

THE EFFECT OF OMNI-CHANNEL CHANNELS ON CUSTOMER SATISFACTION IN RETAIL FASHION IN INDONESIA

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ABSTRACT

The main purpose of this study is to analyze the effect of Omni-Channel on E-Purchase Intention, P-Purchase Intention, Customer Experience and Customer Satisfaction and how brands use Omni-Channel to meet customer needs in retail fashion in Indonesia. This study uses primary data, the respondents in this study are people who have shopped fashion with online and offline channel. The model for this study used a non-probability sampling technique with purposeful sampling technique, therefore the sample used was 323 respondents. In addition, the analysis tool used in this study is structural equation modeling (Structural Equation Modeling-SEM) using the AMOS program. The empirical test results show that the Omni-Channel Capability has the greatest correlation value in influencing E-Purchase Intention, P-Purchase Intention, Behavior Intention to Customer Experience and Customer Satisfaction. The implication of this study shows that marketing managers must consider Omni-Channel strategy so that it can affect Consumer Satisfaction at fashion brand. For further research, it can also add and analyze additional factors that affect Re-Purchase Intention and Customer Loyalty.

Keywords: Omni-channel Capability, Social-Media, Cross Channel, Channel Consistency E-Purchase Intention, P-Purchase Intention, Behavior Intention, Customer Experience, Customer Satisfaction

1. PRELIMINARY

Background

The advancement and growth of technology today has brought many changes in various industries and one of them is in the retail industry, providing distribution channels with various choices and touch points for retailers, such as direct or physical relationships, mobile applications, and social media which are very popular these days, with the sole purpose of providing benefits to both the retailer and the consumer. Due to these factors, consumer behavior is changing in retail (Kazançoğlu and Aydın, 2018) in. Customer desire and retailer strategy shifted from the beginning of mono-channel retail to multi-channel retail and now to Omni-channel and has evolved into an Omni-channel retail strategy (Taylor, 2016).

Omni-channel retailing requires the use of management resources, capabilities, and channels to manage retailer-consumer relationship (Murfield et al., 2017; Hossain et al., 2020). Therefore, a certain size or format is very important to provide what is best for consumers to satisfy consumers using Omni-channel channels (Murfield et al., 2017).

With the constant development, due to the evolution of retailers and consumers towards Omni-channel retail strategies, a new term has appeared, "Multi-channel capabilities" (Yumurtacı Huşeyinoglu et al. al., 2018). It is defined as capacity and desire of channel retailers to provide consumers with the same level of service, choice, notice (information), returns and delivery, from same consumer point of view. (Yumurtacı Huşeyinoglu et al., 2018).

Formula of the Problem

The formulation of the problems in this study are as follows:

Does Omni-channel Capability positively affect E-Purchase Intention?

Does Omni-channel Capability positively affect P-Purchase Intention?

Does E-Purchase Intention positively affect Behavior Intention?

Does P-Purchase Intention positively affect Behavior Intention?

Does Behavior Intention positively affect Customer Experience?

Does Customer Experience positively affect Customer Satisfaction?

Research Objectives

The purpose of this study can be explained as follows:

To analyze the positive effect of Omni-channel Capability with E-Purchase Intention

To analyze the positive effect of Omni-channel Capability with P-Purchase Intention

To analyze the positive effect of E-Purchase Intention with Behavior Intention

To analyze the positive effect of P-Purchase Intention with Behavior Intention

To analyze the positive influence of Behavior Intention with Customer Experience

To analyze the positive influence of Customer Experience with Customer Satisfaction

Benefits of Research

The results of the research are expected to be able to provide positive benefits for the following parties:

Theoretical Benefits

Practical Benefits

Systematics of Writing

The systematic arrangement in this writing is as follow:

SECTION I : PRELIMINARY

SECTION II : THEORETICAL BASIS

SECTION III : RESEARCH METHODOLOGY

SECTION IV : ANALYSIS AND DISCUSSION

SECTION V : CLOSING

2. LITERATURE REVIEW

Literature Review

Omni-channel retail

The explosive growth of the retail environment, coupled with the rapid emergence and adoption of Internet-based technologies in stores, has forced retailers to consider different ways of providing information, communication, sales and customer service (Yrjola et al., 2018). As a result, previous research has identified three different dual-channel strategies that retailers can adopt when interacting with customers: multi-channel, cross-channel, and omni-channel.

Beck and Rygl (2015, p. 174) define Omni-channel retailing as “a collection of activities involved in buying and selling merchandise or services through transactions of more than one channel or all channels that are widespread, where customers cannot trigger channel interactions. and/or the retailer does not control the channel integration.” Thus, Cross-channel everywhere implies that the movement of products, money and information between channels and retailers is often the channel’s target program where they can try to capitalize on acquisition activities (Neslin et al., 2006). In retail Cross-channel, customers are given the opportunity for you to order a product online and select it in-store or return a product purchased online by going to the merchandise store, build unlimited synergy through channels. (Avery et al., 2012, Zhang. et al., 2010).

In this regard, Omni-channel retail is defined as “the set of activities involved in the sale of goods and services through all widely distributed channels, through which customers can enable full channel partner and/or retailer controlling full channel integration” (Beck and Rygl, 2015), p.175). Brynjolfsson et al. (2013) describes Omni-channel retail as the integration of retailers' physical, online and mobile retail channels, where the retailer aims to provide customers with a seamless shopping experience.

Theoretical perspectives in Omni-channel retail research

Omni-channel retail concept has been examined through different perspectives still growing. Yrjola et al. (2018) in presented three extensive theory prospects in Omni-channel retail. They assume that retail Omni-channel can be associated with global value proposals, can be a conceptual tool to understand how companies f consumers' needs are decided respond to the amendment o by many motivations to shop.

Retail trends in today's aggressive and technology-driven market environment have been impact by the growth of social media, location-based applications and mobile commerce (Piotrowicz and Cuthbertson, 2014). On the report of Huseyinoglu et al. (2017), which led to the emergence of the retail concept of SOLOMO (social commerce, location-based services, and mobile commerce).

Omni-channel consistency

The concept of channel consistency is well recognized, and researchers have suggested that customers tend to move across multiple retail channels and expect a consistent shopping journey. Consistent Omni-channel shopping gives customers the option to buy whenever they want and anywhere, driving positive outcomes such as customer loyalty, satisfaction, attitude towards retailers and consumption.

Omni-channel retail and omni-channel shopping intention

Retail Emerging as a popular strategy in the new era of retailing, Omni-channel retailing has gained attention not only in academia but also in practice. In particular, Brynjolfsson et al. (2013) define this concept as a business model that provides customers with a seamless and unified experience without distinguishing between offline and online purchases. In the same vein, Bernon et al. (2016) refers to a synchronous operating model in which a company can align all channels not only by presenting one side to the customer but also a consistent way of doing business. From the manager's point of view, Verhoef et al. (2015) view Omni-channel management as the integrated management of multiple existing channels as well as customer

points where channel performance and customer experience across all channels are maximized. Clearly, there is a consistency of this concept in the literature, which makes the field worth investigating.

Omni-channel management and omni-channel capability

Omni-channel management is defined as “The synergistic management of the wide variety of available channels and customer touchpoints, in such a way that the customer experience across channels and channel performance is maximized” (Verhoef et al., 2015, p. 176). An Omni-channel strategy provides a seamless customer experience for purchases, exchanges and returns, through all channels including mobile applications, online and offline stores, and point of contact (Li et al., 2018).

Social Media

Social Media is “technology mediated by computer technology tools that facilitates the creation and sharing of information, ideas, career interests, and other forms of expression through virtual communities and networks” (Rippa and Secundo, 2019, p. 903). Specifically, social networks represent a group of software-based digital technologies typically provided in the form of applications and websites that enable users to send and accept digital content or information through different types of direct social networks (Appel et al., 2020). Thus, social media includes social networking sites (e.g. Facebook), microblogging sites/apps (e.g. Twitter), photo-sharing sites/apps (e.g. Instagram and Snapchat) and video hosting platforms (e.g. YouTube).

Messaging apps

A messaging app, also known as a "social messaging" or a "chat app", is a web-based application and platform that supports instant messaging. Examples of famous messaging apps are WhatsApp and Facebook Messenger. Messaging apps allow groups of members to connect interact instantly, while traditional SMS only allows users to engage and connect in individual interactions (Ali et al., 2019).

Mobile apps

Mobile application a software application created to work on mobile devices, such as mobile phones, tablets or watches (Siuhi and Mwakalonge, 2016). It is specially designed for small devices with wireless computing, such as smartphones and tablets, instead of office computers or laptops. Mobile brand apps are "software enterprises designed to be downloaded on mobile devices only for branding purposes through entertainment, information and / or market transactions" (Key, 2017, page 30) in addition, the branded mobile applications can, as digital channels, providing many advantages in access directly to customers by creating cashew Conversion and interactional (Lock, 2017) in.

Fashion

Omni-channel is one of the most important innovations in the fashion industry (Drapers, 201 a). Today’s fashion brands lack the “glue” they need to tie all channels together, and the result is a negative customer experience and reduced sales (Kurt Salmon, 201). This question is further complicated by the fact that the degree of participation in fashion purchasing

decisions effects the timing and stages of the decision-making process (Jordaan et al., 2006; Solomon and Rabolt, 2009).

Purchase Intention

Purchase Intention it is important to choose good quality (Ali et al., 2018). Consumers with perceptions of good quality tend to buy more purchases of a product in a shopping activity. The relationship between consumer purchase intention has been studied by scientists and explained that consumer purchase intention has a positive effect on a shopping activity and the higher the level of consumer purchase intention, the higher the consumer's desire to shop.

Consumer values, fashion consciousness and behavioral intentions

Allen (2002) and Allen et al. (2002) focused on the consumer aspect of functional and philosophical approaches to terminal value research and the resulting interpretive tool of behavioral value systems. Reinforces the functional idea by suggesting that psychological function is not limited to attitudes or value positions, but extends to the range of value systems, attitudes, and behaviors. The consumer can relate to the product offering in two different ways, firstly as the quality or inherent characteristics of the product or in other words, as a means of purpose in terms of the ability to standardize the function. their attitudes toward the environment, and second, how goods can be used as a measure of self-expression and/or a desire to engage with themselves (Perkins and Reynolds, 1988).

Behavior intention and the service quality

Behavioral intention has been defined by Swan and Trawick (1981) as an individual's future planned behavior. This is closely related to the behavior observed by Ajzen and Fishbein (1977), which includes three concepts, namely attitude or behavior, subjective norm and perceived behavioral control. However, the literature has mentioned a number of studies and theories that approach behavioral intentions from different perspectives (Ajzen, Lcek and Fishbein, 1992; Ajzen, 1991b; Ajzen and Madden, 1986; Netemeyer et al. Bearden, 1992; Netemeyer and Ryn, 1991).

Omni-channel behavior

Omni-channel management has been defined as "System Management of some existing communication channels and consumer contact points for consumer experience in all channels and performances of optimized channels" (Verhoef et al., 2015, p. 176). The two main points can be drawn. From these definitions: When Omni-channel Management involves managing distribution channels not only, but also customer contact points and two points, affected by customer experience between channels. From logistics perspective, this model change involves "a transparent response to consumer experience through all available channels (navigation, buying, return)" (Saghiri ET AL., 2018, p. 362).; That is, a combination of different distribution services and commercial channels.

Omni-channel retailing and the customer experience

Verhoef et al. (2015, page 176). Define Omnichannel customer experience as "System Manager of multiple available channels and available customer touch points, to experience customers across channels and optimize performance channels". Interaction can take place

across various physical and virtual retail channels, including stores, websites and direct marketing. It can also occur on mobile channels (e.g. smartphones, tablets, social apps or other customer touchpoints, such as big communication through television and radio communications (Mosquera et al., 2017). The complex and intelligent integration of this smart and complex channels provides a seamless customers experience, where different channels interact with each other and are used simultaneously (Frasquet et al., 2019).

Customer Experience

Existing documents have a customer experience that acts like incidents, emotions and so on, an experienced person. It has also been proposed that experience creates sensory, emotional, awareness, awareness and behavioral values to replace functional values (Schmitt, 1999).

Omni-channel customer experience

Definition of customer's subjective response to contact a company, the customer's experience captured their general assessment of retailers' services, trademarks and products. The customer experience has become a sustainable research field for scholars and students because it is a history of maintaining customers, loyalty and ultimate behavior. Therefore, the higher customer experience has become a powerful tool for retailers to ensure an advantage of competitive.

Customer experience with omni-channel retailers

Omni-channel refers to those with a retail business model that operates across multiple online and physical channels with synchronous integration with the goal of providing customers with a smooth and seamless shopping journey across all channels (Lee et al., 2019; Lynch and Barnes, 2020). Today's consumers no longer buy from a single channel; instead, they switch between channels during different stages of the buying process (Kuppelwieser and Klaus, 2020; Lynch and Barnes, 2020; Zhang et al., 2018). For example, they might be looking for information on a website, check prices on a mobile app, and order products from a physical store, or complete the process on whichever order they choose.

Customer satisfaction

Customer is defined as the customer's overall assessment of the mismatch between the expected performance and perception of a service. If an activity is perceived to meet or exceed existing expectations, the customer is satisfied; otherwise, the result will be customer dissatisfaction. Customer satisfaction is a transaction-specific metric, meaning that customers rate perceived performance versus expectations in each service, independent of other circumstances. Customer satisfaction is one of the main goals that online businesses pursue due to the long-term benefits of satisfying customers, such as positive word-of-mouth reviews, customer loyalty, and customer satisfaction. Long term benefits.

Conceptual Framework

This study aims to analyze the variables of Omni-channel capability, E-Purchase Intention, P-Purchase Intention, Behavior Intention, Customer Experience and Customer Satisfaction. Based on the above, the conceptual framework is as follows:

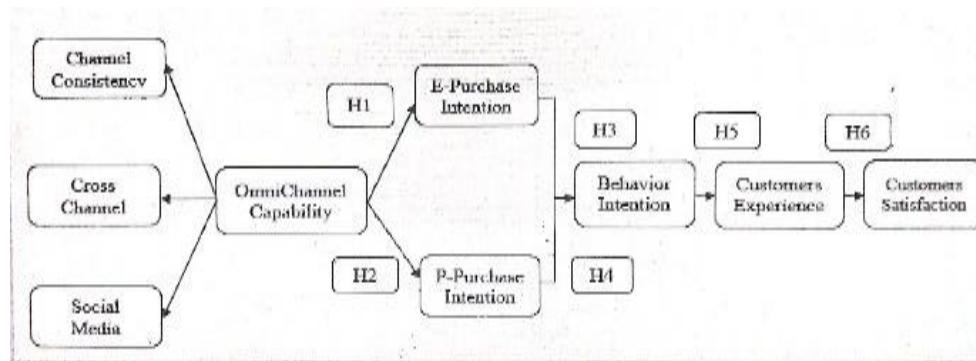


Figure 1. Conceptual Framework

Source: (Oezlem Uergerueplue, 2020) and (Is k Oezge Yumurtaci Hu#seyinog!lu, 2020)

Hypothesis Development

OC shoppers can easily search for product and service information and find great deals from online stores, mobile apps, and more. (Berman and Thelen, 2018). Thus, technological advances improve CE on OCR (Shi et al., 2020). Furthermore, OCC plays an important role in the consumer experience as it enables direct interaction with retailers (Hickman et al., 2019). As a result, consumers become more powerful and empowered through the ability to choose and buy their products on the channel (Kazançog! Lu and Aydın, 2018). The aforementioned capabilities of OC improve consumer perception, as well as CI, by allowing them to access more information about products and services (Hu and Krishen, 2019; Guo et al., 2020). In this case, when the consumer perception of OCR is positive, it will increase awareness the perception of OCC, thereby increasing CE and thus increasing CS (Sorkun et al., 2020). So, the hypothesis can be formulated as follow:

H1: There is a positive influence of omni-channel capability on customer experience.

3. RESEARCH METHODS

Research Design

This study uses hypothesis testing, which aims to test its effect on the dimensions of Omni-channel capability, e-purchase intention, p-purchase intention, behavior intention, customer experience and customer satisfaction variables. The independent variables in this study are Omni-channel capability, e-purchase intention, p-purchase intention, behavior intention, customer experience and the dependent variable is customer satisfaction.

Variables and Measurements

To facilitate this research, attached measurements of each variable, so that the variables are: Composite reliability, convergent and discriminant validity were measured to assess the reliability and construct validity of the study. Therefore, a confirmatory factor analysis (CFA) was performed as suggested by Kline (2011). In this study using the independent variable and the dependent variable.

OCC/omni-channel capability
Channel-consistency

Source(s): Yumurtacı Huşeyinoglu et al. (2018)).

OCC1: I can buy products from the seller's online store available in their physical store.

OCC2: I can buy the product from the seller's physical store, which is available in the store online.

OCC3: I can shop easily regardless of the distribution channel I use.

OCC4: All distributor sales channels (physical stores and online store) work with the same efficiency.

Cross-channel

Source(s): Yumurtacı Huşeyinoglu et al. (2018)).

OCC5: I can collect products purchased online from seller's physical store

OCC6: Orders I have placed in online store can be delivered the same day to person's physical store sell-to0collect

OCC7: I can buy products from the retailer's physical store, that I order from the online store

Social media

Source(s): Yumurtacı Huşeyinoglu et al. (2018)).

OCC8: Retailers make effective use of social media to promote their products across all marketing channels.

OCC9: Retailers make effective use of social media opportunity to announce the latest product discounts across all marketing channels.

Purchase intention of e-store (Hu and Jasper, 2007)

PIE1: I will buy again from ABC e-store again if possible in the future.

PIE2: I will recommend my family and friends to buy from ABC e-store.

PIE3: I will consider ABC e-store if I have to buy again the same product in the future.

PIE4: I will visit ABC e-store for more *products in the future*.

Purchase intention of physical store (Hu and Jasper, 2007)

PIP1: I will acquire on ABC physical store again if possible.

PIP2: I will introduce my family and friends to shop at physical store ABC.

PIP3: I will watch considering the ABC physical store if I have to buy the same things products.

PIP4: I will visit ABC physical store for more products

Behavioral intentions

Behavioral intentions (BI) (Zeithaml et al., 1996):

BI1: I have a strong desire to buy goods at this brand.

BI2: I will introduce this brand to my friends and family.

BI3: I will return to this brand in the future.

BI4: I will continue to come for this brand in the future.

Customer Experience

CE1: I am satisfied with my shopping experience at A.

CE2: The shopping experience at A is exactly what I needed.

CE3: The shopping experience at A went as good as I think.

CS / Customer Satisfaction

Source(s): Zhang et al. (2018)

CS1: Overall, I am satisfied with this retailer's goods and services.

CS2: I really believe in this retailer.

CS3: This retailer really lived up to my expectations.

CS4: I have had a very good experience with this retailer.

CS5: This retailer offers what I need.

Data Collection Method

The data collection method in this research is primary data. The primary data collection technique used is by distributing questionnaires via google form, an online survey platform, where the questionnaire has several questions and written statements to be filled out by respondents.

Sampling Method

The sampling method used in this research is purposive random sampling, which is sampling based on considerations where the selected sample is based on certain criteria.

Data Analysis Method

In this study, the data obtained through the distribution of questionnaires is valid and reliable data which will then be processed by data processing techniques using SEM (Structural Equation Model) assisted by using Amos as software from the structural equation model (SEM).

4. ANALYSIS AND DISCUSSION

Descriptive Statistics

Descriptive statistics test is used to describe and describe a piece of data in detail. The statistical tests described in this study were tested on the basis of mean and standard deviation. The mean is the mean of the respondents' responses, while the standard deviation shows the variability of the respondents' responses (Sekaran and Bougie, 2016). If the value of the obtained standard deviation is zero, this means that the responses of the respondents change less and less. However, if the value of the obtained standard deviation is further from 0, it means that the respondents' answers are more and more diverse.

Hypothesis Testing Results

Appropriate hypothesis tests in this study are statistical methods using analysis of structural equations (SEM) (Sekaran and candles, 2016). This method can predict changes in dependent variables (dependent) related to modifications occurring in independent variables (Sekaran and candles, 2016). The following is a table of hypothesis test results:

Table 1. Hypothesis Testing Results

| Hypothesis | Descriptive | Estimate | P-Value | Decision |
|------------|---|----------|---------|--------------|
| H1 | Omni-Channel capability has a positive effect on E-Purchase Intention | 0.780 | 0.000 | H1 Supported |
| H2 | Omni-channel capability has a positive effect on P-Purchase intention | 0.466 | 0.000 | H2 Supported |
| H3 | <i>E-purchase intention</i> -positive effect on Behavior Intention | 0.372 | 0.000 | H3 Supported |
| H4 | <i>P-Purchase Intention</i> -positive effect on Behavior Intention | 0.502 | 0.000 | H4 Supported |
| H5 | <i>Behavior Intention</i> -positive influence on customer experience | 0.812 | 0.000 | H5 Supported |
| H6 | <i>Customer Experience</i> positive effect on Customer Satisfaction | 0.905 | 0.000 | H6 Supported |

Hypothesis Discussion

Hypothesis 1 (first) examines the positive effect of Omni-channel capability on E-purchase intention. The results of this study indicate that Omni-channel capability positively affects E-purchase intention. This explains that from the results of this study it is said that channel consistency, social media and cross channels have an influence on consumers' online purchase intentions towards fashion products. It can be interpreted that the higher the level of conformity of the Omni-channel capability or the ability of the Omni-channel strategy from the retailer, the higher the E-purchase intention or consumer buying intention towards a purchase of fashion products in this study, the conclusion of this study is that there is a significant effect between the two variable Omni-channel capability and E-purchase intention.

Hypothesis 2 (second) examines the positive effect of omni-channel capability on P-purchase intention. The results of this study indicate that Omni-channel capability positively affects P-purchase Intention. This explains that from the results of this study it is said that channel consistency, social media and cross channels have an influence on consumers' offline buying intentions for fashion products. It can be interpreted that the higher the level of conformity of the omni-channel capability or the ability of the Omni-channel strategy from the retailer, the higher the P-purchase Intention or consumer purchase intention towards a purchase of fashion products in this study, the conclusion of this study is that there is a significant effect between the two variable omni-channel capability and P-purchase intention.

Hypothesis 3 (third) examines the positive effect of E-purchase intention and on behavior intention. The results of this study indicate that E-purchase intention positively affects behavior intention. This explains that from the results of this study it is said that online buying intentions have an influence on consumers' online buying behavior intentions towards fashion products. It can be interpreted that the higher the level of conformity of E-purchase intention, the more it increases the behavior intention or the intention of consumer buying behavior towards a purchase of fashion products in this study, so the conclusion from this study is that there is a significant influence between the two variables of E-purchase intention and behavior intention.

Hypothesis 4 (four) examines the positive effect of P-purchase intention on behavior intention. The results of this study indicate that P-purchase intention positively affects behavior intention. This explains that from the results of this study it is said that offline buying intentions have an influence on consumers' offline buying behavior intentions towards fashion products. It can be interpreted that the higher the level of suitability of P-purchase intention and P-purchase intention, the more it increases the behavior intention or the intention of consumer buying behavior towards a purchase of fashion products in this study, so the conclusion of this study is that there is a significant influence between the two P-purchase variables. intentions and behavioral intentions.

Hypothesis 5 (fifth) examines the positive effect of behavior intention on customer experience. The results of this study indicate that behavior intention positively affects customer experience. This explains that from the results of this study it is said that the intention of consumer behavior has an influence on the consumer experience of consumers towards fashion products. It can be interpreted that the higher the level of conformity with behavior intention, the more customer experience will increase towards a purchase of fashion products in this study, so the conclusion from this study is that there is a significant influence between the two variables of behavior intention and customer experience.

Hypothesis 6 (six) examines the positive effect of customer experience on customer satisfaction. The results of this study indicate that customer experience positively affects customer satisfaction. This explains that from the results of this study it is said that the experience of consumers shopping online and offline has an influence on the consumer experience of consumers towards fashion products. It can be interpreted that the higher the level of suitability of the customer experience, the greater the customer satisfaction towards a purchase of fashion products in this study, so the conclusion of this study is that there is a significant influence between the two variables of customer experience and customer satisfaction.

5. CLOSING

Conclusions

Based on the data obtained after being reprocessed, the results obtained are research on the Effect of Omni-channel Capabilities Dimensions on E-Purchase Intention, P-Purchase Intention, Behavior Intention, Customer Experience and Customer Satisfaction Dimensions. the following conclusions can be drawn: Among five hypotheses tested in this study, all the hypotheses were supported, namely; Omni-channel Capability has a positive effect on E-Purchase Intention, P-Purchase Intention, E-Purchase Intention, P-Purchase Intention has a positive effect on Behavior Intention has a positive influence on Customer Experience, Customer Experience has a positive influence on Customer Satisfaction.

Managerial Implications

Based on the quantitative results of descriptive statistics, the quantitative results are obtained starting from the smallest value, namely:

Omni-channel capability with a descriptive statistical value of 4,0520, the lowest dimension among channel consistency, cross channel and social media is cross channel, namely OCC5 3.777, OCC6 3.481 and OCC 3.910 here what consumers expect is which they can use or get

more than one channel in the same transaction and with the same goods, for example consumers buy products from offline stores that they order online and vice versa, on the other hand cross channel involves the movement of products, information and retailers usually aim to build channel synergies through which they can drive purchase intention.

E-purchase intention with a descriptive statistical value of 4,059 which means that marketing managers can further increase E-purchase intention so that they can attract consumers to use online stores because there is something different, such as improving product collections. The lowest value of this dimension is EPI2 3.962 where consumers can consider online stores to buy the same product, marketing managers must make their initial buying experience good, namely by the way the goods they buy are in accordance with their wishes and expectations when it arrives so they will want repurchase the same product at the same store.

Customer experience with a descriptive statistical value of 4.1218, therefore marketing managers must make something more attractive to the customer experience so that it can improve the consumer experience when shopping. For example, by providing a very varied choice of products or what consumers really need at this time.

Behavior intention with a value of 4,129, therefore marketing managers must increase behavior intention in one way that is also in accordance with our previous theory, namely by designing marketing campaigns, providing products at prices that match the value and quality. If the consumer gets an unaffordable price and the perceived quality is low, then the consumer does not want to give the product.

P-purchase intention with a value of 4.168. This figure is quite consistent with the results of respondents that 65% of respondents still like to shop offline compared to online only at 35%. However, marketing managers must continue to increase P-purchase intention. One way is to provide good service because what distinguishes online stores and offline is a service, in offline stores consumers can be served and assisted in transacting. In addition, consumers can hold the product so the manager must ensure that the product is neatly arranged in the store. In addition, managers must pay attention to products in terms of quality, service, innovation, price and store image which is also very necessary for P-purchase intention.

Customer satisfaction with a value of 4.160 marketing managers can increase their Omni-channel capability, E-purchase behavior, P-purchase intention, behavior intention, customer experience in online and physical stores so that it can affect consumer satisfaction to buy fashion products. In order to achieve customer satisfaction, one of the things a marketing manager must do is to provide facilities that make it easier for customers with various applications that can be offered, one of which is Walmart's "click and collect" application.

Research Limitations

1. This study only uses six variables, namely *Omni-channel Capability*, E-Purchase Intention, P-Purchase Intention, Behavior Intention, Customer Experience and Dimensions of Customer Satisfaction. could
2. This research was only conducted in the fashion industry.
3. This research only reaches the dimension of Customer Satisfaction.

Further Research Suggestions

This study has several limitations that offer opportunities for further research.

1. This research was only conducted in the fashion industry. Further researchers can test this model in different industries to explore the effectiveness of Omni-channel capability outside the fashion industry.
2. This study only uses six variables, further researchers can add several items to be tested such as Re-purchase intention and Customer loyalty.

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