

I. INTRODUCTION

The rapid development of the retail business in the era of globalization provides opportunities for producers in various industries to better maintain and improve relationships with their consumers 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 in the form of a globally integrated website and application, which can direct you to be able to 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 can increase customer engagement. According to (Verhoef et al., 2015) [5] in an omnichannel system, the shopping experience uses webrooming (looking for information online, buying products by offline) and showrooming (looking for information offline, buying products by online). Because the research (Chocarro et al., 2013) in [6] reveals the fact 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 [7] identifying factors that can influence omnichannel consumer behavior through customer adoption and intention to use new technology in the product buying process using the UTAUT2 model variable and two additional factors, namely personal innovativeness and perceived security.