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The Determinant Factors of Omnichannel Service Adoption in Jakarta

ABSTRACT

Along with the development of technology in retail, consumers have increased their expectation about experience convenience in retail. Starting with the growth of various platform, the next development is the experience that combined both offline and online service known as Omnichannel. The Omnichannel Service Adoption is explained by Wixom Model shows the relationship of object-based beliefs, channel integration quality, perceived fluency, and internal and external usage experience as moderating effects of perceived fluency. The adoption of Omnichannel is important to deliver a consistency of data and user experience compared to multichannel. The research uses quantitative approach with Structural Equation Model (SEM) PLS for data analytic. The population is referred to Berrybenka, a prominent fashion e-commerce in Jakarta, customers. The result shows that Breadth Channel Choice, Channel Service Transparency, Content Consistency and Process Consistency have a significant and positive influence on perceived fluency. The implication and limitation of the research are also highlighted.

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Keywords: Omnichannel; Fashion Retailer; Perceived Fluency; Service Usage; Channel Integration Quality.

1. INTRODUCTION

Nowadays consumers are familiar with the existence of various platforms (such as website/smartphone) as the place to shop. It has become common practice that consumers can get any information through various channels to make good purchase decisions. For example, they search for information through internet and make purchases offline (Rangaswamy & Van Bruggen, 2005). But along with the development of times and technology, consumers expect to experience convenience in transaction and interaction with retailers. However, the existing channels are managed and designed individually. Therefore, the data received across channels are inconsistent and incompatible. When multi channels move to omnichannel, information integration across channel become priorities for retailers (Shen, Li, Sun and Wang, 2018).

73% of customers are multi-channel shopper, and consumers expect that they can shop in real-time, anywhere and anytime in various channel. Omnichannel itself has become a good opportunity for retailers and one of the major research priorities at Marketing Science Institute 2018-2020 (Ternstrand, Selldin, Virta and Linder, 2015). Hence, the element of ‘the integration of quality channels and customer’s perceived fluency of cross-channel service’ must be able to differentiate between omnichannel and multichannel services (Shen et al., 2018).

This study is adapted from Shen et al (2018) and, tested on Indonesia fashion industry mostly in Jakarta. The previous study is tested on catering industry in China. The previous

36 studies in Indonesia about omnichannel, mostly investigate about consumer engagement
37 path as well as consumer experience from several brick and mortar companies, such as PT.
38 Indomarco Prismaatama, PT. Mitra Adiperkasa Tbk and PT. Matahari Department Store Tbk
39 (Hendriyani & Auliana, 2018; Yanuardi et al., 2017). Shen et al (2018) use the Wixom &
40 Todd models to understand the impact of channel integration quality and perceived fluency
41 towards omnichannel services usage, as well as the integration of various channels and
42 consumer perceptions of behavioral belief that moderate the role usage experience internally
43 and external to catering in China. While other research of omnichannels study use purchase
44 intention and TAM models as the measurement, this study uses Wixom & Todd model to
45 measure omnichannel service usage in fashion retail industry in Jakarta which has
46 implemented omnichannel services. This research is expected to expand the research of
47 omnichannel in Indonesia, as Indonesia has the largest economy in South East Asia
48 (Worldbank, 2018).

49
50 The purpose of this study is to examine omnichannel service adoption of fashion industry in
51 Jakarta and its impact on increasing its sales. This research will seek the determinant factors
52 of omnichannel service adoption be a guidance for retail industry to build omnichannel
53 services.

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55 **2. LITERATURE REVIEW & HYPOTHESES DEVELOPMENT**

56 **2.1 Wixom & Todd Models**

57 Shen et al (2018) differentiate object-based beliefs from behavioral beliefs in interaction
58 research model by implemented Wixom & Todd model. Application of Wixom & Todd model
59 in Indonesia has been widely used, especially by Indonesian National Library for measuring
60 integrated library system. According to Wixom & Todd (2005), user experience is considered
61 as object-based beliefs which will act as an external variable influencing intention and
62 behavior with behavioral beliefs and attitudes as the mediation variable. Object-based is
63 considered as the technological features and functionalities while behavioral simply reflects
64 how the user felt after experiencing IT product (Wixom & Todd, 2005). Channel integration
65 quality itself is considered as an object-based belief because it measures the capacity of
66 Omnichannel to connect many channels thus reflecting the customers' beliefs about the
67 technology (Sousa & Voss, 2006). Perceived fluency is considered as behavioral beliefs
68 since it measures on how customers feel about when they use different channel and
69 reflecting customer belief on omnichannel technology (Majrashi & Hamilton, 2014).

70 **2.2 Perceived Fluency**

71 Lennon (1990) explained that definition of fluency means fluent (error-free), proficiency,
72 smoothness (easily to function). Perceived fluency itself can be interpreted as an action built
73 from the efficiency of a process based on the fluency of someone using something.
74 According to Shen et al (2018), concept of fluency refers to the ease of information
75 processing, which were regarded as key factors that shapes users' trust, and the choice
76 outcome judgements in online shopping context, while in cross-platform play the important
77 role which refers to transition and task migrations. Several researches in IT define fluency as
78 an unchanged role that has a close relationship to cross-platform transition to measure the
79 experience of the user (Majrashi & Hamilton, 2014).

80 According to Majrashi & Hamilton (2014), perceived fluency is classified into 5 attributes,
81 such as task fluency, content fluency, interaction fluency, cognition fluency, and feeling
82 fluency. Task fluency leads to the level where customers feel comfortable when switching

83 from one to another view. Content fluency leads to the process after channel switching.
84 Customers experience a continuous process which they respond to available content and
85 information. Interaction fluency used to measure the interaction between continuous service
86 channels and connect with each other. Cognition fluency represents customer's response to
87 the omnichannel service remains unchanged after the channel transition and the last, feeling
88 fluency measures whether the customer still has the same feeling towards the service after
89 the transition.

90 **2.3 Channel Integration Quality**

91 Channel integration quality is described as the capability of a system to deliver a smoothly
92 continuous service experience across the channel (Shen et al., 2018). Zhang & Ke (2004)
93 found that channel integration quality increases the value customers feel when shopping
94 online. To measure channel integration. Sousa & Voss (2006) propose a framework where
95 service quality and integrated interaction were included together. Channel choice refers to
96 the level of customers' freedom to access information (Cheung et al., 2015).

97 **2.4 Omnichannel Service Usage**

98 Omnichannel is the next level form of multichannel retailing where the consumer could easily
99 cross the existing channel in one transaction process (Brynjolfsson et al., 2013).
100 Multichannel refers to a group of different channel that works separately while in
101 omnichannel those separated channel works together, that's why the customer could
102 experience the same idea when they use either digital channel or visiting the store directly.
103 The channels are managed in the same time and got the same result whenever customers
104 interact with the company (Zhang & Ke, 2004).

105 The dominant characteristic of the omnichannel retailing phenomenon is that the strategy is
106 centered on the customer and the customer's shopping experience, with a view to offering
107 the shopper a holistic experience. In Omnichannel, everything including the strategy is
108 based on the consumer's experience on shopping with a broader view of offering a more
109 seamless shopping (Gupta et al., 2004).

110 **2.5 Hypothesis**

111 ***2.5.1 Perceived Fluency to Omnichannel Service Usage***

112 The emergence of new digital technologies, especially mobile channels, has an impact on
113 disruptive retail environments. Compared with multi-channel phase, omnichannel involves
114 quite a number of channels. The change that quite important is each different channel
115 becomes blurred because the boundaries between channels are gone. In addition, in the
116 omnichannel phase, showrooming is quite important, because online purchase can't satisfy
117 the customer's desire to see and feel the product or service that they want to purchase (see
118 and feel experience). With showrooming, customers are reassured by their experience of
119 seeing and feeling the product to be purchased (Verhoef et al., 2015).

120 This is also corroborated by statement of Shen et al (2018) where in the context of the
121 omnichannel, customers expect unlimited and integrated services in a variety of different
122 channels and can be used simultaneously. In addition, online shopping experience will
123 provide positive responses from the customers. In the previous study by Shen et al (2018),
124 perceived fluency was considered as behavioral belief. When customers experience

125 unhindered cross-channel experience, they will tend to increase the behavior of using their
126 omnichannel. Based on the description above, the hypothesis of this study is:

127 H1: Perceived Fluency is positively associated with omnichannel service usage.

128 **2.5.2 Channel Integration Quality and Perceived Fluency**

129 Wixom and Todd Model shows that channel integration quality increases the value
130 customers feel when shopping online (Herhausen et al., 2015). In the channel choice
131 breadth, the broader the channel, the more alternative could be available to the customers,
132 meaning that the channel are highly integrated which enables consumers to review the
133 products or services they want to purchase at one channel without missing any information
134 (Berman & Thelen, 2004). Based on the theory, the hypothesis is:

135 H2a: Channel Integration quality is positively associated with perceived fluency.

136 Channel service transparency deals with the awareness of customers towards the
137 availability of any existing channels. The increasing knowledge towards channel could
138 reduce the uncertainty and increase the efficiency (Sousa & Voss, 2006). According to this
139 statement, the hypothesis for the following attributes will be:

140 H2b: Channel Service Transparency is positively associated with perceived fluency.

141 Content consistency deals with the similarity of the context within different channels (Sousa
142 & Voss, 2006). Customers are more likely to think that channel as the smaller part within a
143 natural switching channel resulting in a more fluid channel transition without leaving the
144 importance of the similarity of information behind. Therefore, the hypothesis will be as
145 follows:

146 H2c: Content consistency is positively associated with perceived fluency.

147 Process consistency refers to the attributes in the process which has a similar characteristic
148 (Shen et al., 2018). When service process in different channel is consistent, the examination
149 of customers will have a positive result when the service kept being consistent. In this
150 regard, the hypothesis will be:

151 H2d: Process consistency is positively associated with perceived fluency.

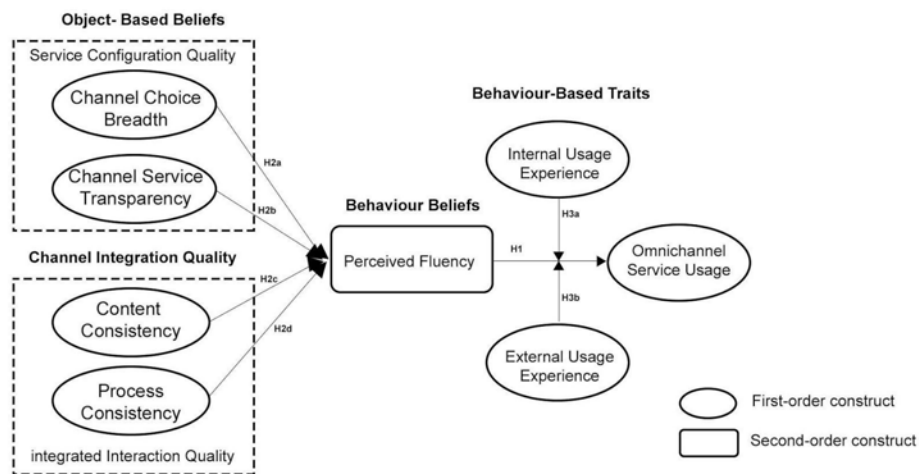
152 **2.5.3 Different Moderating Roles to User Experience**

153 This study examines the usage experience as the moderating variable. The omnichannel
154 service usage is divided into internal and external usage. Internal usage experience is
155 defined as a limit where users have experience with certain IT products. In the context of
156 omnichannel customers who have no experience, they will be unfamiliar with omnichannel
157 services and will have more willingness to rely on trust that comes from the actual use of
158 omnichannel services to determine subsequent use (Herhausen et al., 2015). For customers
159 who have a lot of experience from omnichannel services, reuse will motivate them to reuse
160 the service without doubting the smooth service between channels (Wang et al., 2016).
161 Based on the statement above, the study believes that perceived fluency will leave a
162 stronger influence for customers with fewer internal experiences.

163 External usage experience is defined as a limit where users have experience with the same
 164 omnichannel service. Unlike internal usage, previous use of the same technology will not
 165 make users more familiar with existing technology, but the external usage experience will
 166 provide a benchmark or reference to better assess existing technologies (Shim et al., 2001).
 167 As the external usage experience increases, customer assessment of existing technology
 168 can become clearer and will be easier to use while awareness of omnichannel will be
 169 increase. In other words, perceived fluency will have a stronger effect on omnichannel
 170 service usage for customers with higher external usage. Therefore, the hypothesis of this
 171 study is:

172 H3a: Internal usage experience weakens the effect of perceived fluency towards
 173 omnichannel service usage.

174 H3b: External usage experience strengthen the effect of perceived fluency towards
 175 omnichannel service usage.



193 **Fig. 1. Theoretical Framework**

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3. METHODOLOGY APPROACH

Data in this study is collected by distributing online questionnaire. Berrybenka is selected as the context as it was one of fashion retailers in Jakarta that adopted omnichannel as channel services. The measurement is adapted from the previous study and slightly modified to fit the research scope and context. All indicators in the research variable is referred to Shen et al (2018).

The population in this study is BerryBenka customers in Jakarta. Since the quantities in detailed is unknown, this study uses a non-probability sampling method that gives an unequal opportunity to each population to be selected as a sample. The type of non-probability sampling used is convenience sampling where samples are selected based on several categories that meet the requirements to be used as research samples. The questionnaire is distributed to 135 respondents Berrybenka's customers in Jakarta. The measurement uses a five-point Likert scale from 1 as strongly disagree to 5 as strongly

208 agree. This sample size is calculated as the number of indicators (27 measurements)
209 multiplied by 5 (Noor, 2011).

210 The analysis was carried out using the Structural Equation Model (SEM) method using the
211 Partial Least Square (PLS). SEM PLS technique was used to measure the relationship
212 among the existing variables and to test the hypothesis (e.g., object-based beliefs, channel
213 integration quality, perceived fluency, internal and external usage) in this study.

214 4. RESULT & DATA ANALYSIS

215 SEM technique was used to measure the relationship among the existing variables and PLS
216 analysis approach was used to examine the hypothesis (e.g., object-based beliefs, channel
217 integration quality, perceived fluency, internal and external usage) in this study.

218 4.1. Measurement Model

219 Validity and reliability tests were conducted as the fundamental step by reviewing the
220 convergent validity and composite reliability. According to Garson (2016), Composite
221 Reliability (CR) is applied to measure the reliability of Convergent Validity (CV) since
222 Cronbach's Alpha could deliver an exaggerated result and vice-versa towards existing
223 reliability scales. The recommended score for reliability test needs to be at least 0.7 (Hair et
224 al., 2013). Garson (2016) adds Average Variance Extracted (AVE) to test Convergent
225 Validity where AVE is the reflection of average impact toward each of latent variables and
226 suggested number should be higher than 0.5 where that score could explain more than half
227 of the variant in the existing indicator.

228 Shen et al (2018) adds that the Variance Inflation Factor (VIF) value is also needed to
229 calculate the possibility of problems in multicollinearity and the recommended value is at the
230 threshold of 10.

231 4.1.1. Convergent Validity

232 Outer loading or Loading factor is used to test Convergent Validity and it could be accepted
233 if Convergent Validity score is greater than 0.7.

234 Based on the table 1, it can be seen that each indicator in each variable has an Outer
235 Loading > 0.7, which in this study, the Outer Loading's value ranges from 0.505 - 1.000.
236 terlihat beberapa indikator memiliki nilai outer loading < 0.7. According to Ghazali (2014)
237 outer loading value between 0.5 - 0.6 is considered enough to fulfill the prerequisite of
238 convergent validity. Thus, it can be concluded that all research variables have a high level of
239 convergent validity and can be used for further analysis.

240 **Table 1. Validity and Reliability Testing Result**

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Construct	Indicator	AVE	Outer Loading	Cronbach Alpha
CCB	CCB1		0.904	
	CCB2	0.691	0.638	0.772
	CCB3		0.922	
CST	CST1		0.906	
	CST2	0.840	0.933	0.905
	CST3		0.910	
	CC1		0.505	

CC	CC2	0.698	0.958	0.769
	CC3		0.960	
PC	PC1		0.945	
	PC2	0.735	0.655	0.815
	PC3		0.940	
TF	TF1		0.926	
	TF2		0.867	
	TF3		0.316	
CF	CF1		0.818	
	CF2		0.521	
	CF3	0.659	0.820	0.946
IF	IF1		0.922	
	IF2		0.921	
COF	COF1		0.832	
	COF2		0.902	
FF	FF1		0.849	
	FF2		0.866	
OSU	OSU1		0.917	
	OSU2	0.888	0.950	0.937
	OSU3		0.959	
External	External	0.560	1.000	0.939
Internal	Internal	0.535	1.000	0.936

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243 4.1.2. Discriminant Validity

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245 Discriminant validity is alluding to the degree where the construct is contrasting from one to
 246 each other considerably. Heterotrait-monotrait (HTMT) correlation ratio is used to measure
 247 the discriminant validity. If the value of HTMT ratio is higher than the threshold, it means that
 248 there is an absence of discriminant validity (Hamid, Sami and Sidek, 2017). Gold, Malhotra
 249 and Segars (2001) stated that the value of threshold of HTMT should below 0.90.

250 According from the HTMT results, the values in table 2 (in bold) shows that there are
 251 multicollinearity problems due to some variables are quantified as same which mean the
 252 respondents' perception of the affected variables are enclose with overlapping items.

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	External	Internal	CCB	CST	CC	PC	OSU	PF
External								
Internal	0.854							
CCB	0.671	0.748						
CST	0.459	0.480	1.077					
CC	0.427	0.494	1.052	0.996				
PC	0.628	0.691	1.199	1.036	0.982			
OSU	0.462	0.467	1.054	1.044	0.962	1.000		
PF	0.449	0.499	1.085	1.004	1.038	1.042	0.977	

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256 **4.1.3. Composite Reliability**

257 Composite Reliability is used to test the reliability value of indicators on a variable. A variable
258 can be said to meet composite reliability requirements if the reliability of Cronbach Alpha >
259 0.7. Based on the table 3, it can be seen that each indicator in each variable has Cronbach
260 Alpha > 0.7, which ranges from 0.866 - 0.960. Thus, it can be concluded that all research
261 variables have a high level of reliability and can be used for further analysis.

262 **4.2. Structural Model (Inner Model)**

263 The Path Coefficient is used to determine how strong the influence of the independent
264 variable on the dependent variable. As illustrated in the figure below, channel choice
265 breadth, channel service transparency, content consistency and process consistency show
266 that the four variables have a positive effect on perceived fluency. Therefore, the H2a-H2d
267 hypothesis is accepted. In addition, the H1 hypothesis is also accepted and has a significant
268 impact value with p-value < 0.05. However, H3a (internal usage integration) and H3b
269 (external usage integration) are not supported. It means External and Internal Usage
270 Integration do not affect the Perceived Fluency Effect on Omnichannel Service Usage
271 towards Berrybenka's consumers in Jakarta.

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Table 3. R-Square Result

Variable	R-Square
Perceived Fluency	0.964
Omnichannel Service Usage	0.870

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274 From the table above, it can be seen that the R-Square value for the Perceived Fluency
275 variable is 0.964. It means that 96,4% perceived fluency can be explained by Channel
276 Choice Breadth, Transparency Service Channel, Content Consistency and Process
277 Consistency. While the R-Square value the Omnichannel Service usage variable is 0.870. It
278 means that the percentage of Omnichannel Service usage can be explained by Perceived
279 Fluency by 87%.

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Table 4. Hypothesis Testing Result

	Original Sample	T Statistics	T-Table	P-Value	Result
CCB -> PF	0.208	3.385	1.96	0.001	H2a, Supported
CST -> PF	0.143	2.606	1.96	0.009	H2b, Supported
CC -> PF	0.425	9.765	1.96	0.000	H2c, Supported
PC -> PF	0.251	4.416	1.96	0.000	H2d, Supported
PF -> OSU	0.907	34.252	1.96	0.000	H1, Supported
Internal -> OSU	-0.040	0.489	1.96	0.676	H3a, Not Supported
External -> OSU	0.041	0.419	1.96	0.625	H2a, Not Supported

281

282 **5. DISCUSSION AND CONCLUSION**

283 This study refers on Wixom and Todd's research model, where channel integration quality
284 and perceived quality are used to investigate basic problems as well as factors that affect
285 omnichannel use (Shen et al., 2018). Empirical results in this study indicate that perceived
286 fluency has a positive impact on omnichannel service usage . It means that with prior
287 understanding of the future users behavior , the perceived fluency that includes easier
288 access and transition between online and offline services are the core of the omnichannel

289 business should be examined in the beginning. The more fluent the transition in the
290 omnichannel business services, the more customers will likely to browse online. The
291 importance of perceived fluency shown in this study reflected the importance of smooth
292 transition needed by the consumers.

293 This study also provides empirical evidence regarding the effect of channel integration
294 quality on perceived fluency that influences the omnichannel service usage.

295 (i) Breadth Channel Choice, Channel Service Transparency, Content Consistency and
296 Process Consistency have a significant influence and positive impact on perceived fluency .
297 Where the Channel Choice Breadth, Channel Service Transparency, good Content
298 Consistency and Process Consistency can improve service quality and be able to combine
299 online and offline channels to facilitate customers in getting desired goods or services
300 through omnichannel. These four factors are relevant to the omnichannel service since the
301 basic of omnichannel service is the smooth transition and reliable service by all of the
302 platforms (Shen, 2018)

303
304 (ii) Perceived fluency has a significant influence on the omnichannel service usage.
305 Perceived fluency has a positive impact on omnichannel service usage. Once the customer
306 can easily understand the system they are using, they will have a positive influence in
307 making decisions to continue shopping with the omnichannel service usage system (. In this
308 study, perceived fluency has huge impact on the omnichannel service usage in the case of
309 the Berrybenka store. It is hard to compare berrybenka omnichannel system with their
310 competitor since omnichannel has not been implemented in most of retail stores in Indonesia
311 especially in the fashion industry. The more seamless and the smoother the access and
312 transition between channels (online and offline stores) the more consumers will be more
313 likely to prefer the services offered (Mosteller, Donthu & Eroglu, 2014)

314
315 (iii) Internal factors which include previous experience of main technology and External
316 Factors which involve the experience of similar technology do not moderate the relationship
317 between perceived fluency and the omnichannel service usage. It might be because not
318 many industries and companies implementing omnichannel service usage especially on
319 fashion retailers in Jakarta while adoption of omnichannel strategy could boost sales,
320 develop more revenues, and provides efficiency in the store's operation cost since the
321 system will enable the company to fulfill a wide variety of needs from many consumers
322 segment thus resulting in high consumers loyalty in the retail industry (Simone & Sabbadin,
323 2017). This study shows the opposite result with a similar study done in China where
324 omnichannel has been introduced and implemented long before the study began, thus the
325 consumer awareness about omnichannel service is higher than Indonesia. Therefore,
326 company especially in retail environment need to implement an innovative technology
327 together with the omnichannel approach to have a better response of consumers' demands
328 as well as empower their satisfaction and loyalty so the company can increase their sales
329 which leads to higher profits.

330
331 This study has similar result with the previous study by Shen et al (2018) for the importance
332 of perceived fluency. Breadth Channel Choice, Channel Service Transparency, Content
333 Consistency and Process Consistency which form the channel integration is positively
334 associated with perceived fluency. With the growth of technology and the rising awareness
335 and usage by the current consumers in Indonesia, consumers now have more exposure to
336 shopping through several market places. The perceived fluency of both offline and online
337 store are proven important. One factor that might influence this is age of the users. In this
338 study, most of the respondents are aged between 25-34 years old with income between 6-10
339 million and mostly of them has at least a bachelor's degree, meaning that they will be easier
340 to accept the omnichannel system implemented.

341 The same result has been shown in the paper by Gong et al (2012) who states that the
342 younger customer who has slightly higher income, and higher level of education will tend to
343 shop online. Since one of the gateways of omnichannel will be online shopping, the
344 acceptance rate of omnichannel should be higher. Based on the previous research
345 conducted in Indonesia by Hidayatullah (2018) and Kementerian Pemberdayaan Perempuan
346 dan Perlindungan Anak (2018), Generation Y is the biggest consumer Indonesia right now
347 and their high rate of acknowledgement of technology will make omnichannel easier to
348 understand and implemented in Indonesia.

349 This study also confirms the result of Milewski (2015) who mention that the millennials are
350 the cohort that have the optimism to spend via technology. Therefore, whether it is in China
351 or Indonesia as long as technology supported the usefulness of the easiness of shopping,
352 millennials will not hesitate to use it. According to Radzan, Das and Sohoni (2014), the
353 growth of retail ecosystem in Indonesia has been shown a positive impact toward purchase
354 via those channels. With the increasing number of convenience retail store that used digital
355 platform, this ecosystem will inevitably trigger more retail store to implement omnichannel
356 retailing system. The study of Radzan et al (2014) and Milewski (2015) shows that young
357 consumers are wealthier and tend to increase their consumption. This fact will trigger the
358 increase of consumption across channel because they tend to spend more as their income
359 increases.

360 Insight gathered from Zhang and Ke (2004) tells unique opinion that consumer has their
361 own private experience based on trust even when they use conventional method. On one
362 side of the argument, trust is considered as more of a concept rather than a knowledge build
363 from common sense because of the lesser communication involved in process, lack of social
364 participation and organization, and the immature transaction. The low trust in omnichannel
365 process happened in China is caused by the lack of repeated interaction online. The finding
366 is similar with this study where the respondents are the millennials who have higher
367 knowledge about technology and also combined with consumptive behavior, they have
368 sufficient exposure to build higher trust toward omnichannel implemented in Jakarta
369 (Yuliani, n.d.; Hidayatullah et al., 2018).

370

371 **5.1 Theoretical Implication**

372 The shift from multichannel to omnichannel implementation is an interesting subject. There
373 are limited companies in Indonesia applying omnichannel in their business. Wixom & Todd
374 model itself is used to predict behavior to adopt and use the new information technology, as
375 well as to predict new adoption of technology which lead to customer satisfaction (Nelson,
376 Todd and Wixom, 2005). The use of different model (Wixom & Todd instead of TAM) from a
377 previous study has shown different findings, especially about the effect of behavior based
378 traits (both external and internal usage experience) to omnichannel service usage. However,
379 the level of awareness to the type of service should be taken into account for the different
380 result.

381 **5.2 Practical Implications**

382 The results of this study indicate that Breadth Choice Channel, Channel Service
383 Transparency, Content Consistency and Process Consistency have influence on perceived
384 fluency that affects Omnichannel Service Usage in one of the online retail fashions in
385 Jakarta, BerryBenka. Some of the factors that are important for the advancement of

386 omnichannel service usage are perceived fluency, where perceived fluency acts as a
387 mediating factor for omnichannel service usage. Companies that have planned to integrate
388 their online and offline services are expected to be able to create customer experience and
389 travel in shopping in such a way that their customers will get used to and be savvy in using
390 the channels provided by them. The other things that must be considered in the formation of
391 perceived fluency are channel integration quality such as choice breadth channel, channel
392 service transparency, content consistency and process consistency. Companies must also
393 consistently assist customers to achieve their consumption needs by understanding and
394 integrating various channels. Company must also be able to provide consumer trust in
395 omnichannel by doing repeated interaction online.

396 6. LIMITATION AND FUTURE RESEARCH

397 The sampling methodology, small sample number (only 135 respondents) and area of
398 research are the limitations of this study. In future, for consistency result, the research
399 should be extended to other industries, add more cities or another country and uses bigger
400 samples. It is worth to try another way of analysis with SEM AMOS or Lisrel. Comparing
401 several level of consumer awareness to the type of omnichannel service will help explaining
402 the internal and external usage moderating effects.

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