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Omni-Channel Service Analysis of Purchase Intention

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Abstract— The COVID-19 pandemic has caused a decline in various aspects of the economy, including the fashion sector. Many fashion retailers have closed, so sales have fallen. However, many retailers can also adapt and change using new communication channels. This change presents new challenges for fashion companies and retailers to integrate channels into omnichannel services. This study aims to analyze the factors influencing customer behavior in omnichannel services through their intention to accept and use new technology in shopping. This study adopts the UTAUT2 model by adding two new variables: personal innovation and perceived security. This model was tested on 353 samples from Uniqlo customers residing in Indonesia. This research method uses a Quantitative PLS-SEM approach. This study tested the outer model, inner model, and hypothesis t-test with a bootstrap procedure using SmartPLS software. The results showed that the performance expectation factor did not affect the omnichannel purchase intention variable because the t-statistic value is less than 1.65. Meanwhile, other factors such as effort expectation, social influences, habits, hedonic motivation, perceived security, and personal innovativeness affect omnichannel purchase intentions because the t-statistic value is more than 1.65. The most positive and significant factor is personal innovativeness. Based on the results of this study, it is revealed that digitalization creates challenges for companies in maintaining digital businesses. Through various omnichannel service channels, this research can identify the factors influencing consumers' purchase intention.

Keywords— Omnichannel; omnichannel consumer behavior; webrooming; showrooming; UTAUT2; Purchase Intention.

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I. INTRODUCTION

The rapid development of the retail business in the era of globalization provides opportunities for producers in various industries to maintain better and improve consumer relationships to compete. One of the industries that are currently developing is the fashion industry sector. However, with the COVID-19 pandemic that entered Indonesia in early 2020 yesterday, Indonesian clothing retail sales decreased by 80% in April 2020. This was also due to the closing of retail stores in several malls in Indonesia [1]. This makes modern retail businesses expand their network by transforming to omnichannel to survive during a pandemic like this, which requires several retail businesses to sell online. The tight competition in the fashion industry has made Uniqlo develop its business into an omnichannel. On September 17, 2021, Uniqlo launched an online store as a globally integrated website and application, which can direct online shopping at Uniqlo stores spread across Indonesia [2].

Omnichannel is a combination of selling online and offline

[3]. Omnichannel, according to research by [4], can be interpreted as a strategy that integrates existing channels and touchpoints in creating a sound and synchronized customer experience so that it can overcome barriers to virtual and physical retail and increase customer engagement. According to Verhoef et al., 2015 [34] in an omnichannel system, the shopping experience uses web rooming (looking for information online, buying products offline) and showrooming (looking for information offline, buying products online). The research [5] reveals that seeking information and choosing a channel to buy a product can be contextually encouraging and shows that customers will show various needs that must be met by different shopping channels with different shopping contexts, too. This study refers to research [6] identifying two additional factors: personal innovativeness and perceived security. This research adds to the UTAUT2 model variable that affects omnichannel consumer behavior through customer adoption and intention to use new technology in product purchasing.

II. MATERIALS AND METHOD

A. Omnichannel Retail

As technology advances and digital retailers require multiple channels, customers will increasingly exhibit various shopping behaviors and convenient choices [8]. Omnichannel customers expect to be able to use multiple channels to interact with retailers, and retailers have to ensure that customers can shop smoothly [8], [9].

Omnichannel is a new channel with a new context whose development concerns product delivery and lines between channels, services, and products [10]. Omnichannel is an interaction between customers and retailers in a new way that can provide new expectations and is more challenging to interact with than before [8], [11]. Therefore, Omnichannel provides a massive change for retail companies today.

Online media provides more information-gathering tools to help consumers make decisions, but information overload can make customers confused and anxious [12]. Omnichannel will greatly assist customers in "webrooming" and "showrooming" to overcome customer uncertainty in choosing channels.

B. Omnichannel Customer Behavior

Several omnichannel studies highlight two dominant types of observed omnichannel retail behavior: web rooming and showrooming. Both of these behaviors can represent a two-step decision-making process with different channels used to collect data, find out which product to buy, and finally buy the product [13]. Webrooming is an activity that involves finding information online and then buying goods in stores [4]. Webrooming has been described as the most widespread cross-channel behavior in the retail industry. According to [6], web rooming behavior can remove uncertainty about product information from digital attributes, and inspection attributes, such as clothing styles, can be evaluated graphically online. However, checking the size that fits the body still needs to be done in offline stores.

Showrooming is the act of customers visiting physical stores to look for product information and then buying products online. Most experts view showrooming as free-riding, where customers change distribution and retail channels for their benefit [14]. In the research, perceived value showrooming was used to assess the benefits and sacrifices customers perceive in using showrooming. According to [12], these two behaviors are a decision-making process through two steps using different channels to collect data, explore products to buy, and finally buy products.

C. Purchase Intention

UTAUT2 is commonly used in research to determine the purchase intention of Omnichannel users. This is also seen in the research [7] using the UTAUT2 and TAM models to determine the effect on purchase intention. Therefore, this study uses a framework based on research by [6]. The Theory of Acceptance and Use of Integrated Technology 2 (UTAUT2) is a conceptual model created as an evolutionary version of UTAUT. In addition, research [16] revealed that empirical studies have shown that the UTAUT model is the most effective model for analyzing technology acceptability.

The study [17] used the UTAUT2 model to explain the use

of smartphones by customers when they were in physical stores (omnichannel). Research by [17] used perceived risk and facilitating conditions variables to identify acceptance of omnichannel technology. As well as in the research of [19] stated that the UTAUT2 model is appropriate to be applied to omnichannel research because this type of information technology from marketing trends uses both online and offline media to create experiences at all points in the customer journey, from product research to the point at which a purchase is made.

In addition, the research of [7] also used UTAUT2 to determine the omnichannel behavioral intention of fashion retail ZARA by adding two variables, namely innovativeness and perceived security. Therefore, this study uses the UTAUT2 model because this model can be used to determine the behavioral intentions of omnichannel users. It can include a discussion of the adoption and use of technology in omnichannel and the social dimensions of technology use. Based on the research background, problem formulation, and theoretical studies that have been described, the framework of thought in this research can be described as in Figure 1.

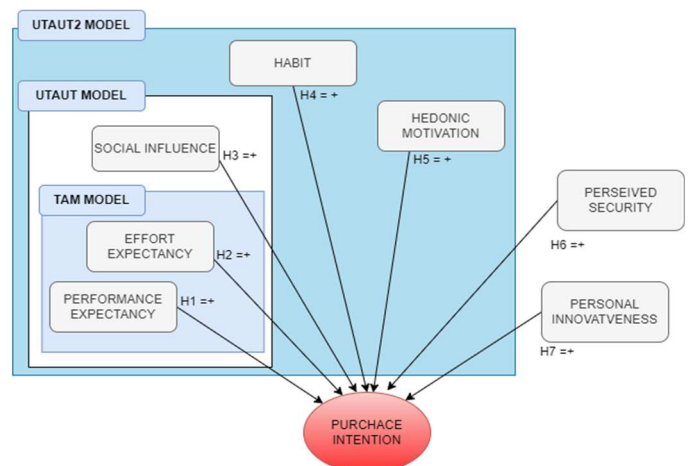


Fig. 1 Purchase intention framework in omnichannel store.

Performance expectancy is the customer's assessment of the benefits of using different channels and technologies in purchasing products. Then, research [20] proves that performance expectancy is the strongest factor affecting purchase intention. In research [7], performance expectancy is also positively related to purchase intention. Therefore, the researcher made the following hypothesis:

1) *H1*: Performance expectancy has a positive impact on the omnichannel purchase intention. Effort expectancy is the level of ease that customers feel when using different touchpoints in the product-buying process [7], [21]. A technology acceptance model includes projected effort in perceived user ease (TAM) or omnichannel ease of use [22]. In the research by [20], effort expectancy positively affects omnichannel purchase intentions. In the research of [7], effort expectancy positively affects purchase intention. Therefore, the researcher made the following hypothesis:

2) *H2*: Effort expectancy has a positive impact on the omnichannel purchase intention. Social influence is an influence such as family, friends, idols, etc.) in influencing a person's behavior using different channels or technology [6].

Research by [15] showed that social influence positively affects purchase intention. Then, research by [15] also said that social influence positively affects customers' purchase intention. Meanwhile, the research by [7] revealed that social influence did not affect omnichannel purchase intention. Therefore, the researcher made the following hypothesis:

3) *H3*: Social influence has a positive impact on the omnichannel purchase intention. Habits are repetitive behaviors carried out automatically and based on learning. This concept is a new factor in the UTAUT2 model because it is considered a technology use variable in many studies that can directly affect purchase intention. However, in research [6], the habit does not affect omnichannel purchase intention. Therefore, the researcher made the following hypothesis:

4) *H4*: Habit has a positive impact on the omnichannel purchase intention. Hedonic motivation is the pleasure or excitement that a person feels when using technology, and it has been proven that this fact has an essential role in determining the acceptance and use of technology. [23]. Research by [23] shows that customers perceive online fashion shopping as entertainment and use this medium to spend their free time searching for clothes. Then, in the research of [20], hedonic motivation positively influences purchase intention. However, in the research [7], hedonic motivation does not affect omnichannel purchase intention. Therefore, the researcher makes the following hypothesis:

5) *H5*: Hedonic motivation has a positive impact on the omnichannel purchase intention. Personal innovativeness is the extent to which a person chooses to try new and different products or channels in search of new experiences that require broader learning [35]. Personal innovativeness is used in research by [19], and [18] because previous research [26] shows that multichannel customers tend to explore and use technology as new alternatives. Based on the research, customer innovation influences technology adoption and purchase intention. Furthermore, the research by [7] stated that personal innovativeness positively affects omnichannel purchase intention. Therefore, the researcher made the following hypothesis:

6) *H6*: *Personal innovativeness* has a positive impact on *omnichannel purchase intention*. Perceived security is the customer's perception that omnichannel companies' technology strategy includes information security antecedents, such as authentication, protection, verification, or encryption [28]. Perceived security was used in the research [29]. *Perceived security* was used in the research [7], [24], [19], and reception of online channel security refers to the belief that the internet is a safe choice for sending personal data. In the research of [24], perceived security significantly affects purchase intention. However, in the research by [7], perceived security does not affect omnichannel purchase intention. Therefore, the researchers made the following hypotheses:

7) *H7*: Perceived security s has a positive impact on the omnichannel purchase intention.

D. Sampling Technique

In this study, the researcher used the Non-Probability

Sampling technique, which is a technique used to take samples from a population that does not provide equal opportunities for each member of the selected population. The researchers in this study used purposive sampling, a technique for determining samples based on specific criteria. In this study, not all samples have requirements under the researchers' standards.

E. Respondent's Criteria and Profile

The sample used in this study were customers of Uniqlo Indonesia. Because the population's exact size is unknown, the sample size (number of respondents) can be determined by multiplying the number of all indicators used by 5-10 [32]. This study has 21 indicators. Therefore, the number of respondents for this research is $20 \times 10 = 200$. This number of samples has met the limit of the minimum sample. Therefore, this number of samples is considered representative of the study's entire population. After distributing questionnaires through social media, this study obtained 353 samples.

TABLE I
RESPONDENT DEMOGRAPHY

Aspect	Classification	Frequency (Percentage)
Gender	Male	131 (37.3%)
	Female	222 (62.7%)
Age	16-24	280 (79.4%)
	25-33	61 (17.2%)
	34-42	7 (1.9%)
	>42	5 (1.4%)
Occupation	Student	265(75.1%)
	Government Employees	10 (2.8%)
	Self-Employees	37 (10.5%)
	Entrepreneur	24 (6.8%)
	Other	17 (4.8%)
Education	<Senior High School	26 (7.3%)
	Senior High School	149 (42.4%)
	D1-D3	18(5.1%)
	D4/S1	114 (32.2%)
	>S1	46 (13%)

F. Data Collection

Question items and indicators in this research questionnaire were obtained from UTAUT2 questions and indicators in the study [6] and then adjusted to the context of the Omnichannel, resulting in 20 questions. Respondents expressed their perception of omnichannel with 20 questions that represented the variables in the hypothesis and were measured using a 5-point Likert scale. Questions were reviewed early to eliminate ambiguity in the questionnaire questions and improve respondents' understanding.

III. RESULTS AND DISCUSSION

This study aims to explore the acceptance and use of technology in omnichannel. This study uses the PLS method with SmartPLS software version 3.2.9 to evaluate the structural model and test hypotheses. Thus, testing the hypothesis by looking at the t-statistics, this value was used to determine whether the hypothesis in this study was accepted or rejected.

A. Outer Model Test Result

The first convergent validity test is the loading factor indicator. A good loading value is that the value must be above 0.70 [32]. The following is a table of loading factor values from data that has been processed using SmartPLS 3.2.9.

TABLE II
LOADING FACTOR RESULT

Latent Variable	Outer Loadings	Result
PE1	0.848	Valid
PE2	0.839	Valid
PE3	0.833	Valid
EE1	0.929	Valid
EE2	0.926	Valid
SI1	0.922	Valid
SI2	0.915	Valid
HA1	0.837	Valid
HA2	0.882	Valid
HM1	0.852	Valid
HM2	0.847	Valid
HM3	0.855	Valid
PS1	0.866	Valid
PS2	0.864	Valid
I1	0.826	Valid
I2	0.851	Valid
I3	0.854	Valid
PI1	0.890	Valid
PI2	0.871	Valid
PI3	0.895	Valid

It can be seen in Table II that all items in this study have a loading factor value above 0.70. It can be concluded that all items in this study are valid, or the items have convergent validity. The next convergent validity test on the research instrument can be measured by looking at the Average Variance Extracted (AVE) value. [32] Imam Ghazali said that if a research variable has an AVE value > 0.50, that variable has convergent validity.

TABLE III
AVERAGE VARIANCE EXTRACTED (AVE) VALUE

Variable	Average Variance Extracted (AVE)
X1 (PE)	0,706
X2 (EE)	0,861
X3 (SI)	0,843
X4 (HA)	0,739
X5 (HM)	0,725
X6 (PS)	0,749
X7 (I)	0,712
Y (PI)	0,784

It can be seen in Table III that the above value in each value has a value above 0.50. It can be concluded that the variables in this study have met the requirements of convergent validity. Discriminant validity with the reflexive measurement model was assessed based on the cross-loading value. Cross-loading has a criterion value of each indicator having a higher loading value for each measured latent variable than indicators for other latent variables [32].

TABLE IV
CROSS LOADING VALUE

	X1 (PE)	X2 (EE)	X3 (SI)	X4 (HA)	X5 (HM)	X6 (PS)	X7 (I)	Y (PI)
PE1	0,848	0,549	0,453	0,463	0,397	0,539	0,414	0,520
PE2	0,839	0,506	0,457	0,539	0,470	0,543	0,447	0,506
PE3	0,833	0,592	0,374	0,481	0,495	0,542	0,476	0,496
EE1	0,577	0,929	0,482	0,471	0,435	0,546	0,428	0,548
EE2	0,635	0,926	0,488	0,523	0,414	0,567	0,444	0,538
SI1	0,487	0,495	0,922	0,546	0,363	0,449	0,354	0,516
SI2	0,449	0,464	0,915	0,493	0,406	0,424	0,306	0,496
HA1	0,492	0,460	0,542	0,837	0,408	0,459	0,440	0,498
HA2	0,519	0,462	0,441	0,882	0,581	0,600	0,439	0,580
HM1	0,463	0,385	0,353	0,485	0,852	0,566	0,491	0,491
HM2	0,437	0,387	0,342	0,445	0,847	0,529	0,480	0,502
HM3	0,476	0,397	0,373	0,552	0,855	0,598	0,459	0,547
PS1	0,558	0,500	0,360	0,535	0,575	0,866	0,507	0,581
PS2	0,557	0,538	0,464	0,540	0,574	0,864	0,444	0,576
I1	0,380	0,377	0,241	0,368	0,442	0,424	0,826	0,479
I2	0,507	0,429	0,319	0,456	0,478	0,516	0,851	0,551
I3	0,447	0,382	0,341	0,459	0,492	0,448	0,854	0,583
PI1	0,538	0,522	0,473	0,593	0,524	0,589	0,585	0,890
PI2	0,520	0,483	0,505	0,535	0,511	0,577	0,569	0,871
PI3	0,545	0,549	0,487	0,544	0,570	0,609	0,548	0,895

Table IV shows that each indicator has a higher loading value for each measured latent variable compared to indicators for other latent variables, so it can be concluded that the latent variable of this study has a good discriminant validity value according to the criteria. Reliability testing on the outer model uses the composite reliability indicator.

Composite reliability was carried out to measure the level of consistency of the instrument used in a study with the condition that the value of composite reliability was > 0.60, so it can be concluded that the instrument in this study is reliable [32].

TABLE V
COMPOSITE RELIABILITY RESULT

Variable	Composite Reliability
X1 (PE)	0.878
X2 (EE)	0.925
X3 (SI)	0.915
X4 (HA)	0.850
X5 (HM)	0.888
X6 (PS)	0.856
X7 (I)	0.881
Y (PI)	0.916

It can be seen in Table V above that the value of composite reliability on all constructs is above 0.60. It can be concluded that all constructs in this study have good reliability in accordance with the specified condition.

B. Inner Model Test Result

The inner model can use the R-square value for the dependent construct and the Q-square test value for relevance prediction, and it can perform tests on the significance of the structural path parameter coefficients. The first step in assessing the model using the PLS method is to look at the R-

square value. The results of the R-square values of 0.67, 0.33, and 0.19 for latent endogenous variables (dependent) in the structural model identify that the model is "good", "moderate", and "weak". The following is Table VI, which shows the value of R² (R-square) in this study:

TABLE VI
R-SQUARE RESULT

Variable dependent	R Square
<i>Purchase Intention (Y)</i>	0,632

As shown in Table VI above, the R-square value of this study is 0.632, and it can be concluded that the structural model in this study is "good." These results can explain that purchase intention is influenced by performance expectancy, effort expectancy, social influence, habit, hedonic motivation, perceived security, and personal innovativeness by 63.2%. The second step in testing the inner model is to see the value of the Q-square predictive relevance. The Q-square value is used to measure how well the observation value generated by the model is and to estimate the parameter value. It can be seen in Table VII above that the Q-square value in this study is 0.428, which indicates that the model has predictive relevance.

TABLE VII
Q-SQUARE RESULT

Variable	SSO	SSE	Q ² (=1-SSE/SSO)
Performance Expectancy	1059,000	1059,000	
Effort Expectancy	706,000	706,000	
Social Influence	706,000	706,000	
Habit	706,000	706,000	
Hedonic Motivation	1059,000	1059,000	
Perceived Security	706,000	706,000	
Personal Innovativeness	1059,000	1059,000	
Omnichannel Purchase Intention	1059,000	548,561	0,482

The Bootstrapping procedure carried out in this study uses the Basic Bootstrapping setting with 500 subsamples, and the test type is one-tailed with a significance level (0.05). Hypothesis testing requires the value of T-statistics to determine whether the hypothesis is rejected or accepted with

the criteria for one-tailed research, the t-statistic value > 1.65, as well as the path coefficient and P-values to determine whether the effect is significant or not significant with the criteria P-values < 0.05 (95% significance level).

TABLE VIII
PATH ANALYSIS RESULT

No.	Path Diagram	Path Coefficient	T Statistics ((O/STDEV))	P Values	Conclusion
1.	X1 (PE) -> Y (PI)	0,048	0,905	0,183	REJECTED
2.	X2 (EE) -> Y (PI)	0,105	2,110	0,018	ACCEPTED
3.	X3 (SI) -> Y (PI)	0,163	3,129	0,001	ACCEPTED
4.	X4 (HA) -> Y (PI)	0,131	2,534	0,006	ACCEPTED
5.	X5 (HM) -> Y (PI)	0,101	1,665	0,048	ACCEPTED
6.	X6 (PS) -> Y (PI)	0,197	3,055	0,001	ACCEPTED
7.	X7 (I) -> Y (PI)	0,276	5,599	0,000	ACCEPTED

Based on Table VIII above, it can be explained that X1 (Performance Expectancy) has a negative effect on Y (Purchase Intention) because it has a t-statistic value of 0.905 < 1.65 and has p-values of 0.183 > 0.05. It can be concluded that performance expectancy does not affect purchase intention. Therefore, H1 can be declared rejected and not significant because it does not meet the criteria. X2 (Effort Expectancy) positively and significantly affects Y (Purchase

Intention). Because the t-statistic value is 2.110 > 1.65 and has p-values of 0.018 < 0.05, H2 can be declared acceptable and significant because it meets the criteria. X3 (Social Influence) positively and significantly affects Y (Purchase Intention). Because the t-statistic value is 3.129 > 1.65 and p-values of 0.001 < 0.05, H3 can be declared acceptable and significant because it meets the criteria. X4 (Habit) positively and significantly affects Y (Purchase Intention). Because the

t-statistic value is $2.534 > 1.65$ and p-values of $0.006 < 0.05$, H4 can be declared acceptable and significant because it meets the criteria. X5 (Hedonic Motivation) positively and significantly affects Y (Purchase Intention). Because the t-statistic value is $1.665 > 1.65$ and p-values of $0.048 < 0.05$, H5 can be declared acceptable and significant because it meets the criteria. X6 (Perceived Security) positively and significantly affects Y (Purchase Intention). Because the t-statistic value is $3.055 > 1.65$ and p-values of $0.001 < 0.05$, H6 can be declared acceptable and significant because it meets the criteria. X7 (Personal Innovativeness) has the most positive and significant effect on Y (Purchase Intention). Because the t-statistic value is $5.599 > 1.65$, it has a higher t-statistic value than other factors and has p-values of $0.000 < 0.05$. Therefore, H7 can be declared acceptable and significant because it meets the criteria.

IV. CONCLUSION

Based on the results of testing R^2 (R-square) on omnichannel purchase intention, it can be categorized as "good" with a value of 0.632 or a percentage of 63.2%. Therefore, it can be concluded that there is a high possibility for Uniqlo online and offline customers to have the intention to buy Uniqlo products using omnichannel. Based on the R^2 (R-square) value of the dependent variable of this study with a value of 0.632, which can be categorized as "good," it can be concluded that the model used in this study can be used in predicting the purchase intention of Uniqlo Indonesia customers.

The results of the first hypothesis test, namely H1, show that there is no relationship between performance expectancy and purchase intention. So, it can be concluded that performance expectancy does not affect purchase intention. The results of the second hypothesis test, namely H2, show a positive and significant relationship between effort expectancy and purchase intention. So, it can be concluded that effort expectancy directly affects the purchase intention of Uniqlo Indonesia customers. The results of the third hypothesis test, H3, show a positive and significant relationship between social influence and purchase intention. So, it can be concluded that social influence directly affects the purchase intention of Uniqlo Indonesia customers. The results of the fourth hypothesis test, H4, show a positive and significant relationship between habit and purchase intention. So, it can be concluded that habit directly affects the purchase intention of Uniqlo Indonesia customers.

The results of the fifth hypothesis test, namely H5, show a positive and significant relationship between hedonic motivation and purchase intention. So, it can be concluded that hedonic motivation directly affects the purchase intention of Uniqlo Indonesia customers. The results of the sixth hypothesis test, namely H6, show a positive and significant relationship between perceived security and purchase intention. So, it can be concluded that perceived security directly affects the purchase intention of Uniqlo Indonesia customers. The results of the seventh hypothesis test, H7, show a positive and significant relationship between personal innovativeness and purchase intention. So, it can be concluded that personal innovativeness directly affects the purchase intention of Uniqlo Indonesia customers. Based on the results of this study, it is revealed that digitalization

creates challenges for companies in maintaining digital businesses. Through various omnichannel service channels, this research can identify the factors influencing consumers' purchase intention.

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