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AN OMNICHANNEL MARKETING IMPLEMENTATION STRATEGY TO IMPROVE CUSTOMER EXPERIENCE AT RACHIFA ICE CREAM & COFFEE YOGYAKARTA

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Abstract

This study aims to analyze and formulate an omnichannel marketing implementation strategy to enhance customer experience at Rachifa Ice Cream & Coffee Yogyakarta. The background of this research is based on the rapid growth of the culinary industry, particularly the ice cream sector in Indonesia, as well as increasing competition that requires businesses to develop integrated marketing strategies. Currently, Rachifa Ice Cream & Coffee Yogyakarta faces challenges due to the lack of integration between online and offline marketing channels, resulting in inconsistent customer experiences across various touchpoints. This study employs a descriptive qualitative approach, with data collection techniques including observation, interviews, and documentation. The analysis is conducted by examining marketing, operational, human resource, and financial aspects, as well as utilizing analytical tools such as the Business Model Canvas (BMC) and SWOT analysis to formulate appropriate strategies. The results indicate that the implementation of an omnichannel marketing strategy through the integration of social media, online food delivery platforms (GoFood and ShopeeFood), and in-store experiences can improve the quality of customer experience. This integration enables more consistent customer experiences, enhances brand awareness, strengthens customer engagement, and fosters customer loyalty. In addition, the utilization of digital technology and customer data plays a crucial role in supporting the effectiveness of this strategy. This study recommends the implementation of an integrated omnichannel-based marketing system as the main strategy to enhance the competitiveness of Rachifa Ice Cream & Coffee Yogyakarta amid increasingly intense industry competition. The implementation of this strategy is expected to create a more optimal customer experience and support sustainable business growth.

Keywords: Omnichannel Marketing, Customer Experience, Digital Marketing, Marketing Strategy, Culinary Business

INTRODUCTION

The ice cream industry in Indonesia has shown positive growth in recent years, creating opportunities for both franchise businesses and local culinary enterprises. Increasing consumer demand for dessert products, supported by changing lifestyles and preferences for unique dining experiences, has encouraged the expansion of ice cream businesses in various regions. In addition to product quality, consumers increasingly consider factors such as product appearance, store atmosphere, and overall customer experience when choosing food and beverage products.

The increasing consumption of ice cream in Indonesia indicates strong market potential for businesses operating in this sector. Along with the growth of the culinary industry, competition among businesses has become increasingly intense. Many companies compete by offering innovative products, affordable prices, attractive store concepts, and digital marketing strategies to attract consumers. In Yogyakarta, the growing number of ice cream outlets reflects the promising market opportunities, especially among young consumers, students, and families who actively follow lifestyle and culinary trends.

Major brands such as Mixue and Momoyo have strengthened their market position through aggressive expansion and integrated digital marketing strategies. The success of these brands demonstrates the importance of integrating multiple marketing channels to maintain customer engagement. Through social media activities, digital promotions, and online ordering platforms, customers can interact with the brand through various touchpoints while receiving consistent information and service. This trend has increased the need for local culinary businesses to adopt more integrated marketing approaches in order to remain competitive.

Rachifa Ice Cream & Coffee Yogyakarta is one of the local culinary businesses that targets young consumers and families by offering affordable products, a comfortable atmosphere, and a modern concept. Located in Tempel, Sleman, Rachifa aims to provide not only quality products but also a pleasant culinary experience for customers. The business combines local and modern concepts through innovative menu offerings and an aesthetic store atmosphere to attract customers and create memorable experiences.

However, despite having strong market potential, Rachifa Ice Cream & Coffee Yogyakarta still faces several challenges related to marketing integration and brand visibility. Currently, the business mainly relies on social media promotion and direct offline sales activities. The integration between online and offline channels has not been fully implemented, resulting in inconsistent customer experiences across different customer touchpoints. Customers may receive different experiences when interacting through social media, online delivery platforms, and direct visits to the outlet.

In today's digital era, businesses are required to provide seamless and integrated customer experiences across multiple channels. Omnichannel marketing has become an important strategy for integrating offline stores, social media, online food delivery services, and digital customer interactions into a unified system. The implementation of omnichannel marketing enables businesses to create a more consistent customer journey, improve customer satisfaction, strengthen customer engagement, and increase customer loyalty.

Previous studies have highlighted the importance of omnichannel marketing in improving customer experience and business performance. The effectiveness of omnichannel marketing depends on the level of integration between communication and distribution

channels in delivering consistent brand experiences to customers. Without proper integration, businesses may face difficulties in strengthening customer loyalty, improving brand awareness, and utilizing customer data effectively for marketing strategies.

Although many previous studies have discussed omnichannel marketing, most of them focus on large retail companies and e-commerce businesses. Research discussing the implementation of omnichannel marketing strategies in local culinary SMEs, particularly ice cream businesses in Indonesia, is still limited. Therefore, this study aims to fill this gap by analyzing the implementation of omnichannel marketing at Rachifa Ice Cream & Coffee Yogyakarta and examining its role in improving customer experience.

Based on these conditions, this study aims to analyze and formulate an omnichannel marketing implementation strategy to enhance customer experience at Rachifa Ice Cream & Coffee Yogyakarta. This study also seeks to provide strategic recommendations for integrating online and offline marketing channels to strengthen competitiveness and support sustainable business growth.

This study is expected to contribute theoretically by expanding the discussion of omnichannel marketing implementation in the culinary SME sector. Practically, the findings are expected to provide insights and strategic guidance for local culinary businesses in developing integrated marketing systems and improving customer experience in the digital era.

REVIEW OF LITERATURE

Omnichannel Marketing

Omnichannel marketing is a customer-centric marketing strategy that integrates multiple online and offline channels to provide a seamless and consistent customer experience throughout the customer journey. Unlike multichannel marketing, which manages channels independently, omnichannel marketing focuses on creating an interconnected system that allows customers to move effortlessly between channels while maintaining continuity in communication, service, and brand experience (Verhoef et al., 2015).

According to Ocak (2023), omnichannel marketing enables businesses to interact with customers through various touchpoints, including physical stores, websites, social media platforms, mobile applications, and online marketplaces. The primary objective of this approach is to enhance customer convenience and satisfaction by ensuring that all channels operate as a unified system.

Aleshnikova et al. (2019) proposed the Omnichannel Marketing Wheel, which identifies several key components required for successful omnichannel implementation. These components include customer-centered goals, integrated online and offline channels, information technology integration, business process alignment, channel portfolio management, and coordinated channel management functions. The model emphasizes that customers should be placed at the center of all marketing activities to ensure a seamless experience across different touchpoints.

Based on these perspectives, omnichannel marketing can be understood as a strategy that emphasizes the integration of various customer touchpoints rather than simply increasing the number of channels used. The effectiveness of this strategy depends on the ability of a business to provide consistent information, communication, and service quality throughout

the customer journey. Therefore, successful omnichannel implementation requires coordination among digital and physical channels to create a seamless customer experience.

For culinary businesses, omnichannel marketing can be implemented through the integration of social media, online food delivery platforms, digital communication channels, and physical outlets. This integration enables businesses to improve customer accessibility, increase brand visibility, and provide consistent service experiences.

Customer Experience

Customer experience refers to customers' overall perceptions, emotions, and responses resulting from interactions with a company throughout the customer journey. Customer experience is formed through multiple touchpoints before, during, and after the purchase process and significantly influences customer satisfaction and loyalty.

Gerea et al. (2021) argued that customer experience in an omnichannel environment is multidimensional, encompassing emotional, cognitive, behavioral, social, and sensory aspects. Customers evaluate their experiences not only based on product quality but also on the consistency and quality of interactions across channels.

Similarly, Gahler et al. (2022) developed a customer experience measurement framework consisting of six dimensions: affective, cognitive, physical, relational, sensory, and symbolic experiences. These dimensions demonstrate that customer experience extends beyond transactional interactions and includes the meanings and relationships developed between customers and brands.

In the culinary industry, customer experience is shaped not only by the quality of food and beverages but also by the overall interaction between customers and the business. Store atmosphere, employee service, ease of ordering, promotional communication, and digital interactions all contribute to customer perceptions. Positive experiences may encourage repeat purchases and strengthen customer loyalty over time.

Omnichannel Marketing and Customer Experience

The increasing use of digital technology has transformed customer expectations regarding how businesses deliver services and communicate with customers. Consumers increasingly expect seamless interactions across online and offline channels, making omnichannel marketing a critical strategy for enhancing customer experience.

Verhoef et al. (2015) suggested that integrated channels contribute to a smoother customer journey by reducing inconsistencies and improving convenience. Customers can access information, interact with businesses, and make purchases through their preferred channels without experiencing disruptions.

Gerea et al. (2021) emphasized that customer experience depends heavily on the integration of touchpoints across different channels. Effective omnichannel implementation enables businesses to provide consistent information, personalized interactions, and continuous communication, thereby strengthening customer satisfaction and engagement.

For culinary businesses such as Rachifa Ice Cream & Coffee Yogyakarta, omnichannel marketing can improve customer experience by connecting social media activities, online food delivery platforms, and in-store services into a unified system. Such integration allows customers to experience consistent service quality and brand communication regardless of the channel they use.

Conceptual Framework

This study is based on the assumption that the implementation of omnichannel marketing can enhance customer experience through the integration of online and offline channels. Customers interact with businesses through various touchpoints, including social media, online food delivery platforms, and physical outlets. When these channels are properly integrated, customers can obtain consistent information and experience smoother interactions throughout the purchasing process.

Improved channel integration is expected to create a more seamless customer journey, increase customer satisfaction, strengthen customer engagement, and encourage repeat purchases. Therefore, omnichannel marketing is considered a strategic approach that can help Rachifa Ice Cream & Coffee Yogyakarta improve customer experience while supporting long-term business growth.

RESEARCH METHOD

This study employed a descriptive qualitative approach to analyze and formulate an omnichannel marketing implementation strategy for improving customer experience at Rachifa Ice Cream & Coffee Yogyakarta. A qualitative approach was considered appropriate because it allows an in-depth understanding of existing marketing practices, customer interactions, and business conditions related to omnichannel implementation.

The research was conducted at Rachifa Ice Cream & Coffee Yogyakarta, located in Tempel, Sleman, Yogyakarta. Data were collected through interviews, observations, and documentation. Interviews were conducted with business owners and relevant personnel to obtain information regarding marketing activities, operational processes, customer management, and business development strategies. Observations were carried out to examine customer interactions, service processes, outlet conditions, and the utilization of both online and offline marketing channels. Documentation was used to support the findings through the analysis of business records, promotional materials, social media activities, and other relevant documents.

The collected data were analyzed using descriptive qualitative analysis. The analysis involved data reduction, data presentation, and conclusion drawing. In addition, Business Model Canvas (BMC) and SWOT analysis were utilized to identify the current business conditions, evaluate internal and external factors, and formulate appropriate omnichannel marketing strategies for the company. The findings were then used as the basis for developing strategic recommendations aimed at enhancing customer experience through the integration of online and offline marketing channels.

RESULTS AND DISCUSSION

Business Profile and Current Marketing Condition of Rachifa Ice Cream & Coffee Yogyakarta

Rachifa Ice Cream & Coffee Yogyakarta is a local culinary business located in Tempel, Sleman, Yogyakarta. The business specializes in ice cream and beverage products, with its signature menu being black sticky rice tape ice cream. In addition to its signature product, Rachifa offers various ice cream variants, sundaes, floats, and customizable ice cream products with a selection of toppings. The business primarily targets students, young adults, families, and local residents by offering affordable prices and a comfortable dining environment.

Based on the observations and interviews conducted during the study, Rachifa has utilized multiple marketing and sales channels to reach customers. These channels include Instagram and TikTok as promotional media, GoFood and ShopeeFood as online ordering platforms, WhatsApp for customer communication, and direct transactions at the physical outlet. The use of various channels indicates that the business has recognized the importance of digital platforms in supporting marketing activities and expanding market reach.

Despite having several customer touchpoints, the channels currently operate independently. Product information, promotional content, and customer interactions are managed separately across platforms. For example, promotional content uploaded on Instagram is not always synchronized with promotions available on GoFood or ShopeeFood. Similarly, customer data obtained through online transactions is not integrated with customer interactions occurring at the outlet. As a result, customers may receive different information depending on the channel they use.

This condition creates several challenges in maintaining a consistent customer experience. Customers who discover products through social media often need to search again for information when placing orders through food delivery applications. In addition, the business has limited ability to track customer behavior across different channels because customer data is stored separately. Consequently, opportunities to build long-term customer relationships and personalized marketing strategies have not been fully utilized.

The findings suggest that Rachifa has implemented a multichannel approach, where customers can interact with the business through various platforms, but the channels are not yet connected in an integrated system. According to the omnichannel marketing concept, effective channel integration allows customers to move seamlessly between online and offline touchpoints while receiving consistent information and service. Therefore, the current marketing condition indicates the need for a more integrated omnichannel strategy to improve customer convenience, strengthen customer engagement, and enhance the overall customer experience.

Analysis of Sales Performance

Sales performance was evaluated by comparing the sales forecasts prepared during the business planning stage with the actual sales realized during the first year of business operations. The comparison is presented in Table 1.

Table 1.
Comparison Between Sales Forecast and Sales Realization

Month	Forecast (IDR)	Realization (IDR)
April	Rp17.470.000	Rp27.951.500
May	Rp19.805.000	Rp14.683.000
June	Rp22.045.000	Rp19.664.500
July	Rp24.000.000	Rp13.815.000
August	Rp26.335.000	Rp13.849.000
September	Rp28.670.000	Rp13.516.000
October	Rp31.005.000	Rp14.287.500

November	Rp33.340.000	Rp15.134.000
December	Rp35.675.000	Rp16.428.500
January	Rp38.360.000	Rp17.362.000
February	Rp41.045.000	Rp16.847.500
March	Rp43.730.000	Rp17.584.000
TOTAL	Rp361,480,000	Rp201,122,500

Table 1 shows that the sales target was only achieved in April, the first month of operation. Actual sales reached IDR 27,951,500, exceeding the forecast by IDR 10,481,500. This result was mainly influenced by the grand opening event, which attracted many visitors and generated curiosity about the products offered by Rachifa Ice Cream & Coffee. Promotional activities during the opening period also encouraged customers to visit the outlet and try the products for the first time.

In the following months, actual sales were lower than the projected targets. The smallest difference between forecast and realization occurred in June, indicating that customer interest remained relatively strong after the opening period. However, beginning in July, the gap between projected and actual sales became increasingly wider. Although monthly sales remained relatively stable, the growth anticipated during the planning stage was not fully achieved.

One factor that affected sales performance was weather conditions. As a business that primarily sells ice cream products, customer demand tends to be influenced by seasonal changes. During periods of frequent rainfall, fewer customers visited the outlet because outdoor activities decreased and consumer preference shifted away from cold dessert products. This condition contributed to the decline in sales during several months of the observation period.

Another factor was the growing level of competition within the food and beverage sector. Consumers had many alternative choices, particularly from businesses offering similar dessert and beverage products. As a relatively new business, Rachifa still needed time to strengthen its market presence and build long-term customer loyalty.

The findings also revealed that the marketing channels used by the business were not yet fully integrated. Although Instagram, TikTok, GoFood, ShopeeFood, and WhatsApp had been utilized to reach customers, each platform was managed separately. Information, promotions, and customer interactions were not connected across channels, making it difficult to provide a consistent customer experience and monitor customer behavior comprehensively. This situation limited the effectiveness of marketing activities and reduced opportunities to encourage repeat purchases.

Overall, total sales realization during the observation period reached IDR 201,122,500, while the total forecast was IDR 361,480,000. Although the business did not achieve its projected sales target, the results indicate that Rachifa was able to maintain stable revenue throughout its first year of operation. These findings suggest that improvements in marketing integration and customer engagement strategies are needed to support future business growth and enhance overall sales performance.

Business Model Canvas Analysis

To better understand the current business model of Rachifa Ice Cream & Coffee Yogyakarta, a Business Model Canvas (BMC) analysis was conducted. The analysis identifies the key elements that support business operations and customer value creation.

Table 2.
Business Model Canvas of Rachifa Ice Cream & Coffee Yogyakarta

Key Partners	**Key Activities**	**Value Propositions**	**Customer Relationships**	**Customer Segments**
1. Raw material suppliers	1. Producing high-quality ice cream products	1. High-quality ice cream products with various flavor options, unique traditional-inspired products such as black sticky rice tape ice cream	1. Friendly and responsive service,	1. Students, young adults, families, employees,
2. Marketing partners (social media, e-commerce platforms, influencers)	2. Conducting marketing and promotional activities (online and offline),	2. Affordable prices	2. Regular promotional programs,	2. Local communities looking for affordable desserts and a comfortable gathering place
3. Local partners supporting business development in Yogyakarta	3. Managing outlet operations and developing new menu variations	3. Comfortable place for customers to relax	3. Interaction through social media, and customer loyalty programs	
Key Resources	***Channels***	***Cost Structure***	***Revenue Streams***	
1. Human resources (employees),	1. Physical outlet in Tempel, Sleman,	1. Production costs (raw materials and labor), operational costs, marketing and promotional expenses, and outlet maintenance costs	1. Sales of ice cream products, beverages, topping add-ons, and revenue generated through online food delivery platforms	

2. Production equipment (ice cream machine, freezer, refrigerator, etc.),	2. Social media platforms (Instagram and TikTok), WhatsApp, GoFood, and ShopeeFood			
3. Financial resources for business operations and expansion				

The analysis shows that Rachifa already possesses the basic components required to support business growth. The business offers a unique value proposition through its black sticky rice tape ice cream, which differentiates it from many competitors in the local market. Combined with affordable prices and a comfortable atmosphere, these factors provide additional value for customers seeking both product quality and dining experience.

The channel component indicates that the business has adopted multiple customer touchpoints through social media platforms, online food delivery services, and direct offline sales. However, these channels currently operate independently and have not yet been integrated into a unified customer journey. This condition limits the business's ability to provide a consistent customer experience across different platforms.

From the customer relationship perspective, interactions are primarily conducted through direct communication and social media engagement. While this approach allows the business to maintain relationships with customers, customer information is not yet systematically collected and utilized. The development of a customer database could help the business better understand customer preferences and support more personalized marketing activities in the future.

Overall, the Business Model Canvas analysis suggests that Rachifa has established a solid business foundation. Nevertheless, improvements in channel integration and customer relationship management are necessary to strengthen competitiveness and support the implementation of an omnichannel marketing strategy.

SWOT Analysis

To formulate an appropriate business development strategy, a SWOT analysis was conducted to identify the internal and external factors influencing business performance.

Table 3.
SWOT Analysis of Rachifa Ice Cream & Coffee Yogyakarta

Strengths	**Weaknesses**
Affordable product prices	Limited integration of marketing channels
Unique menu offerings	Absence of customer database
Comfortable store atmosphere	Limited digital marketing management
Various topping options	Limited promotional activities
Opportunities	**Threats**

Growth of digital marketing	Intense market competition
Increasing use of social media	Competitor pricing strategies
Expansion of food delivery platforms	Changes in customer preferences
Growth of culinary tourism	New market entrants

Based on the SWOT analysis, Rachifa Ice Cream & Coffee has several strengths that can support its business development. One of the main strengths is its unique product offering, particularly black sticky rice tape ice cream, which is rarely found in similar businesses. The business also offers affordable prices and a variety of topping options, making its products accessible to different customer segments, especially students and young consumers.

Despite these strengths, several weaknesses still need attention. Marketing activities have been carried out through Instagram, TikTok, GoFood, ShopeeFood, and WhatsApp, but these channels are managed separately. As a result, information and promotions are not always delivered consistently across platforms. In addition, the business does not yet have a customer database that can be used to identify purchasing patterns or support customer retention programs.

Several opportunities can be utilized to support future business growth. The increasing use of social media and online food delivery platforms provides wider access to potential customers. The growing interest in culinary tourism in Yogyakarta also creates opportunities for local businesses to attract visitors looking for unique food and beverage experiences.

At the same time, Rachifa operates in a highly competitive market. Various ice cream and beverage businesses continue to emerge, offering similar products and promotional programs. Changes in consumer preferences also require businesses to continuously innovate in terms of products, services, and marketing activities. Therefore, maintaining product uniqueness and improving customer relationships are important to strengthen the business's competitive position.

Proposed Omnichannel Marketing Strategy

Based on the findings, the implementation of an omnichannel marketing strategy is considered the most suitable approach for improving customer experience at Rachifa Ice Cream & Coffee Yogyakarta.

The proposed strategy focuses on integrating Instagram, TikTok, GoFood, ShopeeFood, and offline store operations into a connected customer journey. Promotional information, product updates, and marketing messages should be delivered consistently across all channels to ensure that customers receive the same information regardless of the platform they use.

In addition, customer interactions should be recorded and managed more systematically. The development of a simple customer database would allow the business to identify customer preferences, monitor purchasing behavior, and design more targeted promotional programs. Such initiatives could improve customer engagement and increase the likelihood of repeat purchases.

The strategy also includes the development of customer loyalty programs, interactive social media content, and periodic promotional campaigns. These activities are expected to strengthen customer relationships while increasing brand awareness in an increasingly competitive market.

Another important aspect of the proposed strategy is the standardization of information across all channels. Product descriptions, pricing information, promotional offers, and operating hours should be presented consistently on Instagram, TikTok, GoFood, ShopeeFood, WhatsApp, and the physical outlet. Consistency in communication can reduce customer confusion and help strengthen the business's brand image.

The implementation of omnichannel marketing does not necessarily require substantial investment in advanced technology. As a small culinary business, Rachifa can begin by integrating existing channels, improving coordination between promotional activities, and maintaining a simple customer database. Gradual implementation allows the business to improve customer experience while minimizing operational risks and additional costs.

Discussion

The results of this study show that the main challenge faced by Rachifa is not the absence of marketing channels but the lack of integration among those channels. The business has already utilized social media platforms and online food delivery services, yet these channels function separately and do not support a seamless customer journey. Consequently, customers may receive different experiences depending on the channel they use.

This condition is consistent with the concept proposed by Verhoef et al. (2015), which emphasizes that omnichannel marketing is not merely about increasing the number of channels but about integrating those channels to create continuity in customer interactions. Without integration, businesses may find it difficult to deliver consistent service experiences and build strong customer relationships.

The sales analysis further demonstrates the importance of improving marketing effectiveness. Although the grand opening successfully generated high sales performance, the business struggled to maintain similar results in subsequent months. Weather conditions, market competition, and limited customer retention activities contributed to this decline. These findings indicate that attracting new customers alone is insufficient for sustaining business performance over time.

The SWOT analysis also reveals that Rachifa already possesses the necessary resources to begin implementing an omnichannel strategy. The business has active social media accounts, partnerships with online food delivery platforms, and direct customer interaction through its physical outlet. Rather than investing heavily in new marketing channels, integrating existing channels appears to be a more practical and cost-effective strategy.

For customers, channel integration can simplify the purchasing process and create a more consistent experience. Customers who discover products through social media can continue their purchasing journey through GoFood or ShopeeFood and later receive a similar brand experience when visiting the outlet. This continuity can improve customer satisfaction and strengthen emotional connections with the brand.

From a managerial perspective, omnichannel implementation also provides opportunities to collect and utilize customer information more effectively. Better customer understanding can help the business develop more relevant promotional activities, improve service quality, and increase customer retention. These benefits are particularly important for small culinary businesses that operate in highly competitive environments.

Therefore, the implementation of an omnichannel marketing strategy should not be viewed solely as a marketing initiative. For Rachifa Ice Cream & Coffee Yogyakarta, it

represents a strategic effort to improve customer experience, strengthen customer loyalty, and enhance business competitiveness in the long term.

The findings of this study also highlight the importance of customer experience in the food and beverage industry. Customers no longer evaluate a business solely based on product quality, but also on the convenience and consistency of interactions throughout the purchasing process. Customers may first discover a product through social media, place an order through an online delivery platform, and later visit the physical outlet. If information, promotions, and services differ across these channels, customer satisfaction may be negatively affected. Therefore, maintaining consistency across touchpoints becomes an important factor in creating a positive customer experience.

The results are consistent with previous studies emphasizing that customer experience is strongly influenced by the integration of online and offline channels. Businesses that successfully integrate their communication and service channels are generally better positioned to build customer trust, increase engagement, and encourage repeat purchases. For Rachifa, channel integration could help create a smoother customer journey while strengthening the relationship between customers and the brand. In the long term, this may contribute not only to customer loyalty but also to sustainable business growth.

CONCLUSION

Rachifa Ice Cream & Coffee Yogyakarta has utilized various channels to market its products, including direct sales at the outlet, Instagram, TikTok, GoFood, and ShopeeFood. The business also offers product variations that differentiate it from competitors, such as black sticky rice tape ice cream and brenebon ice cream, supported by various topping options and affordable prices. These factors have become the main strengths of the business in attracting customers.

The analysis showed that the available marketing channels have not yet been integrated into a single customer journey. Promotional activities, customer interactions, and sales channels are still managed separately, making it difficult for the business to provide a consistent experience across different touchpoints. This condition indicates that Rachifa has implemented a multichannel approach but has not fully adopted an omnichannel marketing strategy.

The comparison between sales forecasts and actual sales also showed that business performance was highest during the grand opening period. In the following months, sales fluctuated and generally remained below the projected targets. Based on observations during the business operation period, weather conditions and increasing competition in the ice cream market were among the factors that influenced customer purchasing behavior and sales performance.

Considering the current business condition, the implementation of an omnichannel marketing strategy is expected to become an appropriate step for future business development. Integrating social media platforms, online food delivery services, and offline store activities can help create a more seamless customer experience while improving communication consistency across channels. In addition, better utilization of customer data and the development of customer loyalty programs may help strengthen customer relationships and encourage repeat purchases. Through these efforts, Rachifa Ice Cream &

Coffee Yogyakarta is expected to improve its competitiveness and support sustainable business growth.

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