and interviews conducted by researchers from October 1 to 11, 2025, involving 10 managers/owners of sports stores in Region III Cirebon, such as: Mexico Sport, BK Sports, Mahkota Sport, Champion Merchandise, Thoyib Sport, RSD Sport Cirebon, Kuningan Sport, Rank Sports Majalengka, Urban Sport Indramayu, and JSI Sport Indramayu, the researcher found that several informants explained that their businesses had undergone significant changes since consumer behavior shifted to digital shopping. The informants revealed that many customers first searched for information through marketplaces before coming to the store. For this reason, the informants decided to implement an omnichannel strategy by integrating physical stores, marketplaces, and Instagram. According to them, the advantage of omnichannel lies in the ease with which customers can check stock, prices, and promotions transparently. However, the biggest challenge is stock synchronization because online and offline sales often occur simultaneously. Informants also mentioned the lack of trained administrators to manage marketplaces. Nevertheless, informants assessed that this strategy increased sales by up to 30%, especially for balls, shoes, and sports accessories. Customers are said to be increasingly satisfied as they can reserve items online and then pick them up in-store.

#### 2. Informant 2 - Sports Equipment Distributor/Supplier

Based on the results of observations and interviews conducted by the researcher on October 13-23, 2025, involving 10 sports equipment distributors/suppliers that supply sports equipment in Region III Cirebon, the researcher found that several informants explained that stores that implement omnichannel have different ordering patterns compared to conventional stores. They place smaller orders but more frequently in line with marketplace demand trends. According to them, the omnichannel strategy accelerates inventory turnover at distributors but requires distributors to maintain

real-time stock availability. Another challenge is the need to provide omnichannel retailers with timely information on product availability.

### 3. Informant 3 - Digital Marketing Expert

Based on the results of observations and interviews conducted by researchers on October 24-31, 2025 involving 5 (five) Academics and Digital Marketing Experts in Region 3 Cirebon, such as: Lecturers from Muhammadiyah University of Cirebon, CIC University, Kuningan University, Swadaya Gunung Jati University, and Majalengka University, researchers found several informants explained that omnichannel is not just present in many channels, but building a seamless experience. Informants assessed that sports shops in Region 3 Cirebon are still minimal in terms of utilizing data analytics. Informants explained that technologies such as big data and message automation greatly support integration, but require HR training to be effective.

### Informant Comparison

**Table 8. Informant Comparison**

Informant Group	Omnichannel Focus	Main Benefits	Main Challenges	Future Perspective
<b>Store Manager/Owner</b>	Integration of physical stores, marketplaces, social media	Increased sales, easy stock checking, wider reach	Stock synchronization, limited human resources, logistics costs	Requires system integration & professional administration
<b>Distributor/Supplier</b>	Real-time stock availability & retailer order patterns	Faster product rotation, more accurate demand data	Unstable demand, fast delivery, stock coordination	Distribution system and stock dashboard integration
<b>Digital Marketing Expert</b>	POS, CRM, marketplace, social media integration	Data efficiency, consistent customer experience	Data is not synchronized, digital human resources are under-trained	Technology-based omnichannel (AI, big data, AR)

Source: Data processed from Thematic Analysis

Based on the results of a series of in-depth interviews conducted with sports shop owners and managers, sports equipment distributors, and digital marketing experts, it can be concluded that the implementation of an omnichannel marketing strategy has become a fundamental need in facing changes in consumer behavior and the dynamics of the sports industry market in the digital era.

Overall, interviews indicate that today's consumers tend to begin their purchasing process by searching online through marketplaces and social media before deciding to purchase in a physical store. This shift in behavior is encouraging sports retailers to

integrate online and offline channels to remain competitive and provide a more comprehensive, faster, and more flexible shopping experience.

The overall conclusion of the interview is that omnichannel marketing is not just a sales strategy, but a comprehensive approach that connects all marketing, service, and operational activities into a single entity focused on customer convenience. However, the success of this strategy depends heavily on data integration, technological readiness, and human resource competency in managing various channels in an integrated manner. The future of sports equipment marketing is expected to increasingly shift towards the use of more advanced digital technologies, such as data analytics, AI, and cross-platform application integration, to create a more personalized and seamless shopping experience for consumers.

### **Discussion**

Based on the results of quantitative data using the "ANOVA" output data above, a significance value (Sig.) was obtained in the F test of  $0.000 < 0.05$ , so as the basis for decision making in the F test, it was concluded that the Increase in Sales and Effectiveness of Sports Equipment Distribution were jointly influenced by the Omnichannel Marketing Strategy or meant significant.

Then, as the output data of "Coefficients" individually for the Omnichannel Marketing Strategy variable, the significance value (Sig.) of the Sales Increase variable was found to be  $0.225 > 0.05$ , it can be concluded that H1 or the first hypothesis is rejected. Which means that Sales Increase is not influenced by the Omnichannel Marketing Strategy. While the significance value (Sig.) of the Financial Management variable is  $0.000 < 0.05$ , it can be concluded that H2 or the second hypothesis is accepted. This means that the Effectiveness of Sports Equipment Distribution is influenced by the Omnichannel Marketing Strategy.

Meanwhile, qualitative data using observational and interview analysis revealed that an omnichannel marketing strategy has become a fundamental necessity in addressing changing consumer behavior and the dynamics of the sports industry market in the digital era. Today's consumers tend to begin the purchasing process by searching for information online through marketplaces and social media before deciding to purchase in a physical store. This behavioral shift is encouraging sports stores to integrate online and offline channels to remain competitive and provide a more comprehensive, faster, and more flexible shopping experience.

An omnichannel marketing strategy combines all channels, including physical stores, e-commerce, social media, and delivery systems. This allows customers to explore the store more broadly. Unlike multichannel marketing strategies that separate offline and online stores, an omnichannel marketing strategy allows customers to move freely across multiple channels (offline, mobile, and online), all within a single transaction process. An omnichannel strategy is a new retail trend that has transformed the retail industry by integrating all customer channels into one holistic experience (Asmare & Zewdie, 2022). By

integrating online and offline sales channels, an omnichannel strategy provides a seamless customer experience (Sutomo, 2023).

The development of sports products using omnichannel marketing strategies is driven by the increasing use of gadgets and social media in the sales process, which allows customers the opportunity to shop using various channels. Integrating e-commerce and physical stores allows a business to provide a more seamless shopping experience. Therefore, sports stores must continually evolve through the integration of e-commerce and physical stores to face the challenges of the modern industry. (Awaluddin et al., 2024).

As research findings and other research findings demonstrate, in-depth research into omnichannel marketing strategies is not merely a sales strategy, but rather a comprehensive approach that connects all marketing, service, and operational activities into a single entity focused on customer convenience. However, the success of this strategy depends heavily on data integration, technological readiness, and human resource competency in managing various channels in an integrated manner. These findings are highly beneficial for sports store owners involved in the sale of sports equipment, allowing them to increase sales and improve the effectiveness of sports equipment distribution to be more effective and sustainable, allowing them to expand not only regionally but throughout Indonesia and abroad.

#### **D. CONCLUSION**

As research has shown, an omnichannel marketing strategy is not just a sales strategy, but a comprehensive approach that connects all marketing, service, and operational activities into a single unit focused on customer convenience. However, the success of this strategy depends heavily on data integration, technological readiness, and human resource competency in managing various channels in an integrated manner, thereby increasing sales and increasing the effectiveness of sports equipment distribution to be more effective and sustainable, allowing it to expand not only regionally, but throughout Indonesia and abroad.

#### **Recommendations**

Based on the results of data analysis and in-depth interviews, researchers recommend several strategic recommendations that can be implemented by sports industry players, including retail stores, distributors, and other stakeholders who want to optimize omnichannel marketing strategies to increase sales and distribution efficiency. The recommendations are as follows:

1. **Optimizing System Integration to Reduce Stock and Price Misalignments**

Sports stores need to invest in an integrated stock management system across POS, marketplaces, and social media channels. Real-time stock synchronization is a crucial aspect, as most operational issues, such as double orders, customer complaints, and pricing errors, stem from data misalignment.

2. **Strengthening Human Resources Competencies in Omnichannel Management**

Interviews indicate that limited human resources are a major obstacle. Training for marketplace administrators, product catalog management, complaint management, and rapid response techniques is essential. Furthermore, stores need to clearly



delineate roles between marketplace administrators, social media managers, and physical store teams to ensure more effective coordination.

### 3. Strengthening Branding Strategy to Increase Competitiveness

In an increasingly competitive market, sports stores are advised to build a strong brand identity through consistent messaging across all channels. Strong branding will make it easier for consumers to remember the store and increase the success of omnichannel marketing.

Overall, the success of an omnichannel strategy in the sporting goods industry relies heavily on digital integration, human resource competency, collaboration between business players, and a consistent customer experience. Implementing these recommendations can help sporting goods retailers strengthen their competitiveness, increase sales, and improve distribution efficiency in today's increasingly interconnected offline and online marketing ecosystem.

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