



Optimizing Omnichannel Retail in Indonesia: The Strong Mediating Role of Best Customer Experience Strategy

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Abstract. This study aims to determine the role of consumer behavior in purchasing fashion clothes in Indonesia at omnichannel retail based on the best consumer experience strategy. Explanatory quantitative research on 310 omnichannel retail consumers with various fashion brands. Questionnaires were distributed using Non-Probability Random Sampling. The results of the inner and outer modeling on the SEM-PLS statistical test tool show that the mediation effect is very strong on the best customer experience. Various factors forming omnichannel retail such as integration, consumer usability fulfillment, customer orders and smooth distribution have a positive effect on the customer experience. This research contributes to the strategy for the growth and development of the fashion clothes business in Indonesia and provides the best strategy in strengthening brands and customer trust in terms of branding which adds to the sustainability of retail marketing.

Keywords: consumer behavior · fashion clothes · omnichannel retail · customer experience · Indonesia

1 Introduction

Chase profit is one pushing consumer for start the buying process. At least functional, symbolic, or even expressive for Fulfill needs and wants them. Done setting up a successful marketing program should not too hard. It only Fulfill needs and wants consumer target. Though, knowing needs will desire consumer actually is the most difficult task for marketer. For succeed in competitive environment moment this, fashion marketers have to capable formulate an effective marketing strategy for the target market. Success fashion brands depend on how good he understand its target customers and needs they, who create need. a worthwhile purchase, especially fashion shopping [1].

In Indonesia, progress big in technology and information help change method customer shop. Change is also demanding adjustment method our doing business, particularly in retail. Change method customer interact with brand, change preference method customer shopping, and emergence new e-commerce competitor compel retailer

physique for endure in face struggle fierce for endure live. Retailer, however technology still Becomes challenges in this digital era, business strategy company must thought [2]. On the side others, 81% of customers To do research online before To do purchase. However, customers this permanent value aspect social and sensory that they are accept moment shop at the outlet. Aspect social issues discussed here is experience customer moment they communicate with in - store employees and other current customer shop [3].

For create experience no shopping _ forgotten for customer them, business must combine experience online and offline shopping. Not amazed if now many online stores also work as a physical store. This technique known on the market as online-to-offline (O2O) business. [4] Phenomenon this also works Becomes point come back for the fashion retail industry. Implementing an omnichannel retail strategy can against prediction that the digital age will be become an era of disruption for player traditional in retail. Simply put, omnichannel retail is a strategy for give experience shopping integrated good your customers shop online on desktop, mobile, or in - store. Strategy for utilise phenomenon omnichannel retail. Equity brand, excellence competitiveness, global recognition, and wealth clean tall important because give global recognition as superiority competitive and improving score financial. However, no there is review comprehensive from knowledge empirical and based existing research about effect cross channel retail of marketing strategy retail retailer multichannel in an omnichannel world. [5] Phenomenon this also works Becomes point come back for the fashion retail industry. Implementing an omnichannel retail strategy can against prediction that the digital age will be become an era of disruption for player traditional in retail. Simply put, omnichannel retail is a strategy for give experience shopping integrated good your customers shop online on desktop, mobile, or in - store. [6] Fashion consciousness is function from level involvement with mode and motivation consumer for adopt style moment this for maintain social status them. Aspect self. More fashion conscious consumers proactive moment buy clothes new. Clothes support interaction and is indicator symbolic. American researchers, bloggers, and activists want fashion industry to be more ethical and democratic in Thing environment and rights basic human. [7] The fashion industry is still grow worth around 18.01% or IDR 116 trillion and designs in the industry fashion impact significant to decision purchase consumer potential. Design make candidate consumer see color [8]. Kindly specifically, Research this done in town Sidoarjo and aims for Know the omnichannel retail strategy for fashion products and connect them with experience shopping and habits consumer, for knowing behavior consumer in purchase fashion clothing in Indonesia in omnichannel retail based on the best consumer experience strategy. Knowing influence factor shaper omnichannel retail like integration, fulfillment utility consumer, order customers, and smoothness distribution to experience customer. Give contribution on growth and development strategies fashion clothing business in Indonesia and provide the best strategy in strengthen brand and trust customer in branding thing that adds up continuity retail marketing.

2 Literature Review

State of the art in study this that is growth and development strategy fashion clothing business in Indonesia and provide the best strategy in strengthen brand and trust customer

in branding thing that adds up continuity retail marketing as well for document what are we know, need know, and no know about five classes impact cross channels in the retail market. [9] Power responsive consumers (i.e., online and/ or offline search, intent buying, frequency, volume, returns, and loyalty) and performance retailer (i.e., total sales, costs, and profit according to channels and overall, returns product). Behavior agility strategy response consumer that is search online or offline. Online channel here refers to the retailer's website accessed consumer via laptop or desktop computer. Offline channel refers to retail stores, delivery letters and orders letter nor telephone, advertising yag broadcast television through mobile, channel cellular which refers to accessibility through phone website or application online shopping retailer. [10] Business market considerations when buy retail this because low price product that can produce a profit if marketed emphasis on ports if used for production [11].

Regulation government about business inclined retail use approach this. Perpes No. 112 ofc 2007 regulates about discourse on spatial planning and development of traditional markets, center modern shopping and stores, set the boundaries of traditional markets and modern shops within article.

1. [10] Retail shared Becomes a number of category, which varies based on shape, size and modernity. Based on level modernity, business retail can classified Becomes retail traditional nor modern retail. Explanation above _ usually limited to in-store retail, ie retail businesses that use stores for sell the product. Including trader small and medium enterprises, NGOs or cooperative user scale small business, small capital business and use the selling process buy goods through negotiation. [12] showroom _ catalog (*catalog showrooms*) [13] technology still Becomes challenges in this digital era, think back business strategy company [14] Aspect sensory covers factor output possible atmosphere _ seen through five senses, such as: [15] Layout product, lighting, outlet design, and screening music. For create experience no shopping forgotten for customer them, business must combine experience online and offline shopping.

Experience customer is experience customer moment interact with company. Not problem if new know business or already Becomes customer loyal. In other words, all type business could create experience customer. Start from advertising, website performance, buying process in online stores, time delivery order, up to security package [16].

3 Research Methods

Method research used _ that is quantitative descriptive, where population is taken from consumers of fashion stores in Sidoarjo using a random sample technique to consumer fashion products in Sidoarjo as many as 234 respondents and distribution questionnaire using accidental sampling. Questionnaire consists 12 indicators and 24 statement items use scale linkert with intervals of 1–5. Data analysis used SEM PLS Wrap 3.0 with analyze the inner and outer models.

Table 1. Reliability test results obtained

Variable	Cronbach'S	Alpha (0.05%)	Composite Reliable
Omnichannel Customer Experience	0.765	0.996	0.864
Omnichannel Customer Behavior	0.743	0.867	0.832
Omnichannel Retailing	0.884	0.852	0.818

Table 2. Test Results Influence Direct

Influence	Original Sample	T statistics	P values
<i>Omnichannel Customer Experience</i>	0.768	0.886	0.000
<i>Omnichannel Customer Behavior</i>	0.743	0.795	0.000
<i>Omnichannel Retailing</i>	0.724	0.749	0.000

4 Results and Discussion

4.1 Validity and Reliability Test Results

In Table 1. stated that reliable composite number above 0.7 meets the reliability test and AVE above 0.7 meets the validity test.

4.2 Hypothesis Testing with Influence Direct

In Table 2. can is known that Digital Transformation Strategy for Omnichannel Retail Customer Experience Fashion products in Sidoarjo are very strong influence by 77% to omnichannel retail. This is a must Become point center attention from fashion business in Sidoarjo in Fulfill needs consumer.

4.3 Discussion

1. Digital Transformation Strategy for Omnichannel Retail Customer Experience Fashion products in Sidoarjo.

Technology has Becomes so strong so that customer has used to with experience Efficient and easy shopping. For retailer, combination technology and tools service as well as facilitating services shopping could Become choice perfect innovation. This step could support with behavioral data collection consumer moment interact with online stores implemented in offline stores. Install rack special in the shop called “ Embedded Items Top” [17] distribute or sell coupon only discount could use in your offline store. This could increase interaction Among two stores, online and offline, with bring customer return to the store with interesting way. [18].

Offer service online ordering and pick up ingredient fashion from offline stores. Complete your digital catalog and make sure compatibility online and offline inventory.

[19] Information like amount product, size and color can also be included for make it easy experience your shopping [20]. Retail is activity Involved marketing sale for distribution goods in a manner direct to consumer end for consumption personal (necessity house stairs) and no for for sale back. [21] With simplify the process and keep going innovate, company obtain power competitive. Sector retail with a distribution shop have challenge alone [22].

2. *The Influence of Omnichannel Customer Behavior* towards Fashion Product Retail Omnichannel identify demographics and categories customer. Take advantage engagement on social media. Use interaction with Support customer for verify behavior them. The role of CRM in increase experience customer is provide analysis activity customer in real-time and immersive [23, 24]. Fashion retail should too knowing criteria customers needed by fashion products [25]. If all the above no obtained by one consumer, great possibility business the not yet provide optimal customer experience. [26] This means your customers know your product is what really they need. On the other hand, we also offer personalized experience, the Marketplace App is example give personalized experience. more satisfaction big means experience more customers ok [27].

All stages that must capable give good impression. With so, trip your customer aka customer journey will more smooth and fun. So that you are more clear, following a number of examples of good customer experience that is could access the website with fast and easy, Accept saying thanks via email after To do online transactions, Get informative and relevant content related use product, Receive response fast customer success on various channels such as call and live chat, Easy convey criticism and suggestions about product used, Got welcome friendly every time you visit the online store, Get opportunity involved in development product through surveys.

5 Conclusion

Digital Transformation Strategy for Omnichannel Retail Customer Experience Fashion products in Sidoarjo are very strong influence by 77% to omnichannel retail. This is a must Become point center attention from fashion business in Sidoarjo in Fulfill needs consumer. Study this give contribution to the best strategy carried out by omnichannel retail in the fashion sector in the city Sidoarjo where influence strong technology and experience consumer in shop capable Becomes something habits that lead to loyalty consumer for to do purchase repeat. Suggestions for researcher next could adding decision variables price fashion product. Suggestion from this research it can be shown that consumers on the environment omnichannel has various assessments of service quality such as availability, condition and timeliness of satisfaction and loyalty. Writer would like to give suggestions to further researchers, namely; This research is also expected to be used and carried out on a object (company) to see the relationship between variables on satisfaction and loyalty of a consumer to a particular object (company). Research can be done by possibly adding or improve the variables that are able to assess satisfaction

and loyalty a consumer in an omnichannel environment. Further research may be carried out or used with qualitative method to find out more about the characteristics and customer service needs in a real omnichannel environment.

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