OMNICHANNEL QUALITY: THE NEW IMPERATIVE OF PURCHASE INTENTION AMONG FASHION RETAIL MARKET

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ABSTRACT

The challenge for the new normal era lies in the changing habits of fashion retail consumers after the COVID-19 pandemic. This study investigates how omnichannel service quality influences consumer purchase intention for fashion products in the post-pandemic era. The research method used was verification, with 400 retail fashion SME consumers in Indonesia as respondents during the pandemic. Path analysis was employed as the data analysis technique. The results indicate that the level of omnichannel service quality has a significant impact on purchase intention among fashion retail consumers. Additionally, this study contributes to understanding the dimensions of omnichannel retailing service quality that positively influence purchase intention.

Keywords: omnichannel technology; omnichannel service quality; online-to-offline (O2O) business model

INTRODUCTION

The COVID-19 pandemic's new normal period broadens the community's concern with primary consumption as a priority in meeting needs. When most countries-imposed lockdowns, most industries, and even retail, collapsed. Some were forced to close, while retail remained with open-faced restrictions on material supply. The decline

in demand for goods also exacerbated the challenges faced by producers.

The impact of high or low sales or purchase decisions can show buying interest in both. If sales or purchasing decisions are high, there is a high possibility of buying interest. On the other hand, if sales or purchasing decisions are low, the possibility of buying interest is low (Liu et al., 2020; Kasmad, 2022). The probability of purchase, where the opportunity for consumers to buy is still small (Habel et al., 2020).

This also happens to consumers with low purchase intentions during this new normal. The low percentage of purchase intention can reduce the retail's income, so the retail's expected target still needs to be met. On the other hand, a high percentage of purchase intention will result in the retailer's income increasing and the expected target being met. The internet is a solution for marketers during a pandemic, with various marketing regulations determined by the local government, which can help marketers (Scott et al., 2020; Ausat et al., 2021; Silalahi, 2022). Many consumers use the internet as their main source of information to seek product knowledge and to share opinions and experiences regarding these products. Due to internet availability, people can connect with others through online tools like social media sites such as Facebook, Twitter, and email without meeting in person (Widjajanta et al., 2018; Redjeki & Affandi, 2021), as well as engage in marketing, marketplace, or e-commerce activities. Other platforms allow consumers to communicate with sellers without meeting face-to-face (Hurriyati et al., 2017).

Various studies and research reports state that this omnichannel process depends heavily on technology, particularly in the retail industry. The shopping experience through online and offline integration continues to grow, incorporating features like scan-and-go payments, artificial intelligence, electronic displays, shopping through applications, robot technology, and more to provide convenience for us as consumers. Developments in smartphone technology, social media, and the internet have made these advancements possible. Technological changes that have transformed consumer behavior have been seen since Industry 3.0 discovered computers and the internet. In Indonesia, multi-channels still dominate the retail market, and retail brand owners still need help with multi-channel online

and offline sales. They are still looking for a balance between the two sales channels. Many retail brand owners think they are already running omnichannel by presenting their brand online and offline. They feel they have achieved omnichannel by having a physical store and selling online through a website or having an official store in e-commerce.

Major studies have proven that marketing through multiple channels and integration has a major impact on online sales. In this case, this paper explores the empirical relationship between omnichannel service quality and purchase intention. Several study analyses have examined the relationship between omnichannel retailing service quality elements and purchase intention (Murfield et al., 2017; Abdelmaged, 2021; Yeh et al., 2022; Xie et al., 2023). Therefore, a well-integrated relationship between omnichannel retailing and service quality will foster a strong purchase intention (Mosquera et al., 2016; Shi et al., 2020). Other research suggests that service quality is key in omnichannel retailing and has a significant and favorable correlation with purchase intention, as it consistently provides customers with information across all channels (McKenzie, 2015). This can be observed when consumers feel comfortable, easy, and safe because channels are well integrated, which will impact one's purchase intention (Herhausen et al., 2015; Hossain et al., 2020). Omnichannel retailing service quality affects purchase intention and benefits online sellers. Consumers influenced by the information available on various channels will certainly be greatly influenced by their interest in buying online, leading them to carry out the buying process.

Products are judged based on design, packaging, quality, features, color, and size options. Product quality in this modern era is divided into product and service quality. The participation of multiple actors, representing a significant marketing channel part of the business, and effective service quality can be sources of competitive advantage by delivering superior customer value. In this modern era, effective service quality combines several existing marketing channels or virtual settings with the same quality. Omnichannel is now widely recognized as an integral part of supply chain management, and distribution and logistics management are becoming focus areas

(Raza & Govindaluri, 2021). Omnichannel is focused on delivering shoppers a consistent and personalized experience across all channels and devices. The guiding principle of omnichannel retailing is buyer-based, not channel-based (Sombultawee & Wattanatorn, 2022; Yin et al., 2022), thus creating service quality that occurs when retail carries out omnichannel retailing, which is called omnichannel retailing service quality (Zhang et al., 2021; Park & Kim, 2022). Consumer expectations and decision-making processes have undergone major changes due to the rise of omnichannel retail, which has transformed traditional corporate operations into an e-commerce business (Mishra et al., 2021; Nanda et al., 2021). Omnichannel service quality can be defined as the quality of services and products that are carried out when business actors combine and integrate existing channels (online and physical) to create a smooth, comfortable, and engaging shopping experience during the customer journey (Yumurtacı et al., 2018; Patten, 2018; Lee et al., 2020; Hossain et al., 2020; Prassida et al., 2022). This study aims to determine omnichannel retail service quality's simultaneous and partial impact on purchase intention in Indonesian fashion retail.

LITERATURE REVIEW

Understanding how consumers choose personal or household products using resources like money, time, and effort is a fundamental concept in consumer behavior studies. The process begins with the consumer's purchase intention, representing the initiation of their consideration for a needed product (Jeong et al., 2009; Lin et al., 2011; Pereira et al., 2021). Purchase intention encompasses dimensions such as: 1) Purchase Intention Based on Product Characteristics, where products with clear and comprehensive offerings influence consumers; 2) Previous Experience in Online and Offline Shopping for similar products and services, which serves as a basis for purchase intentions and influences interest in shopping online; 3) Trust in online and offline shopping, built on consumer trust in the seller, whether it's an online or offline entity. Effective marketing management is crucial in managing consumer and retailer relationships (Perea et al., 2009; Harris & Goode, 2010; Verhagen & Dolen, 2009; Kim et al., 2005). This understanding helps retailers identify and fulfill consumers' needs,

leading to increased profits. Retailers utilize marketing management to educate, convince, motivate, and remind customers about their products or services, employing strategies to reach diverse customer segments. The product is of utmost importance for retailers and producers, evaluated based on design, packaging, quality, features, color, and size options. In the modern era, product quality is divided into two categories: product quality and service quality. Effective service quality, achieved through integrating multiple marketing channels or virtual settings, is a competitive advantage by delivering superior customer value. This integration gives rise to service quality in omnichannel retailing, termed omnichannel service quality (Zhang et al., 2019; Zhang et al., 2021; Prassida & Hsu, 2022).

Omnichannel retailing service quality is defined as the quality of services and products provided when businesses combine and integrate existing channels (online and physical) to create a seamless shopping experience, enhancing convenience and customer engagement during their journey. To measure omnichannel retailing service quality, models or dimensions such as store appearance, personal interaction, fulfillment, efficiency, aesthetic design, privacy, personalization, and integration must be considered. The presence of different information on various channels may confuse consumers in Indonesia and discourage them from making online purchases. Therefore, retail is encouraged to continually improve and synchronize product information across all channels to enhance the consumer experience.

METHODOLOGY

The research sample consisted of 400 respondents, determined using the Slovin formula for probability sampling. Proportional random sampling was employed, ensuring that each element of the research population had an equal opportunity of being selected as a sample. The sampling procedure involved counting the number of followers in Indonesia, with the population multiplied by the predetermined sample size, thus avoiding inequity. Data were collected using observation, documentation studies, and questionnaires. The questionnaires were distributed online through a Google form, and respondents were contacted via direct messages on social media.

To ensure the validity and reliability of the questions in the questionnaire, the authors conducted tests to measure the intended concepts accurately and consistently. Hypothesis testing was performed using verification analysis with statistical tests, focusing on revealing relationships between research behavior variables. The data were analyzed using path analysis techniques, which enabled the identification of correlational relationships. The interval data type was used, employing a differential semantic scale to meet the requirements for the path analysis method.

The analysis aimed to determine the extent of the impact of omnichannel service quality, including dimensions such as store appearance, personal interaction, fulfillment, efficiency, aesthetic design, security, personalization, and integration, on the purchase intention variable. To strengthen the data analysis, hypothesis testing using SPSS for Windows software was employed.

DISCUSSION

Omnichannel retail allows customers to use multiple sales channels, including physical stores, e-commerce/internet, mobile (m-commerce), social commerce, and others, for researching, purchasing, receiving, and returning or exchanging goods from the merchant. It is a customer-focused strategy that builds upon the concept of multi-channel retailing, emphasizing consistent customer engagement and experience across various shopping channels. Implementing omnichannel retail helps businesses restructure their internal processes and infrastructure and enables them to deliver a consistent customer experience, leading to increased consumer attraction, retention, and, ultimately, higher sales.

Omnichannel operations must provide high-quality customer service to fulfill customers' expectations for a firm's services. The standard of service that retail must uphold to please clients is service quality. In essence, what business must retail conduct to satisfy customers' demands?

The research employs an empirical path analysis method and includes a normality test to ensure the results have normally distributed data. The normality test is conducted using the Kolmogorov statistical test analysis. The results indicate that the result value of the normality test is 0.170, which is greater than 0.05. Therefore, it is concluded that the omnichannel service quality and purchase intention variables have normally distributed data. The analysis in Table 1 explores the effect of the omnichannel service quality variable on the purchase intention variable.

Table 1: Dimensional correlation

Variable	SA	PIn	F/R	Eff	AD	P/S	Pers	Integ	PI
SA	1	0,747	0,731	0,758	0,699	0,731	0,670	0,718	0,718
PIn	0,747	1	0,819	0,771	0,731	0,709	0,727	0,786	0,747
F/R	0,731	0,819	1	0,828	0,727	0,746	0,687	0,806	0,766
Eff	0,758	0,771	0,828	1	0,807	0,779	0,750	0,849	0,796
AD	0,699	0,731	0,727	0,807	1	0,730	0,738	0,832	0,753
P/S	0,731	0,709	0,746	0,779	0,730	1	0,698	0,812	0,731
Pers	0,670	.0,727	0,687	0,750	0,738	0,698	1	0,841	0,693
Integ	0,718	0,786	0,806	0,849	0,832	0,812	0,841	1	0,809
PI	0,718	0,747	0,766	0,796	0,753	0,731	0,698	0,809	1

The link between each sub-variable of the omnichannel service quality, which includes store appearance, personal interaction, fulfillment and reliability, efficiency, aesthetic design, privacy/security, personalization, and integration, is in Table 1. The matrix's findings reveal an association between omnichannel service quality and purchase intention, with good correlation results. The association between the omnichannel service quality factors and purchase intention is linked to the inverse correlation matrix to generate the path coefficient. Figure 1 presents an overview of the results of the cross-dimensional path analysis of omnichannel service quality on purchase intention.
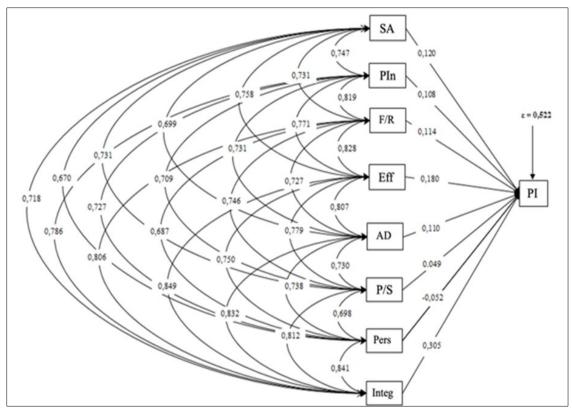
Figure 1: Cross-dimensional path analysis omnichannel service quality on purchase intention

After calculating the correlation coefficient, the correlation coefficient of the omnichannel service quality dimension with purchase intention can be seen between the correlated sub-vents. The overall effect of endogenous variables, or their coefficient of determination, is 0.727. It denotes that a strong category exists for how omnichannel service quality influences purchase intention. While additional factors outside the scope of this study have an impact on the rest. To learn the outcomes of assessing the omnichannel retailing service quality variable on purchase intention, the direct and indirect effects based on the path coefficient and the correlation coefficient between the dimensions are described in Table 2.

Table 2: Partial and simultaneous affect test results

Var	Path Coefficient	Direct influence	Total Indirect Influence	Total Direct & Indirect Influence
SA	0,120	0,014	0,071	0,085
PIn	0,108	0,011	0,070	0,081
F/R	0,114	0,012	0,073	0,085
Eff	0,180	0,032	0,114	0,146
AD	0,110	0,012	0,069	0,081
P/S	0,049	0,002	0,033	0,035
Pers	-0,052	0,003	-0,038	-0,035
Integ	0,305	0,093	0,156	0,249
Total influence omni service quality to purchase intention				0,727

This data shows that in the test results for the direct influence of omnichannel service quality, with a value of 0.093, purchasing intention is the most prominent sub-variable integration.

Personalization, with a value of -0.003, is the sub-variable with the least strong direct impact. Then, whose worth is 0.050, outcomes of tests on omnichannel service quality indirect effects on purchase intention are the most dominating sub-variable integration through efficiency. Personalization, worth -0.013, is the sub-variable with the smallest prominent indirect influence. Integration is a variable that might indirectly influence other variables in buying intention. On the other hand, personalization can lower other variables related to buying intention. Based on the description above, it can be said that integration is a sub-variable of omnichannel service quality that can increase purchase intention. Personalization is a component of omnichannel service quality that might harm purchase intent, whereas, in the retail sector, the commodities sold are frequently mass-produced items with few distinct product options. Overall, the direct and indirect effect is 0.727, or 72.7%, placing it in the high category.

The path coefficients of other variables outside the model can be searched after knowing the value of the total R2, which is the coefficient of determination. Based on SPSS data processing, the coefficient of total determination of the omnichannel retailing service quality and buy intention factors is 0.727. According to the calculations, the other factors that affect purchase intention have a path coefficient of 0.522, or $(0.522)2 = 0.273 \times 100\% = 27.3\%$. This demonstrates that 27.3% of Indonesian fashion customers' purchasing intentions are impacted by variables that were not investigated. Meanwhile, retail appearance, personal interaction, fulfillment/reliability, efficiency, attractive design, privacy/security, personalization, and integration are well-recognized. Affect purchase intention by $0.727 \times 100\% = 72.57\%$, which is in the strong category.

The present work paper aims to investigate the extent of the effect of omnichannel service quality on purchase intention. The hypothesis of this test is the effect dimension of omnichannel service quality on purchase intention, which will be investigated concurrently using SPSS for Windows. Table 3 shows the overall results of simultaneous hypothesis testing. Table 4 below shows the results of the simultaneous hypothesis testing overall.

Table 3: Simultaneous Hypothesis Test

Anova[a]			
Model	Sum of Squares	df	Mean Square
Regression	14.657,521	8	1.832,190
Residual	5.493,574	393	13,979
Total	20.151,095	401	

Table 4: (Overall) Simultaneous Hypothesis Test Results

F_{count}	F_{table}	Decision	Conclusion
131,071	1,96	H0 rejected	Significantly influential

From Table 4. the test for the F test taken from Anova with a probability level (Sig) = 0.000 because Sig > 0.05 then the hypothesis H0 is rejected, which means that there is a significant influence between omnichannel retailing service quality on purchase intention simultaneously or overall. On fashion consumers in Indonesia.

Because the aggregate test findings are substantial, each variable may be evaluated partially to see whether it influences repurchase intention. Table 5 shows partial test results for the following tests. And the results of the t-test are described in Table 6.

Table 5: Partial Test Results

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	6.193	1.930	
Store Appearance	.275	.105	.120
Personal Interaction	.281	.137	.108
Fulfillment/ Reliability	.312	.155	.114
Efficiency	.484	.164	.180
Aesthetic Design	.392	.183	.110
Privacy/ Security	.167	167	.049
Personalization	.175	.169	.052
Integration	.536	.127	.305

Table 6: T Test Result

Model	t	Sig.
(Constant)	3.210	.001
Store Appearance	2.612	.009
Personal Interaction	2.046	.041
Fulfillment/ Reliability	2.017	.044
Efficiency	2.946	.003
Aesthetic Design	2.144	.033
Privacy/ Security	1.001	.317
Personalization	1.037	.300
Integration	4.232	.000

The likelihood (Sig) value of the shop appearance variable is < 0.05, which equals 0.009, indicating that the store appearance variable substantially influences the purchase intention variable. Furthermore, a probability value (sig) of < 0.05, which is 0.0041, indicates that personal interaction substantially influences the purchase intention variable. Furthermore, if the efficiency variable's probability value (sig) <0.05, which is 0.003, then the efficiency is declared to significantly impact the variable relating to purchasing intention. Furthermore, the probability value (sig) of the aesthetic design variable 0.05, which is 0.033, means that aesthetic design greatly impacts the variable relating to buying intention. Furthermore, the probability value (sig) of the privacy/security variable is greater than < 0.05, indicating that privacy/security has no significant influence on purchase intention. Furthermore, if the personalization variable's probability value (sig) is greater than 0.05, which is 0.300, then personalization is determined to have no significant influence on purchase intention. Furthermore, a probability value (sig) 0.05 for the integration variable, which equals 0.000, indicates that integration substantially influences the purchase intention variable. The following explanation will go over the specifics of the incomplete test findings.

An intriguing occurrence happened in Indonesia, where several retail brand owners who had previously created their companies online or through e-commerce are now beginning to develop their offline brand presence. They create pop-up shops, actual storefronts, or pop-up booths to provide customers with a unique experience and guarantee the quality of the products before they make a purchase. It encourages personal innovation, effort expectation, and performance expectation are the three most important predictors of purchase intention in an omnichannel scenario. Theoretical and managerial consequences are examined. To be effective, an omnichannel approach to Indian consumers' purchasing intentions must be backed by a technology that makes order status transparent to customers. Buyer reaction is more likely if product codes are the same across channels. Location-based promotions positively impact purchase intention (Gazley et al., 2015; Wibisurya, 2018; Fang et al., 2015; Reichhart, 2014; Bues, 2017). Information that is not the same across various channels makes consumers in Indonesia feel confused and discouraged from buying online. Therefore, retail is expected to continue to improve and equalize every product information in every existing channel (Wakolbinger & Stummer, 2013). the framework for omnichannel management contributes to providing critical managerial applications for retail planning to implement an omnichannel strategy (Cakir et al., 2020; Cai & Lo, 2020).

Offerings and operational quality, convenience, product quality, and service quality all substantially impact consumers' Omni-channel purchasing intentions. The mobile revolution, including social media, enables consumers to brand endorse and brand engagement, as well as augmented and virtual reality technologies and new tools that can be combined with omnichannel environments to provide a consumer-engaged shopping experience (Chen et al., 2018). Consumers want the benefits of digital shopping, such as a large selection of products, complete product information, and customer feedback, and the advantages of physical stores, such as personal service and the ability to experience products. Therefore, the key to thriving in today's retail environment is the integration of numerous platforms controlled by businesses to produce a positive shopping experience for customers (Akter, 2019).

CONCLUSION AND RECOMMENDATION

Offerings, operational quality, convenience, product quality, and service quality significantly impact consumers' omnichannel purchasing intentions. Based on the study results, omnichannel retailing service quality positively and significantly affects purchase intention.

Additionally, omnichannel service quality has a favorable and considerable impact on Indonesian fashion consumers' purchase intentions. The evidence from this study suggests that offline fashion retail stores are diversifying their sales channels by integrating online media and communication with customers, and vice versa. Online fashion retail sellers are also exploring offline options, such as setting up pop-up shops, physical storefronts, or pop-up booths, to provide customers with a unique experience and ensure the quality of the goods before purchase. It recommends that retailers increase purchase intention through marketing activities focusing on omnichannel service quality, ensuring good, fast, and easy consumer service. Indonesian fashion retail must develop and enhance every indicator of omnichannel service quality, creating a memorable experience for consumers through store appearance, personal interaction, fulfillment/reliability, efficiency, aesthetic design, privacy security, personalization, and integration. This will stimulate consumer interest in buying and position every Indonesian fashion retail as the first choice for fashion brands among consumers.

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