

Factors Influencing Customer Interest in Choosing a Shopping Platform for Uniqlo Products

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ABSTRACT

This study examines the effects of Brand Loyalty, Cross-Channel Searching, Channel Price Advantage, Channel Satisfaction, and Perceived Risk on channel selection intention for Uniqlo.com and Tokopedia among Gen Z in Tangerang. Using a quantitative approach, data were collected via an online questionnaire from May–June 2025, yielding 157 valid responses. Data analysis was conducted using SmartPLS 4.0 with validity, reliability, and structural model evaluations. The results reveal that Brand Loyalty and Channel Satisfaction significantly influence channel selection intention, while Cross-Channel Searching, Channel Price Advantage, and Perceived Risk show no significant effect. These findings highlight the importance of enhancing loyalty programs, membership benefits, and customer experience, including Click & Collect and delivery reliability, to drive consumer preference and strengthen omnichannel strategies.

INTRODUCTION

The global fashion industry continues to evolve rapidly, driven by technological innovation, shifting cultural trends, and changing consumer behaviour. In Indonesia, the fashion sector has experienced substantial growth, with international brands such as Uniqlo gaining significant traction among local consumers. Uniqlo, known for its minimalist design and functional apparel, has successfully integrated digital transformation into its business model through an omnichannel approach. This strategy allows the brand to offer its products via multiple platforms, including its official website and popular marketplaces like Tokopedia. As a result, consumers are now presented with a range of options when choosing where to shop, raising questions about what influences their decision between different shopping platforms.

In the digital age, consumer behaviour is increasingly shaped by various psychological and experiential factors. Prior studies have suggested that brand loyalty, cross-channel searching, channel price advantage, channel satisfaction, and perceived risk are among the key variables that drive consumer platform preferences. However, these findings are not always consistent, especially when examined across different geographic or demographic contexts. For example, while price may be a deciding factor for some consumers, others may prioritize trust, brand familiarity, or the overall shopping experience.

Most previous studies, such as those conducted in Taiwan and other markets, have primarily focused on electronic product categories and international contexts. These studies have yet to extensively explore the fashion industry, particularly in emerging markets such as Indonesia. The unique characteristics of the Indonesian market, including different cultural behaviours and consumer digital adoption rates, may lead to different consumer decision-making patterns that remain unexplored.

Previous research has also revealed inconsistencies in the significance of key variables such as brand loyalty, channel price advantage, and cross-channel searching across different types of platforms. For instance, some studies found brand loyalty to be a strong determinant only on official online stores, while others observed mixed results on third-party marketplaces. Similarly, price advantage and perceived risk produced divergent findings depending on the product category and channel. This indicates a need for further research that can clarify the relative influence of these factors in a more specific context, such as Uniqlo's official web store versus Tokopedia. In Indonesia particularly in urban areas such as Tangerang, where digital commerce is growing rapidly it remains unclear which of these factors play the most influential role in determining consumer intentions to use Uniqlo's official web store versus third-party platforms like Tokopedia.

This study seeks to fill that gap by conducting a quantitative analysis on the factors influencing customer interest in choosing Uniqlo's shopping platforms. Using survey data from 200 respondents in Tangerang who have previously shopped Uniqlo products online, this research examines the relative impact of brand loyalty, cross-channel behaviour, price advantages, customer satisfaction, and perceived risks. The objective is not only to identify which factors significantly influence purchase intentions but also to provide strategic insights for businesses operating in the e-commerce and fashion retail sectors. The structure of this thesis is organized into five chapters: the introduction, literature review, research methodology, results and discussion, and conclusion and recommendations. Through this research, it is hoped that both academic and business communities can gain a deeper understanding of consumer behaviour in the digital retail space.

LITERATURE REVIEW

E-Commerce

Ryals (2020) defines e-commerce as transactions conducted via the internet or mobile devices that include communication, financial transactions, and the provision of services to customers or companies. According to Laudon and Traver in their book *E-Commerce 2023: Business, Technology, Society, Global Edition* (2023), e-commerce has become an important part of daily life and has transformed the way consumers interact with brands. Technological advancements have enabled various business models, such as B2B, B2C, and C2C, allowing for greater flexibility in transactions. User experience is a crucial component of e-commerce. A pleasant shopping experience can increase customer satisfaction and loyalty, says Chaffey (2022). Therefore, companies should focus on user-friendly interface design and a simple checkout process so that customers do not experience difficulties while shopping.

E-commerce also faces challenges, such as data security and privacy issues. Consumers are often concerned about the safety of their personal information when conducting transactions online. The study by Ventre and Kolbe (2020) emphasized that location also becomes a key factor in online purchasing decisions, resulting in different risk perceptions in each region due to cultural and demographic differences.

H1: *Brand loyalty has a positive effect on the intention to choose a shopping channel.*

H1-1: *Brand loyalty has a positive effect on the intention to choose Uniqlo.com.*

H1-2: *Brand loyalty has a positive effect on the intention to shop at Tokopedia.*

Brand Loyalty

According to Ghorbanzadeh and Rahehagh (2021), brand loyalty is a strong commitment from consumers to a brand, where they consistently choose to use the brand despite many available alternatives. This loyalty is not merely habitual but stems from an emotional bond between the consumer and the brand. Similarly, a report from Emarsys (2024) notes that genuine loyalty driven by emotional connection rather than promotional incentives has increased by 26% since 2021, reaching 34% in 2024. This indicates that consumers increasingly value personalized experiences and brands that align with their personal values.

Several factors influence brand loyalty, including product quality, customer experience, and brand perception. Kotler and Keller, in *Marketing Management, Global Edition* (2021), emphasize that companies must deliver real value to consumers to foster loyalty. This can be achieved by providing superior products and consistent, satisfying service. However, consumer loyalty is not always stable and is susceptible to external factors such as market competition and changing consumer preferences. In this context, Kotler & Keller (2022) highlight the importance of timely and appropriate adaptation to market dynamics. Companies that fail to respond to changing consumer needs risk losing loyal customers.

Therefore, effective business strategies should include routine market research to identify shifts in customer behavior and expectations. With deep understanding and appropriate approaches, companies can not only build brand loyalty but also maintain it long-term. Further studies are necessary to explore strategies for strengthening brand loyalty, especially in today's fast-changing and competitive digital environment.

H2: *Cross-channel searching has a positive effect on channel selection.*

H2-1: *Cross-channel searching has a positive effect on selecting Uniqlo.com.*

H2-2: *Cross-channel searching has a positive effect on selecting Tokopedia.*

Cross-Channel Searching

Cross-channel searching refers to the process of seeking product information across various channels before making a purchase. Verhoef et al., in *Omnichannel Retailing: A Consumer Perspective* (2022), explain that consumers often combine online and offline channels to gather the information they need. This presents a challenge for companies to ensure consistency of information across all channels. One benefit of cross-channel searching is that it allows consumers to easily compare prices and products. Chaffey (2015) found that inconsistencies in customer experience between online and offline channels can negatively affect customer retention. However, transparency, ease of access, and seamless integration across channels can help mitigate these negative effects.

Still, cross-channel searching can lead to consumer confusion if the information provided is inconsistent. Gao and Jiang (2024) emphasize that consistency and smoothness across channels in omnichannel strategies significantly enhance customer experience. They found that businesses must integrate their marketing strategies across various channels, as seamless and consistent integration reduces consumer confusion and encourages continued usage. Further research can explore how companies can leverage cross-channel searching behavior to drive sales.

H3 : *Channel price advantage has a positive effect on channel selection.*

H3-1: *Channel price advantage has a positive effect on the selection of Uniqlo.com.*

H3-2: *Channel price advantage has a positive effect on the selection of Tokopedia.*

Channel Price Advantage

Channel price advantage refers to a company's ability to offer more competitive pricing through a specific distribution channel. In her study, Yulyana (2024) found that price has a positive and significant impact on consumers' purchasing decisions. Although some studies argue that price is not the most dominant factor, when consumers face many similar options, price remains a key element influencing their final decision. Companies that can offer lower prices through certain channels tend to have a competitive edge in attracting market attention. In an increasingly competitive environment, effective pricing strategies can serve as a strong differentiator. Therefore, pricing should be approached strategically—considering factors such as operational costs, market demand fluctuations, and consumer behavior.

One way to achieve channel price advantage is by optimizing distribution cost efficiency. Kotler and Keller, in *Marketing Management* (2022), emphasize that companies should analyze costs at each stage of distribution to identify cost-saving opportunities. Efficient operations allow companies to lower prices while maintaining profit margins. Strategies may include supply chain optimization, supplier negotiations, process automation through digital technology, and leveraging economies of scale.

However, price alone is not enough. A study by Ayesh and Ghazaleh (2021) on Starbucks consumers found that brand awareness, brand image, and perceived quality significantly affect customer loyalty. This suggests that price strategy must be accompanied by strong brand equity and consistent product/service quality. Ultimately, the key lies in balance. Competitive pricing must be complemented by added value, such as loyalty programs, responsive customer service, and innovative product offerings. If a brand relies solely on low prices without ensuring quality and service, customers may easily switch to competitors offering slightly better deals. Therefore, building channel price advantage should be part of a holistic, customer-oriented value strategy.

H4 : Channel satisfaction has a positive effect on channel selection.

H4-1: Channel satisfaction has a positive effect on the selection of Uniqlo.com.

H4-2: Channel satisfaction has a positive effect on the selection of Tokopedia.

Channel Satisfaction

Kotler and Keller (2021) define customer satisfaction as the feeling of pleasure or disappointment that arises when comparing a product's perceived performance with customer expectations. Anderson and Mittal, in *Strengthening the Satisfaction-Profit Chain* (2013), state that companies with positive distribution experiences are more likely to retain their customers. Factors affecting channel satisfaction include service quality, delivery speed, and ease of use. Paputungan (2021) stresses the importance of delivering excellent customer service to improve satisfaction. By listening to customer feedback and making improvements, businesses can create better experiences.

However, maintaining consistent customer satisfaction across channels is a challenge. A study by Darvidou (2024) shows that effective omnichannel marketing requires integrating online and offline channels to deliver a seamless and cohesive customer experience. Therefore, businesses must integrate their marketing strategies across multiple channels. By focusing on channel satisfaction, companies can build long-term relationships with customers. Further research can explore what factors influence channel satisfaction and how businesses can enhance it.

H5 : Perceived risk has a positive impact on channel selection.

H5-1: Perceived risk has a positive impact on the selection of Uniqlo.com.

H5-2: Perceived risk has a positive impact on the selection of Tokopedia.

Perceived Risk

In their research published in the *Journal of Business Research*, Zhang and Yu (2021) reveal that perceived threats in digital transactions are increasingly diverse, including financial threats, privacy issues, and data security. They identify six major dimensions of perceived risk in consumer decision-making: performance, financial, social, security, physical, and time risks. Performance risk refers to concerns that a product may not function as expected, while financial risk includes the possibility of losing money due to the purchase. Providing clear and transparent product information is a keyway to reduce perceived risk. According to Kotler and Keller in *Marketing Management* (2022), companies must build consumer trust through effective communication. Accurate product information helps customers make more confident purchase decisions.

Moreover, customer reviews and testimonials can serve as tools to reduce perceived risk. According to Aaker in *Managing Brand Equity* (2009), recommendations from others can increase consumer trust in a product. Therefore, companies should encourage customers to leave positive reviews and share their experiences.

However, companies must recognize that different consumers may perceive risk differently. Risk perception is the belief an individual holds about the potential losses from a particular action (Natsir et al., 2021). By understanding these factors, businesses can manage consumer perceptions more effectively and improve conversion rates. With the right strategies, companies can reduce perceived risk and encourage more positive purchasing decisions. Further studies may investigate how businesses can better manage perceived risk in the e-commerce environment.

Based on Figure 1 The proposed research model depicts how Brand Loyalty, Cross-Channel Searching, Channel Price Advantage, Channel Satisfaction, and Perceived Risk function as independent variables that influence the dependent variable Channel Selection Intention specifically for the platforms Uniqlo.com and Tokopedia.

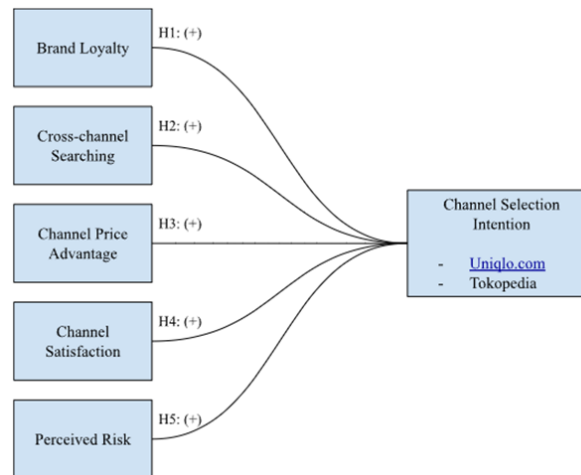


Figure 1. Research Framework

METHODOLOGY

This study employs a quantitative research methodology aimed at empirically examining the influence of Brand Loyalty, Cross-Channel Searching, Channel Price Advantage, Channel Satisfaction, and Perceived Risk on Channel Selection Intention. This approach aligns with the study's objective to statistically assess the relationships between variables, ensuring both objectivity and generalizability (Sugiyono, 2022). Quantitative methods are widely accepted in marketing and consumer behavior research for their ability to validate theoretical constructs using empirical data. This chapter outlines the research design, sampling method, data collection techniques, and analysis approach employed in this study.

RESEARCH RESULT

This section presents the findings of the study based on statistical analysis, including tests for validity (Convergent, discriminant), reliability, (R^2), and Path Coefficients. These results serve to evaluate the research model and address the hypotheses formulated in earlier sections. Additionally, demographic data of respondents is included to provide context regarding the sample population.

Data were collected through an online questionnaire administered via Google Forms, targeting consumers who had experience shopping on Uniqlo.com and Tokopedia. A total of 173 responses were received, and after applying the screening criteria prior shopping experience on either platform and residence in the Jabodetabek area also within the age of 13-27. 157 valid responses were used for further analysis.

Table 1. Screening Criteria

Criteria	Sub-Criteria	Frequency
Gender	Male	47
	Female	126
Age 13-27	Yes	172
	No	1
Domicile Tangerang	Yes	171
	No	1

Have you ever purchased Uniqlo product from either Uniqlo.com or Tokopedia	Tokopedia	54
	Uniqlo.com	54
	Keduanya	46

Validity Convergent

According to Musyaffi et al. (2022), convergent validity in PLS-SEM – part of the outer model evaluation – is a test to ensure that the indicators used strongly and clearly reflect the same latent construct. Two key metrics used are outer loading and Average Variance Extracted (AVE). An indicator is considered to have adequate convergent validity if the outer loading value is greater than 0.70 (or at least between 0.60–0.70 in exploratory research), and the AVE value is ≥ 0.50 , indicating that at least 50% of the indicator's variance can be explained by the latent construct. If both criteria are met, the construct is considered to be convergently valid and suitable for further analysis.

Table 2. Validity Convergent

Indicator	Outer Loadings	AVE	Status
BL1	0.821	0,651	Valid
BL2	0.817		Valid
BL3	0.781		Valid
BL4	0.819		Valid
BL5	0.794		Valid
CCS1	0.864	0,718	Valid
CCS2	0.841		Valid
CCS3	0.861		Valid
CCS4	0.850		Valid
CPAU1	0.780	0,700	Valid
CPAU2	0.881		Valid
CPAU3	0.846		Valid
CSU1	0.893	0,714	Valid
CSU2	0.857		Valid
CSU3	0.768		Valid
CSU4	0.865		Valid

CSU5	0.865		Valid
CSU6	0.891		Valid
CSU7	0.756		Valid
PRU1	0.854	0,729	Valid
PRU2	0.848		Valid
PRU3	0.801		Valid
PRU4	0.890		Valid
PRU5	0.903		Valid
PRU6	0.883		Valid
PRU7	0.836		Valid
CSIU1	0.830	0,755	Valid
CSIU2	0.864		Valid
CSIU3	0.879		Valid
CSIU4	0.884		Valid

Source : SmartPLS 4 Output (2025)

After conducting the convergent validity test, the results show that the loading values are above 0.7 and the AVE values for each variable exceed 0.50. Therefore, according to Ghozali (2021), the study passes the Convergent Validity test.

Table 3. Convergent Validity Tokopedia

Indicator	Outer Loadings	AVE	Status
BL1	0.851	0,664	Valid
BL2	0.839		Valid
BL3	0.767		Valid
BL4	0.845		Valid
BL5	0.769		Valid
CCS1	0.854	0,677	Valid
CCS2	0.781		Valid
CCS3	0.814		Valid

CCS4	0.869		Valid
CPAT1	0.808	0,668	Valid
CPAT2	0.826		Valid
CPAT3	0.834		Valid
CST1	0.893	0,714	Valid
CST2	0.783		Valid
CST3	0.825		Valid
CST4	0.875		Valid
CST5	0.830		Valid
CST6	0.798		Valid
CST7	0.818		Valid
PRT1	0.859	0,689	Valid
PRT2	0.748		Valid
PRT3	0.805		Valid
PRT4	0.860		Valid
PRT5	0.841		Valid
PRT6	0.952		Valid
PRT7	0.882		Valid
CSIT1	0.817	0,792	Valid
CSIT2	0.912		Valid
CSIT3	0.865		Valid
CSIT4	0.951		Valid

Source : SmartPLS 4 Output (2025)

After conducting the convergent validity test, the results show that the loading values are above 0.7 and the AVE values for each variable exceed 0.50. Therefore, according to Ghazali (2021), the study passes the Convergent Validity test.

Discriminant Validity

Table 4. Convergent Validity Tokopedia

	Brand Loyalty	Channel Selection Intention	Channel Price Advantage	Channel Satisfaction	Cross Channel Searching	Perceived Risk
BL1	<u>0.821</u>	0.747	0.720	0.779	0.711	-0.086
BL2	<u>0.817</u>	0.766	0.685	0.710	0.764	-0.055
BL3	<u>0.781</u>	0.597	0.518	0.540	0.562	0.146
BL4	<u>0.819</u>	0.663	0.604	0.667	0.624	0.033
BL5	<u>0.794</u>	0.738	0.645	0.706	0.706	-0.092
CPAU1	0.629	0.620	<u>0.780</u>	0.653	0.645	0.020
CPAU2	0.715	0.749	<u>0.881</u>	0.771	0.813	-0.061
CPAU3	0.646	0.765	<u>0.846</u>	0.784	0.741	-0.111
CSIU1	0.755	<u>0.893</u>	0.795	0.849	0.775	-0.260
CSIU2	0.769	<u>0.857</u>	0.724	0.781	0.798	-0.093
CSIU3	0.688	<u>0.768</u>	0.683	0.652	0.649	0.064
CSIU4	0.759	<u>0.865</u>	0.693	0.794	0.715	-0.260
CSU1	0.708	0.781	0.762	<u>0.865</u>	0.749	-0.209
CSU2	0.731	0.834	0.761	<u>0.891</u>	0.752	-0.295
CSU3	0.708	0.656	0.710	<u>0.756</u>	0.672	-0.057
CSU4	0.683	0.767	0.733	<u>0.854</u>	0.755	-0.123
CSU5	0.726	0.788	0.752	<u>0.848</u>	0.713	-0.203
CSU6	0.742	0.742	0.741	<u>0.801</u>	0.702	-0.055
CSU7	0.740	0.809	0.769	<u>0.890</u>	0.766	-0.186
PRU1	-0.090	-0.212	-0.117	-0.235	-0.092	<u>0.903</u>
PRU2	0.003	-0.123	-0.026	-0.180	-0.085	<u>0.883</u>
PRU3	0.010	-0.134	-0.018	-0.129	-0.030	<u>0.836</u>
PRU4	-0.063	-0.139	-0.034	-0.108	-0.087	<u>0.830</u>
PRU5	-0.005	-0.135	-0.061	-0.188	-0.111	<u>0.864</u>
PRU6	0.058	-0.118	-0.071	-0.182	-0.100	<u>0.879</u>
PRU7	-0.004	-0.147	-0.043	-0.141	-0.110	<u>0.884</u>
CCS1	0.735	0.726	0.791	0.761	<u>0.864</u>	0.002
CCS2	0.780	0.766	0.701	0.712	<u>0.841</u>	-0.152
CCS3	0.733	0.767	0.741	0.733	<u>0.861</u>	-0.077
CCS4	0.620	0.705	0.776	0.747	<u>0.850</u>	-0.117

Source : SmartPLS 4 Output (2025)

To assess data validity, cross-loading values can be used, as shown in Table 4 Discriminant validity in this case is analysed through the cross-loading values previously presented. Based on the results, all indicators show the highest cross-loading values on the variables they are intended to measure, compared to other variables (Musyaffi et al., 2022). Therefore, it can be concluded that this study has met the criteria for discriminant validity based on the cross-loading analysis.

Table 5. Convergent Validity Tokopedia

	Brand Loyalty	Channel Price Advantage	Channel Satisfaction	Channel Selection Intention	Cross Channel Searching	Perceived Risk
BL1	<u>0.851</u>	0.693	0.720	0.756	0.651	0.166
BL2	<u>0.839</u>	0.766	0.729	0.791	0.691	-0.013
BL3	<u>0.767</u>	0.579	0.558	0.653	0.525	0.253
BL4	<u>0.845</u>	0.688	0.666	0.715	0.569	0.114
BL5	<u>0.769</u>	0.636	0.668	0.674	0.717	0.178
CPAT1	0.666	<u>0.808</u>	0.697	0.642	0.672	0.123
CPAT2	0.687	<u>0.826</u>	0.756	0.738	0.700	0.007
CPAT3	0.692	<u>0.834</u>	0.714	0.730	0.677	0.044
CSIT1	0.790	0.770	0.837	<u>0.893</u>	0.775	0.078
CSIT2	0.684	0.639	0.720	<u>0.783</u>	0.734	0.108
CSIT3	0.753	0.760	0.744	<u>0.825</u>	0.677	0.047
CSIT4	0.755	0.723	0.743	<u>0.875</u>	0.638	0.133
CST1	0.710	0.734	<u>0.830</u>	0.775	0.759	0.009
CST2	0.646	0.690	<u>0.798</u>	0.702	0.740	0.091
CST3	0.712	0.732	<u>0.818</u>	0.791	0.696	0.247
CST4	0.647	0.713	<u>0.859</u>	0.707	0.791	0.158
CST5	0.606	0.722	<u>0.748</u>	0.659	0.702	0.041
CST6	0.679	0.741	<u>0.805</u>	0.747	0.710	0.220
CST7	0.699	0.700	<u>0.860</u>	0.769	0.770	0.166
PRT1	0.065	0.028	0.114	0.013	0.057	<u>0.841</u>
PRT2	0.162	0.069	0.172	0.109	0.089	<u>0.952</u>
PRT3	0.069	-0.038	0.045	0.001	-0.045	<u>0.882</u>
PRT4	-0.014	-0.011	0.104	-0.004	0.078	<u>0.817</u>
PRT5	0.068	0.002	0.076	0.029	0.012	<u>0.912</u>
PRT6	0.022	-0.028	0.062	-0.011	-0.013	<u>0.865</u>
PRT7	0.165	0.068	0.158	0.111	0.055	<u>0.951</u>
ccs1	0.699	0.720	0.775	0.747	<u>0.854</u>	0.127
ccs2	0.661	0.677	0.693	0.686	<u>0.781</u>	-0.053
ccs3	0.630	0.681	0.752	0.669	<u>0.814</u>	0.023
ccs4	0.575	0.674	0.775	0.665	<u>0.869</u>	0.134

Source : SmartPLS 4 Output (2025)

To assess data validity, cross-loading values can be used, as shown in Table 5 Discriminant validity in this case is analysed through the cross-loading values previously presented. Based on the results, all indicators show the highest cross-loading values on the variables they are intended to measure, compared to other variables (Musyaffi et al., 2022). Therefore, it can be concluded that this study has met the criteria for discriminant validity based on the cross-loading analysis.

Reliability

Table 6. Convergent Reliability Uniqlo

	Cronbach's alpha	Composite reliability	Status
Brand Loyalty	0.866	0.903	Reliable
Channel Selection Intention	0.868	0.910	Reliable
Channel Price Advantage	0.786	0.875	Reliable
Channel Satisfaction	0.933	0.946	Reliable
Cross Channel Searching	0.876	0.915	Reliable
Perceived Risk	0.946	0.956	Reliable

Source : SmartPLS 4 Output (2025)

Referring to Table 6 the values of Cronbach's Alpha and Composite Reliability for all variables are above 0.70. Therefore, all indicators used in this study are considered to have met the reliability requirements (Ghozali, 2021).

Table 7. Convergent Reliability Tokopedia

	Cronbach's alpha	Composite reliability	Status
Brand Loyalty	0.873	0.908	Reliable
Channel Selection Intention	0.761	0.863	Reliable
Channel Price Advantage	0.917	0.934	Reliable
Channel Satisfaction	0.865	0.909	Reliable
Cross Channel Searching	0.849	0.899	Reliable
Perceived Risk	0.966	0.964	Reliable

Source : SmartPLS 4 Output (2025)

Referring to Table 7, the values of Cronbach's Alpha and Composite Reliability for all variables are above 0.70. Therefore, all indicators used in this study are considered to have met the reliability requirements (Ghozali, 2021).

R Square (R²)

Table 8. R² Result Uniqlo

	R-square	R-square adjusted
Channel Selection Intention	0.881	0.875

Source : SmartPLS 4 Output (2025)

Based on the results of the R-Square test, the R-Square value is 0.881 and the Adjusted R-Square value is 0.875. This indicates that 88.1% of the variance in the endogenous variable in the model can be explained by the exogenous variables used in the study, while the remaining 11.9% is explained by other factors outside the model. Meanwhile, the slightly lower Adjusted R-Square value reflects an adjustment for the number of constructs and indicators in the model, to avoid overestimation.

Table 9. R² Result Tokopedia

	R-square	R-square adjusted
Channel Selection Intention	0.880	0.874

Source : SmartPLS 4 Output (2025)

Based on the results of the R-Square test, the R-Square value is 0.880 and the Adjusted R-Square value is 0.874. This indicates that 88.0% of the variance in the endogenous variable in the model can be explained by the exogenous variables used in the study, while the remaining 12% is explained by other factors outside the model. Meanwhile, the slightly lower Adjusted R-Square value reflects an adjustment for the number of constructs and indicators in the model, to prevent overestimation.

Path Coefficients

Table 10. Path Coefficients Result Uniqlo

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)		P values	Status
Brand Loyalty -> Channel Selection Intention	0.327	0.325	0.101	3.247	0.001	Significant	
Channel Price Advantage -> Channel Selection Intention	0.119	0.127	0.102	1.170	0.242	Not Significant	
Channel Satisfaction -> Channel Selection Intention	0.391	0.388	0.137	2.864	0.004	Significant	
Cross Channel Searching -> Channel Selection Intention	0.144	0.141	0.118	1.221	0.222	Not Significant	
Perceived Ri -> Channel Selection Intention	-0.065	-0.064	0.047	1.377	0.169	Not Significant	

Source : SmartPLS 4 Output (2025)

Table 11. Path Coefficients Result Tokopedia

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P Values	Status
Brand Loyalty -> Channel Selection Intention	0.416	0.416	0.076	5.481	0.000	Significant
Channel Price Advantage -> Channel Selection Intention	0.072	0.066	0.101	0.714	0.475	Not Significant
Channel Satisfaction -> Channel Selection Intention	0.501	0.486	0.115	4.359	0.000	Significant
Cross Channel Searching -> Channel Selection Intention	0.005	0.018	0.089	0.056	0.955	Not Significant
Perceived Risk -> Channel Selection Intention	-0.049	-0.049	0.041	1.181	0.238	Not Significant

Source : SmartPLS 4 Output (2025)

Brand Loyalty (BL)

The Brand Loyalty (BL) research instrument shows significant results for both channels Tokopedia and Uniqlo.com. These findings align with the study by Yu-Bing Wang and Pin Yin Chen (2023), which indicates that BL has a significant effect as one of the key factors influencing consumers in choosing a channel. This implies that the channel itself is not a determining factor when customer loyalty to a brand is high.

Channel Price Advantage (CPAT/CPAU)

Conversely, the results for the Channel Price Advantage instrument contradict the findings of Yu-Bing Wang and Pin Yin Chen (2023), where channel price advantage was found to be insignificant. However, this aligns with the research by Wei and Xuefeng (2022), which suggests that significant channel price advantages can negatively affect official e-commerce platforms, especially when third parties offer much lower prices. Still, if the price difference is kept within a reasonable range, official e-commerce platforms can remain competitive through better service, brand reputation, and convenience.

Channel Satisfaction (CST/CSU)

Next, the Channel Satisfaction instrument shows a positive impact on both Tokopedia and Uniqlo.com. These results again support the previous research by Yu-Bing Wang and Pin Yin Chen (2023), which showed that channel satisfaction is a key determinant in a customer's choice of channel. It can be concluded that the likelihood of a channel being chosen increases when customers are satisfied with the services provided, even to the extent that price is no longer considered a deciding factor.

Cross Channel Searching (CCS)

The Cross-Channel Searching (CCS) instrument yielded results consistent with the prior study by Yu-Bing Wang and Pin Yin Chen (2023), indicating that CCS does not significantly affect online channel choice—in this case, Tokopedia and Uniqlo.com. From these results, it can be concluded that customers prioritize the product itself, and if the product is found in the first channel visited, they are unlikely to continue searching across other channels.

Perceived Risk (PRT/PRU)

Lastly, Perceived Risk once again shows results consistent with previous findings by Yu-Bing Wang and Pin Yin Chen (2023), indicating that perceived risk negatively affects digital channels. This suggests that the higher the perceived risk, the less likely customers are to choose that channel, and they will seek alternative options instead.

Here is a short version for the comparison of uniqlo.com and Tokopedia

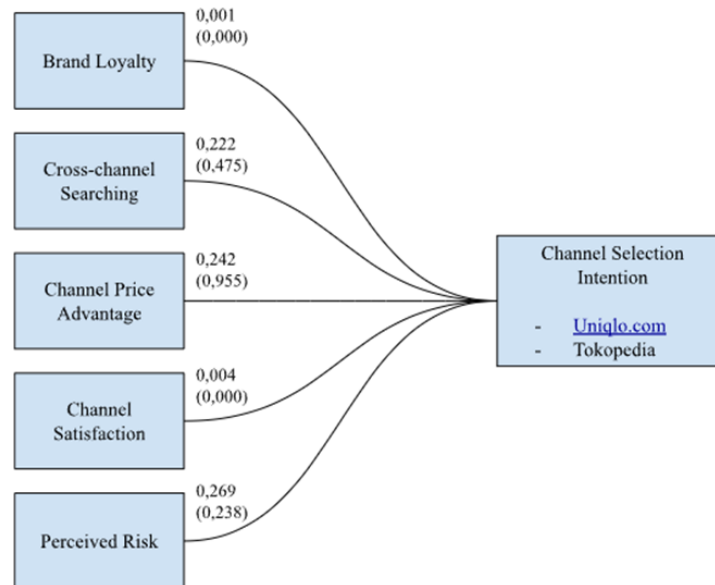


Figure 2. Result of Path Coefficients from both Uniqlo and Tokopedia

Note:

- Numbers without parentheses represent the Uniqlo group
- numbers in parentheses represent the Tokopedia group.

From the diagram, it can be observed that among the two influencing variables, Brand Loyalty has a stronger effect in the Tokopedia group compared to Uniqlo.com. Additionally, Channel Satisfaction shows more significant results on the Tokopedia channel.

DISCUSSION

This study found that for the Tokopedia channel, Brand Loyalty (BL) and Channel Satisfaction (CS) significantly influence Gen Z customers' intention to choose the platform, while Cross Channel Searching (CCS), Channel Price Advantage (CPA), and Perceived Risk (PR) do not. This shows that customers tend to prioritize loyalty and satisfaction over price or risk when deciding to shop for Uniqlo products. Similar results were found for Uniqlo.com, where BL and CS again played a major role in purchase intention, while CCS, CPA, and PR had no significant effect. These findings highlight the strong brand loyalty toward Uniqlo and the importance of customer satisfaction in driving purchase decisions across both platforms.

CONCLUSIONS AND RECOMMENDATIONS

This behavior can be explained by the fact that consumers are primarily focused on finding the specific product they want—in many cases, possibly a limited edition item released by Uniqlo to commemorate a particular event. To obtain such items, customers are willing to use any available channel. However, if the product is immediately found on the first channel visited, they are unlikely to search for cheaper alternatives, especially if they have had a positive and secure shopping experience with that channel. Therefore, it can be concluded that

despite using different channels, Uniqlo customers prioritize the product itself over the platform through which it is purchased.

ADVANCED RESEARCH

Future studies are encouraged to expand the range of online and offline channels examined, as well as to incorporate a more diverse demographic sample. Given that Gen Z's online shopping behavior differs significantly from previous generations, it is essential to explore how different age groups – such as Gen X or Millennials make channel selection decisions. Furthermore, while this study focused on fashion retail, specifically Uniqlo, future research could explore other sectors such as electronics, food and beverage (F&B), or entertainment. By extending the research scope to various industries, scholars can gain deeper insights into how channel selection intention may vary depending on product type, purchasing context, and consumer expectations. This broader approach would contribute to a more holistic understanding of multichannel consumer behavior.

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