**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 that can influence customer behavior in omnichannel services through their intention to accept and use new technology in the shopping process. 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 bootstrap procedure using SmartPLS software. The results showed that the performance expectation factor had no effect on the omnichannel purchase intention variable. Meanwhile, other factors such as effort expectation, social influences, habits, hedonic motivation, perceived security, and personal innovativeness affect omnichannel purchase intentions. The most positive and significant factor is personal innovativeness. It is recommended for further researchers to use the UTAUT2 research model on purchase intention by adding other factors such as facility conditions, suitability, and price value and for further researchers to conduct research by adding a larger sample using other fashion retail companies objects, because it can affect the results study.