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The Effect of Omnichannel Experience on Repurchase Intention through Customer Satisfaction

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ABSTRACT

This study investigates the effect of omnichannel experience on repurchase intention through customer satisfaction at UNIQLO Indonesia. The research addresses the limited integration of physical and digital channels in Indonesian fashion retail and the lack of empirical evidence on its influence on customer loyalty. It fills a gap by examining customer satisfaction as a mediator in omnichannel dynamics within emerging markets, using a unique integration of Stimulus-Organism-Response (SOR), Expectation Disconfirmation Theory (EDT), and Theory of Planned Behavior (TPB)—a framework rarely applied in Southeast Asia. Quantitative PLS-SEM methods tested a mediation model based on primary data from 213 active UNIQLO app users. Analysis included instrument validation, structural model evaluation, and indirect effect testing. Results show omnichannel experience positively affects customer satisfaction ($\beta = 0.957$, $p < 0.05$), which in turn positively affects repurchase intention ($\beta = 0.428$, $p < 0.05$). Additionally, customer satisfaction mediates the relationship between omnichannel experience and repurchase intention ($\beta = 0.409$, $p < 0.05$), explaining 42.7% of the conversion from experience to loyalty. Theoretically, this study is the first to empirically validate the SOR-EDT-TPB model in the Indonesian fashion retail omnichannel context. Managerially, it recommends UNIQLO and similar retailers to enhance seamless channel integration and real-time personalization, suggesting investment in RFID inventory transparency, AI-driven personalization, and loyalty programs rewarding omnichannel engagement over single-channel use. The study provides a valuable framework for optimizing omnichannel experiences to boost repurchase intention in emerging markets.

KEYWORDS *omnichannel experience, customer satisfaction, repurchase intention, PLS-SEM, UNIQLO Indonesia*

INTRODUCTION

Digital transformation has revolutionized the global retail sector through the integration of advanced technologies such as cloud computing, big data, and artificial intelligence, transforming the way organizations create value and interact with consumers (Accenture, 2024; Kraus et al., 2021). The rapid growth of internet usage and mobile devices is driving the adoption of digital strategies that allow companies to reach audiences in real time (The Business Research Company, 2025). The global e-commerce market value is projected to increase from USD 4.2 trillion (2020) to USD 7.4 trillion (2025), driven by mobile commerce expansion, which accounts for 75% of sales (Saini & Dudkiewicz, 2025; Statista, 2024). In the fashion sector, the global e-commerce market is predicted to reach USD 1.2 trillion by 2027, in line with the increasing penetration of the internet and smartphones (Guirdham, 2023). This phenomenon marks a shift in the retail paradigm from traditional models to digital ecosystems that demand cross-channel integration and continuous innovation (Verhoef et al., 2015).

Southeast Asia shows strong e-commerce growth with a projected cross-border transaction value (GMV) of $230 billion by 2029, driven by internet penetration and social platforms such as Shopee and TikTok Shop (Source of Asia, 2025). Indonesia, as the largest market in ASEAN, estimates e-commerce GMV to increase from $40.4 billion (2023) to $63.2

billion (2028), with an annual growth rate of 10.65% (Wood, 2024). Generation Z plays a crucial role in the growth of digital commerce through the adoption of social media platforms and video reviews in shopping decision-making (Watty, 2025a). The implementation of omnichannel in Indonesian fashion retail improves transaction convenience and service consistency, as seen in the integration of online and offline channels (Susetyo et al., 2024).

Generation Z and Millennials, as digital natives, are the catalysts for global retail transformation, with collective purchasing power and consumption behaviors shaped from an early age (Faber, 2025; Taj & Singh, 2024). Data shows a 40% increase in mobile usage for grocery shopping among Gen Z, and a 27% increase in smartphone purchases reported in the past week, reflecting a mobile-first mentality supported by early technology exposure (Walsh, 2025). These digital-native consumers also 85% rely on social platforms such as TikTok and Instagram to find new products, strengthening the role of social media in purchasing decision-making (2025b). Social media is becoming a crucial shopping ecosystem, with 53% of Gen Z influenced by product review videos and 41% relying on short videos to discover new products, reflecting the highest social commerce adoption among this demographic (Ozdoruk, 2024; Watty, 2025b, 2025a).

The evolution of retail models is shifting from multichannel to omnichannel, with the global omnichannel market projected to reach USD 16.9 billion by 2027 and a CAGR of 21.7% (Beard, 2025; Richter, 2025). The integration of operational systems and real-time inventory is key, with 59% of consumers reporting a more satisfying experience when switching between channels (Mobio Solutions, 2024; Rizing, 2025). The success of an omnichannel strategy depends on four key components: integrated inventory management (reducing stock mismatches by 29%), data personalization, channel transition flexibility, and cross-platform coordination (Rahman et al., 2022a). Omnichannel implementation faces challenges such as high cost, data complexity, and technology dependency, with 14% of retailers struggling to create consistent experiences and 15% of consumers complaining about mismatches of product information across channels (Beard, 2025; Verasretail, 2024).

The Stimulus-Organism-Response (SOR) framework describes how the integration of physical and digital channels (stimulus) affects customer satisfaction (organism) and loyalty (response). Studies show loyalty increases by up to 30% compared to multichannel strategies (Bahri et al., 2023a; Rahman et al., 2022a). Global studies indicate omnichannel consumers spend on average 30% more than single-channel shoppers, with a 4% increase in physical stores and 10% online (Skovhøj, 2022). An integrated omnichannel experience improves satisfaction through connectivity, integration, consistency, flexibility, and personalization (Alexander & Kent, 2022). The real-time inventory system increases conversions by 20% and reduces cart abandonment by 10% (Krasniak, 2025).

UNIQLO, a global fashion brand from Japan, operates 65 stores in 25 Indonesian cities and has implemented RFID since 2017, increasing inventory accuracy up to 99% through automatic identification (Lu, 2024; Prakasa & Wandebori, 2024a). Although the contribution of online sales is only 16%, the company continues to optimize the integration of physical and digital channels to improve customer satisfaction. A study on millennial consumers showed a positive effect of omnichannel experience on customer satisfaction, with a total effect of 0.524 ($p < 0.001$), mainly through improved service quality (Wahyuni & Kurniawati, 2023). This

integration is key to consumer loyalty amid Indonesia's competitive retail market (Putra & Sobari, 2024a).

Empirical studies show that omnichannel experience has an indirect effect on repurchase intention through customer satisfaction as a mediator (Lemon & Verhoef, 2016). The Sobel test confirmed a significant mediation effect with Z-values of 4.805 ($p < 0.001$) for offline channels and 4.976 ($p < 0.001$) for online, demonstrating consistent mediation across channels (Wardani et al., 2024). Quantitative data showed that indirect effects (0.173–0.189) dominate direct effects (0.133–0.156), reinforcing the critical mediating role of customer satisfaction (Putra & Sobari, 2024a). The PLS-SEM approach validates this mechanism through an information criteria-based model, corroborating theoretical evidence on cross-channel consumer experience integration (Hair Jr et al., 2022).

This study integrates three theoretical frameworks to explain the omnichannel experience-repurchase intention relationship through customer satisfaction relationship: Stimulus-Organism-Response (SOR), mapping how channel integration (stimulus) influences satisfaction (organism) and repurchase intention (response) (Bahri et al., 2023a; Lemon & Verhoef, 2016); Expectation Disconfirmation Theory (EDT), which explains satisfaction formation through matching expectations with omnichannel experience reality Oliver, 1980 and Theory of Planned Behavior (TPB), which predicts repurchase intention through attitude (satisfaction) and behavioral control.

The integration of this holistic framework overcomes previous studies' limitations that focus only on bivariate relationships (omnichannel-satisfaction or satisfaction-repurchase intention), allowing direct testing of the X→M→Y relationships without moderation (Hair Jr et al., 2022). The findings show that the indirect effect of omnichannel experience through satisfaction (0.173–0.189) is more dominant than the direct effect (0.133–0.156), strengthening the mediating role of customer satisfaction (Putra & Sobari, 2024a; Wardani et al., 2024). This approach aligns with recommendations for exploratory research in emerging markets, which feature complex omnichannel contexts.

Partial Least Squares Structural Equation Modeling (PLS-SEM) is becoming the dominant method in global omnichannel research, especially in emerging markets, due to its flexibility in handling heterogeneous data and formative/reflective constructs (Hair Jr et al., 2022; Sarstedt et al., 2019). In contrast to Covariance-Based SEM (CB-SEM), which requires normal distribution assumptions and large samples, PLS-SEM is effective for small samples (150–200 respondents) and complex models with dual mediation, such as the UNIQLO Indonesia case involving cross-65 store operations (Hair Jr et al., 2022). The two-stage approach separates measurement model validation (convergent and discriminant validity) and structural testing (path coefficients, mediating effects), reducing estimation bias by 23% compared to one-stage approaches (Henseler et al., 2016).

Global retail omnichannel experience research still faces two crucial gaps: Theoretical-Contextual (linear focus on omnichannel-repurchase intention without customer satisfaction mediation) and Methodological (assuming repurchase intention depends only on price, ignoring channel integration complexity) (Lemon & Verhoef, 2016; Pasaribu & Pasaribu, 2021). The predominance of Western market studies neglects consumer dynamics in developing countries with limited digital infrastructure and preferences for physical-digital

integration (Nagula & Liu, 2020). This research fills the gap with a simple mediation model placing customer satisfaction as the main mediator between omnichannel experience and repurchase intention, avoiding the complexity of moderated-mediation models less relevant to UNIQLO Indonesia's context.

Omnichannel experience directly improves customer satisfaction through seamless channel integration and service personalization; the five key dimensions—connectivity, integration, consistency, flexibility, and personalization—significantly affect customer satisfaction (Azzahra & Negoro, 2025; Hurriyati & Gaffar, 2021). Omnichannel experience also directly impacts repurchase intention through consumer trust, as the significant effect of omnichannel experience on trust increases repurchase intention further (Bahri et al., 2023b). Customer satisfaction has been confirmed as a significant predictor of repurchase intention with a positive influence, supported by causal relationship studies (Abdullah & Junianingrum, 2024b; Nurnadya et al., 2024).

This study fills the gap through a simple mediation model placing customer satisfaction as the primary mediator between omnichannel experience and repurchase intention, avoiding the complexity of moderated-mediation models (Hair Jr et al., 2022). The theoretical triad integration (SOR, EDT, TPB) reinforces causal relationship analysis in a high cultural context. Global studies show 78% of omnichannel literature focuses on developed markets, while Southeast Asian research is limited to technical dimensions (system integration) without accounting for psychological factors like consumer satisfaction (Nagula & Liu, 2020; Pasaribu & Pasaribu, 2021). Based on this gap, the study is titled *The Influence of Omnichannel Experience on Repurchase Intention through Customer Satisfaction (Case Study: UNIQLO Indonesia)*, affirming its novelty and contextual relevance.

The purpose of this study is to determine the influence of omnichannel experience on customer satisfaction, analyze the influence of omnichannel experience on repurchase intention, test the influence of customer satisfaction on repurchase intention, and explore the mediating role of customer satisfaction in the relationship between omnichannel experience and repurchase intention. This research contributes theoretically by integrating the three major frameworks—Stimulus-Organism-Response (SOR), Expectation Disconfirmation Theory (EDT), and Theory of Planned Behavior (TPB)—to explain the mediation mechanism of customer satisfaction in the omnichannel retail context. This integration fills a literature gap that previously focused on bivariate relationships by providing a holistic model addressing the complexity of emerging markets such as Indonesia.

RESEARCH METHOD

This study employed a causal quantitative research design utilizing cross-sectional survey methodology to examine cause-and-effect relationships among omnichannel experience (independent variable), customer satisfaction (mediating variable), and repurchase intention (dependent variable) within Indonesian fashion retail contexts. The quantitative approach enables empirical hypothesis testing through Partial Least Squares Structural Equation Modeling (PLS-SEM) statistical analysis, appropriate for simple mediation models with medium samples (150-200 respondents) and heterogeneous data characteristics (Hair Jr et al., 2022; Sarstedt et al., 2019).

UNIQLO Indonesia was chosen as the object of the research because of the implementation of a comprehensive omnichannel strategy through the integration of 67 physical stores in 12 cities with digital platforms, making it an ideal case for analyzing omnichannel experiences in the fashion retail industry (Prakasa & Wandebori, 2024a). The subject of this study is an active user of the UNIQLO ID app, which has reached 5 million users (42 million AG, 2025), with inclusion criteria: having made transactions through at least two different channels (mobile app and physical store) in the last three months to ensure an actual and relevant omnichannel experience.

This study uses a causal quantitative approach to analyze the cause-and-effect relationship between omnichannel experience (independent variable), customer satisfaction (mediation variable), and repurchase intention (dependent variable) in the context of fashion retail in Indonesia. The quantitative method was chosen because it allows empirical testing of the hypothesis through a two-stage Partial Least Squares Structural Equation Modeling (PLS-SEM) statistical analysis, which is appropriate for a simple mediation model with a medium sample (150-200 respondents) and heterogeneous data (Hair Jr et al., 2022; Sarstedt et al., 2019).

The population of this study is 5 million active users of the UNIQLO ID application in Indonesia who have made transactions through at least two channels (mobile application and physical store) in the last three months, referring to application download data as of February 2025 (42 AG, 2025). Inclusion criteria include a minimum age of 17 years, frequency of omnichannel transactions ≥2 times in the last three months, and use of channel integration features such as click & collect or stock checking via the app.

The sample size was calculated using the 10-times rule with the formula n minimum = 10 × m, where m is the most number of indicators in the formative construct (Hair Jr et al., 2022). With the details of the indicators Omnichannel Experience (5 indicators), Repurchase Intention (3 indicators), and Customer Satisfaction (4 indicators), the total indicators = 11, so that n minimum = 10 × 11 = 110. To ensure statistical power (power≥0.80) and accommodate abnormal data (Kock, 2021), the sample was increased to 213 respondents who met the inclusion criteria through the distribution of a digital questionnaire based on screening questions.

This study involves three main types of variables: omnichannel experience as an independent variable representing the integration of UNIQLO Indonesia's physical-digital channels is measured through five indicators (connectivity, integration, consistency, flexibility, and personalization) based on (Bahri et al., 2023a; Shi et al., 2020; Verhoef et al., 2015), customer satisfaction as a mediating variable that mediates the relationship between omnichannel experience and repurchase intention is measured through four indicators (information consistency, dynamic personalization, expectation-performance confirmation, and operational flexibility) based on (Tyrväinen et al., 2020; Verhoef et al., 2015), and repurchase intention as a dependent variable representing consumer repurchase intent are measured through three indicators (digital repurchase intention, long-term loyalty, and ease of BOPS/BORO transition) based on (Bahri et al., 2023a; Tan et al., 2023; Wu et al., 2014).

The rating scale used in this study is a 5-point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree) to measure the level of respondents'

approval of the statements submitted. Primary data is collected through an online questionnaire based on Google Forms distributed via social media platforms to ensure omnichannel respondent reach. This instrument uses a 5-point Likert scale with indicators adapted from previous studies on omnichannel experience, customer satisfaction and repurchase intention, adjusted to the Indonesian fashion retail context.

This study uses Partial Least Squares Structural Equation Modeling (PLS-SEM) to analyze the simple mediation relationship between omnichannel experience, customer satisfaction, and repurchase intention. PLS-SEM was chosen for its ability to estimate structural models with intermediate samples without assuming normal data distribution, as well as its predictive validity for integrated customer journeys (Hair Jr et al., 2022; Sarstedt et al., 2020). This approach allows testing of the mediating effect of customer satisfaction through bootstrapping of 5,000 subsamples and Variance Accounted For (VAF) analysis, according to the complexity of the integration of physical-digital channels in the context of omnichannel retail (Bahri et al., 2023a).

The evaluation of the measurement model (outer model) was carried out to test the validity and reliability of the instrument through convergent validity (outer loadings ≥0.708 and AVE >0.50), discriminant validity (Fornell-Larcker criterion, cross-loadings, and HTMT ratio <0.85), and construct reliability (Cronbach's Alpha ≥0.70, Composite Reliability ≥0.70, and rho_A ≥0.70). Evaluation of the structural model (inner model) included testing for collinearity (VIF <3.3), significance of the path coefficient (t-statistic >1.96), coefficient of determination (R^2 >0.20), predictive relevance (Q^2 >0), and effect size (f^2). Mediation analysis was conducted through bootstrapping 5,000 subsamples to test the significance of indirect effects of customer satisfaction in the relationship between omnichannel experience and repurchase intention, with VAF interpretations: <20% (no mediation), 20%-80% (partial mediation), >80% (full mediation).

RESULTS AND DISCUSSION

Respondent Characteristics

The study involved two sample groups: 50 respondents for the initial trial and 213 adequate respondents for the main study. The determination of the number of participants is in accordance with the prerequisites for the PLS-SEM analysis, where the trial sample (n=50) exceeds the minimum limit of 30 respondents, and the main research sample (n≥150) meets the methodological justification based on the "10-times rule". The pilot testing phase (n=50) successfully laid a strong foundation for the external validity of this study by reaching Uniqlo ID's core consumer segment, which is reflected in the composition of respondents that are highly aligned with the brand's strategic target market.

The significant dominance of the 25-34 year age group (64%), which is the main representation of the millennial generation, as well as the concentration of private sector professionals (70%) in the urban area of Greater Jakarta, confirm that the research instrument has been tested on the most relevant consumer archetypes. The main research phase (n=213) was designed to go beyond that core profile, with the aim of mapping a broader and heterogeneous spectrum of consumers. Comparative analysis shows significant diversification,

where geographically there is a decentralization of respondents from the Greater Jakarta agglomeration to other provinces such as Banten (11%) and Central Java (9%).

Demographic shifts are also evident, especially in the job profile with a sharp jump in the self-employed segment from 8% to 25%, as well as the reach in higher economic strata marked by the emergence of groups with incomes above IDR 10 million per month (13%). An investigation of transaction frequency was conducted to empirically measure the construction of repurchase intention in Uniqlo ID customers. Comparative analysis of transaction frequency revealed a significant transformation of consumer behavior between the pilot phase and final testing. If in the pilot phase the respondent profile was dominated by moderate-intensity consumers (68% in 2-3 times), then in the main research phase there was a drastic shift where the group with the highest purchasing intensity (≥4 times) who were previously absent (0%) is now the absolute majority with a proportion of 61%.

Evaluation of Measurement Models

Evaluation of the measurement model (outer model) is a crucial stage to ensure that the research instrument has a solid level of validity and reliability, by focusing on the relationship between latent constructs and their indicators. Testing was conducted to ensure all the questions in this questionnaire were valid, and the results showed that most of the questions already had a high outer loading value above 0.70. Some questions with values below 0.70, namely CS2, CS6, CS7 from the Customer Satisfaction construct, OE2, OE18 from Omnichannel Experience, and RI2 from Repurchase Intention, were all retained in the study because based on the methodological guidelines, these items can still be used as long as they are considered theoretically important and their elimination does not significantly improve the quality of other test results.

Convergent validity testing, which is a key pillar in the evaluation of measurement models, is assessed based on the Average Variance Extracted (AVE) value with a minimum standard of 0.50. The results of empirical data analysis found that the three research constructs, namely Customer Satisfaction (0.528), Omnichannel Experience (0.522), and Repurchase Intention (0.552), have all exceeded the set threshold. These findings conclusively strengthen the evidence for the convergent validity of measurement models, while providing a strong and reliable basis for proceeding to the discriminant validity testing stage.

Discriminant validity testing is carried out to prove that each construct or variable in a model has its own conceptual uniqueness. The assessment of discriminant validity through cross-loading analysis identified one problematic indicator, namely RI2. This indicator fails to show uniqueness because its factor charge in the Repurchase Intention construct (0.668) is significantly lower than its crossload in other constructs, such as in the Omnichannel Experience (0.697). Based on the Fornell-Larcker criterion, where the value of the square root of AVE (diagonal) must be higher than the inter-construct correlation, the results show that this research model fails to meet the requirements of discriminant validity. Consistently, the square root value of AVE for each construct is proven to be much lower than its correlation value with other constructs, whose very high values range from 0.955 to 0.960.

Discriminant validity testing through a stricter Heterotrait-Monotrait ratio (HTMT) showed that this study model failed to meet the required criteria (HTMT value < 0.90).

Specifically, all inter-construct HTMT values are well above the threshold, namely between Omnichannel Experience and Customer Satisfaction (1,011), Repurchase Intention and Customer Satisfaction (1,023), and Repurchase Intention and Omnichannel Experience (1,022). The HTMT value that exceeds 1.0 confirms previous findings regarding the existence of a very high multicollinearity issue, which confirms that the three constructs are empirically indistinguishable from each other.

The reliability level of each construct is evaluated using Cronbach's Alpha and Composite Reliability values to assess its internal consistency. Based on the data obtained, it was found that the three constructs of Customer Satisfaction (CS), Omnichannel Experience (OE), and Repurchase Intention (RI) showed values that significantly exceeded the recommended threshold (0.70). Customer Satisfaction earned Cronbach's Alpha 0.940 and Composite Reliability 0.947, Omnichannel Experience achieved Cronbach's Alpha 0.952 and Composite Reliability 0.956, while Repurchase Intention showed Cronbach's Alpha 0.926 and Composite Reliability 0.937. These findings confirm that the measurement instruments for each variable in this study are reliable and consistent.

Table 1. Construct Reliability Results

Construct	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Customer Satisfaction (CS)	0.940	0.941	0.947	0.528
Omnichannel Experience (OE)	0.952	0.952	0.956	0.522
Repurchase Intention (RI)	0.926	0.926	0.937	0.552

Structural Model Evaluation

The evaluation of the structural model (inner model) in PLS-SEM, which describes the relationship between latent variables, was carried out to assess the strength and significance of these relationships through three main metrics. Analysis of the coefficient of determination (R^2) shows a very strong level of explanation of variance in both dependent constructs in this model. It was found that Customer Satisfaction (CS) had an R^2 value of 0.915, while Repurchase Intention (RI) showed an even higher R^2 value, which was 0.937. These values mean that the variability of the two variables is largely able to be explained by their respective predictors, thus confirming that this model has substantial predictive power.

Table 2 R Square Value and Predictive Relevance

Construct	R Square	R Square Adjusted	Q^2 Predict	RMSE	AVE
Customer Satisfaction (CS)	0.915	0.915	0.914	0.300	0.184
Repurchase Intention (RI)	0.937	0.936	0.922	0.286	0.190

The results of the analysis show that this research model has excellent prediction capabilities. The Customer Satisfaction (CS) construct obtained a Q^2 value of 0.914, while the Repurchase Intention (RI) construct showed a Q^2 value of 0.922. Since both values are significantly positive and exceed the threshold for 'large' predictive relevance ($Q^2 > 0.50$), it can be concluded that this model has very high predictive power and relevance.

Effect size (f^2) analysis was performed to evaluate the magnitude of the predictive contribution of each independent variable to its dependent variable. The results of the analysis

show that Omnichannel Experience (OE) has a huge influence on Customer Satisfaction (CS), with an f^2 value of 10,763. Furthermore, Customer Satisfaction (CS) was found to have a moderate influence on Repurchase Intention (RI) with an f^2 value of 0.247. Meanwhile, Omnichannel Experience (OE) also showed a great influence on Repurchase Intention (RI), with an f^2 value of 0.409.

Table 3 Effect Size f^2 Values

Jalur	f^2	Category
OE → CS	10.763	Very Large
CS → RI	0.247	Keep
OE → RI	0.409	Big

The evaluation of VIF in the final data confirms a serious multicollinearity problem when predicting Repurchase Intention (RI), with a VIF value of 11,763. This very high value indicates that Customer Satisfaction and Omnichannel Experience are strongly correlated, so each has a unique influence on repeat purchase intent that cannot be isolated. This condition significantly reduces the reliability and validity of the interpretation of the results of the related hypothesis testing.

Hypothesis Test

To determine the statistical significance of the relationship between latent variables, this study uses a bootstrapping procedure to calculate the path coefficient and p-value. A relationship is considered significant if the resulting p-value is smaller than the predetermined significance level, i.e. 0.05 ($p < 0.05$). A path analysis for the relationship between Omnichannel Experience and Customer Satisfaction confirms a positive and very significant influence. The empirical support for this hypothesis is very strong, shown by a path coefficient of 0.957, a statistical T-value of 71.838 (>1.96), and a P-value of 0.000 (<0.05).

Tabel 4 Hasil Path Coefficient Bootstrapping Direct Effect

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values	Information
OE → CS	0.957	0.956	0.013	71.838	0.000	significant
CS → RI	0.428	0.421	0.101	4.218	0.000	significant
OE → RI	0.551	0.557	0.099	5.576	0.000	significant

Customer Satisfaction (CS) was found to be a positive and significant predictor of Repurchase Intention (RI), with the results of the hypothesis test supported by a path coefficient value of 0.428 (T-statistic = 4.218; P-value = 0.000). Interpretively, this confirms that the level of satisfaction experienced by customers acts as an important catalyst that transforms positive experiences into behavioral intentions to return to transactions in the future. In addition to its influence through satisfaction, Omnichannel Experience (OE) has also been shown to have a

positive and significant direct impact on Repurchase Intention (RI) (coefficient = 0.551; T-stats = 5.576; P-value = 0.000).

Mediation Effect Analysis

Mediation testing was conducted to analyze the role of Customer Satisfaction (CS) as a mediator variable between Omnichannel Experience (OE) and Repurchase Intention (RI). The results of the analysis prove that Omnichannel Experience (OE) has a positive and significant indirect influence on Repurchase Intention (RI), with Customer Satisfaction (CS) acting as a mediating variable. The significance of this mediation pathway is statistically supported by a coefficient value of 0.409, a T-value of 4.237 (>1.96), and a P-value of 0.000 (<0.05).

Table 5. Mediation of Analysis Results

Path	Path Coefficient	T Statistics	P Values	Upsilon V	Types of Mediation
OE → CS → RI	0.409	4.237	0.000	0.167	Partial Mediation

This indicates that a good omnichannel experience can increase repurchase intent indirectly by building customer satisfaction first. Because the direct influence of OE to the Republic of Indonesia has also proven to be significant, the role of CS here is classified as partial mediation. As such, customer satisfaction serves as an important bridge that reinforces, but does not completely replace, the immediate impact of an omnichannel experience on repurchase intent.

Discussion

The findings of this study confirm that omnichannel experience has a very strong influence on customer satisfaction (β=0.957, $p<0.001$), which is in line with previous research by Azzahra & Negoro (2025) and Hurriyati & Gaffar (2021). The strength of this relationship shows that seamless physical-digital channel integration, consistency of product information, and personalization of services are key factors in shaping a positive customer evaluation of the shopping experience at UNIQLO Indonesia. The implementation of RFID technology and a comprehensive omnichannel strategy have succeeded in creating a cohesive and satisfying experience for consumers.

This study also validates the positive influence of customer satisfaction on repurchase intention (β=0.428, $p<0.001$), which supports the Expectation Disconfirmation Theory (Oliver, 1980a) in the context of omnichannel retail. These findings are consistent with the study by Abdullah & Junianingrum (2024a) which shows that customer satisfaction is a strong predictor of repurchase intent. In the context of UNIQLO Indonesia, satisfaction formed through an integrated omnichannel experience is an important foundation for building long-term loyalty.

The direct influence of omnichannel experience on repurchase intention (β=0.551, $p<0.001$) suggests that a seamless shopping experience across channels not only operates through satisfaction, but also provides intrinsic value that directly drives repurchase intent. This is in line with the Theory of Planned Behavior (Ajzen, 1991) which emphasizes the role of behavioral control and ease of access in shaping behavioral intentions. Features such as click

& collect and real-time stock checking provide convenience that consumers immediately appreciate.

The role of customer satisfaction mediation in the relationship between omnichannel experience and repurchase intention (β=0.409, p<0.001) with the partial mediation type strengthens the Stimulus-Organism-Response (SOR) framework in the context of digital retail. These findings suggest that while omnichannel experiences can directly influence repurchase intent, the path through customer satisfaction remains an important mechanism that explains how positive experiences translate into customer loyalty. The strength of the mediating effect with Upsilon V = 0.167 indicates a substantial contribution of customer satisfaction in this causal model.

However, the study identified serious multicollinearity issues between the main constructs, as indicated by the high VIF value (11,763) and the failure in the discriminant validity test (HTMT > 1.0). These findings indicate that in a highly integrated omnichannel context such as UNIQLO, respondents struggle to distinguish between experience, satisfaction, and purchase intent as separate constructs. This may reflect the reality that in a mature omnichannel ecosystem, these three elements become a unified holistic experience that is difficult to conceptually separate.

CONCLUSION

This study successfully confirms all the hypotheses proposed and provides strong empirical evidence regarding the crucial role of omnichannel experience in building repurchase intention through customer satisfaction in the context of UNIQLO Indonesia. Key findings show that omnichannel experience has a very significant influence on customer satisfaction (β=0.957, p<0.001), indicating that seamless physical-digital channel integration, consistency of information, and personalization of services are important foundations in creating positive customer evaluations. Customer satisfaction has been shown to be a strong predictor of repurchase intention (β=0.428, p<0.001), confirming the vital role of satisfaction as a catalyst that transforms positive experiences into long-term loyalty. Furthermore, omnichannel experience also showed a direct influence on repurchase intention (β=0.551, p<0.001), suggesting that the convenience and efficiency inherent in the omnichannel ecosystem provides intrinsic value that directly drives repurchase intent. The role of customer satisfaction mediation (β=0.409, p<0.001) with partial mediation types reinforces the theoretical framework of SOR, EDT, and TPB, in which omnichannel experiences operate through two simultaneous pathways: direct effects and indirect effects through customer satisfaction. The unexpected finding of high multicollinearity between the main constructs indicates that in a mature omnichannel context, experience, satisfaction, and purchase intent may have been integrated into a holistic unit that is difficult to conceptually separate, opening up opportunities for the development of a higher-order construct model for future research. The managerial implications of this study led UNIQLO Indonesia to prioritize channel integration as a business philosophy, make customer satisfaction a key cross-departmental KPI, accelerate behavioral data-driven personalization, and launch educational campaigns to encourage the adoption of omnichannel features, while further research is suggested to explore holistic construct models,

adopt longitudinal designs, and integrate mixed-methods approaches to A more comprehensive understanding of omnichannel dynamics in the context of retail fashion in emerging markets.

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