

Antecedents of Customer Purchase Intention of Fashion Products Among Millennials and Z Generation Using Multi-Group Analysis

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ABSTRACT

This study aims to examine the variable of customer engagement in mediating the relationship between omnichannel integration quality and the purchase intention of Millennial and Gen Z customers for fashion products. The study involved a sample size of 145 respondents, employing a nonprobability sampling method using purposive sampling. Data analysis was conducted using the Partial Least Squares (PLS) method with SmartPLS. The findings indicate that the configuration of service channels and integrated interactions positively and significantly affect customer engagement and purchase intention for both generations. However, the multi-group analysis revealed that while the configuration of service channels, integrated interactions, and quality assurance positively influence customer engagement and purchase intention among Millennials, these effects are not statistically significant. For Generation Z, the configuration of service channels and integrated interactions significantly influence customer engagement and purchase intention. In contrast, quality assurance does not significantly impact customer engagement or purchase intent for either generation. Customer engagement serves as a mediator between the configuration of service channels and integrated interactions on purchase intent for Generation Z, but it does not act as a mediator for Millennials. Additionally, customer engagement cannot mediate the impact of quality assurance on purchase intent for either generation in Medan when shopping for fashion products through an omnichannel approach. Retailers are encouraged to enhance shopping engagement for Millennials and Generation Z by offering multiple shopping channels, including various accounts on each platform and e-commerce site.

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1. INTRODUCTION

The results of the 2020 population census show that the population of North Sumatra is dominated by Millennials and Generation Z. Millennials, who were born between 1981 and 1996 and are currently aged 29 to 44, represent 25.83 percent of the total population. Meanwhile, Generation Z is identified as individuals born between 1995 and 2010 who are between 13 and 28 years old (Brand et al., 2022). Both generations are of productive age, offering excellent opportunities to accelerate economic growth. Fashion trends among Millennials and Generation Z reflect shifting preferences, a growing interest in sustainability, and the influence of technology. The use of technologies such as data analytics and artificial intelligence can help retailers better understand consumer behavior. Consumers expect experiences tailored to their preferences in product selection, information search, and transaction processes (Muchardie et al., 2023). Technological advances can offer consumers more personalized and relevant experiences (Riaz et al., 2022). In addition, digital technology enables companies to improve customer interaction through chatbots, automated customer service, and more accurate product recommendations (Kleinlercher et al., 2020).

Millennials tend to prefer a more straightforward fashion style that combines modern and vintage elements, while Generation Z is more daring, often expressing themselves through bold, maximalist styles and Y2K trends. Although both generations show an interest sustainably, Generation Z is generally more proactive in seeking out secondhand clothing and eco-friendly materials (Sarwindanigrum, 2023). As a result, their fashion style is highly dynamic, presenting challenges and opportunities for the industry to continue innovating. Generation Z is willing to spend more money on sustainable products from companies and boycott companies that are considered unsustainable (Chaturvedi et al., 2020). Generation Z shows awareness of sustainability issues despite having limited financial resources and is willing to pay a premium for sustainable product attributes, similar to Millennials (Brand et al., 2022). Djafarova & Bowes, (2021) show that 41% of Generation Z consumers are impulsive buyers, followed by 34% of Millennials. Millennials and Generation Z want fast-moving goods.

Therefore, companies must develop marketing strategies to meet the needs of these two generations. Both generations are less loyal to brands and tend to be consumers of fast fashion products.

The growth of the fashion industry targeting Millennials and Generation Z is characterized by a preference for personalized lifestyles, integrated shopping experiences, and increased awareness of sustainability. Omnichannel marketing involves combining various online and offline channels, which is essential for engaging Millennials and Generation Z. According to a report by McKinsey and Company, omnichannel sales growth in the fashion retail sector is expected to exceed e-commerce growth in the coming years. The integration of omnichannel strategies in the fashion sector has become important to meet growing customer demand for integrated and personalized retail interactions (Khalid, 2024). Omnichannel marketing emphasizes the synchronization and integration of various customer touchpoints, including websites, mobile applications, physical stores, social media, and customer service interactions. Shopping behavior trends within this framework, such as showrooming and webrooming, reflect how customers interact with products. Showrooming occurs when customers gather product information offline before purchasing it online, while webrooming involves researching products online before purchasing them in physical stores. In Indonesia, the adoption of omnichannel strategies is growing, enabling sellers to offer a seamless shopping experience. The adoption of omnichannel strategies maintains a competitive advantage. Omnichannel strategies are increasingly important in consumer experience management, especially in the retail sector. This approach integrates various online and offline channels to provide a seamless and consistent experience (Khalid, 2024).

Omnichannel integration quality (CIQ) is the foundation for providing a seamless customer experience (Quach et al., 2019). Previous studies (Le & Nguyen-Le, 2020a; Lee et al., 2019a) identified two key elements of CIQ: channel service configuration and integrated interaction, or interaction consistency. Channel service configuration refers to the structure and flexibility of services available across all channels used in an omnichannel strategy (Le & Nguyen-Le, 2020a). Integrated interactions focus on the consistency of interactions across channels in both process and content (Natarajan et al., 2023). The retail industry that adopts omnichannel provides a seamless and comprehensive shopping experience for customers, especially in the fashion retail industry, where sellers can leverage omnichannel to increase customer engagement (Hole et al., 2019). Implementing an omnichannel strategy requires customer personal data to create a unique and personalized shopping experience, which also raises privacy concerns (Liu et al., 2024). Companies need to understand how to implement an omnichannel strategy to strengthen customer loyalty. Channel integration depends on customer touchpoints, so it is important for sellers to prioritize secure services in their omnichannel strategy. This need expands the CIQ components to include quality assurance (Hossain et al., 2020) which relates to providing account security features on websites and applications to protect customer account information. Previous research has extensively highlighted customer experience as an intermediary factor between omnichannel strategies and customer loyalty (W. Gao et al., 2021; Hossain et al., 2020; Lee et al., 2019a; Thaichon et al., 2024). The rise of omnichannel retailing has prompted marketers to seek ways to provide a seamless customer experience to increase customer engagement (Rahman et al., 2025). The quality of omnichannel integration has a positive and significant impact on customer engagement, customer relationships, and program acceptance, which ultimately affects customer loyalty (M. Gao & Huang, 2021a). Channel integration quality enhances customer engagement, leading to higher repurchase intentions and positive word-of-mouth recommendations. This explains that the impact of integration quality on engagement varies between products with high and low engagement levels (Lee et al., 2019a). The role of service experience in enhancing customer engagement across various market contexts and proposing managerial strategies to strengthen engagement through consistent service. This study shows that omnichannel strategies are crucial for companies operating in emerging markets (Monferrer et al., 2019). Customer engagement moderates the relationship between satisfaction and contributes to convenience, company type (B2B vs. B2C), and brand value industry type (Kumar & Pansari, 2017).

Literature Review

The foundation of this study is rooted in the Theory of Planned Behavior (TPB), proposed by Ajzen in 1986. This psychological theory explains human behavior, particularly the relationship among attitudes, subjective norms, perceived behavioral control, and an individual's intention to act. These three factors collectively shape a person's behavioral intention. According to (Bangun et al., 2023), this theory is particularly effective in explaining behaviors that require planning, enhancing the rational action theory by incorporating the influence of individual behavioral control or perception.

Customer Purchase Intention

Purchase intention is the extent to which a customer plans to purchase a product from a company (Lee et al., 2019a). It is used to evaluate new distribution channels and guides marketing managers on which concepts are feasible and which markets or customer segments to target (Peña-García et al., 2020). As a key predictor of actual customer behavior Montañó & Kasprzyk, (2015) studies on purchase intention are crucial for online retailers (Peña-García et al., 2020). Research shows omnichannel integration positively influences purchase intention and repurchase (Cattapan & Pongsakornrunsilp, 2022; Lee et al., 2019a) with factors like perceived risk and customer

satisfaction acting as mediators. This study offers theoretical and managerial implications for omnichannel retailers to refine their marketing strategies. The study's dimensions and indicators (Cattapan & Pongsakornrungrungsilp, 2022; Lee et al., 2019a) include continued purchasing, purchasing products/services, future purchase choices, and purchasing consistency.

Omnichannel Integration Quality

Suriansha, (2021) defines omnichannel as the use of a click-and-mortar model, which emphasises the customer shopping experience in physical stores while also facilitating online and offline sales processes. Omnichannel retail involves complex technologies such as in-store systems (Alexander & Kent, 2022; Savastano et al., 2019), online stores and mobile applications (Picot-Coupey, 2017), and information technology infrastructure (Cao & Li, 2018). Technological advances such as artificial intelligence, the internet of things, augmented reality, virtual reality, and blockchain contribute significantly to the success of omnichannel retailing as they have blurred the boundaries between offline and online retail environments and transformed the customer experience (Cai & Lo, 2020). Channel integration quality refers to the extent to which a retailer coordinates operational activities and interactions across its channels to provide a unified shopping experience for its customers (Zhang et al., 2018a). Channel integration is recognised as a way to coordinate the use of various forms of interaction, such as retail channels, media, delivery modes, websites, and physical stores. The goal is to leverage the strengths of each channel, eliminate cannibalisation, create synergies, and ultimately improve company performance (Zhang et al., 2018a). In the retail context, channel integration is a promising way to ensure customers enjoy a seamless shopping experience. The implementation of channel integration is a process that aims to improve interaction and cooperation between different channels (W. Gao & Jiang, 2025). Essentially, omnichannel is a multichannel sales approach that focuses on providing a seamless customer experience, whether customers shop online via mobile devices or laptops, or in physical stores (Le & Nguyen-Le, 2020a). The quality of omnichannel integration consists of two main components: service channel configuration and interaction integration (Zhang et al., 2018a).

Service Channel Configuration

Service channel configuration refers to the setup and preparation of communication channels used in a system to provide services or information to customers. According to (Lee et al., 2019a), this process involves organising elements within the distribution channel to ensure that services are provided effectively. The focus is on improving the quality of integration between digital and physical channels to increase customer value through consistently collected data (Hossain et al., 2020). In the context of business and technology, service channel configuration includes methods of delivering products, services, or support through various channels—such as telephone, email, chat, applications, or websites. Service channel configuration using digital technologies, including big data, artificial intelligence, and the Internet of Things, plays an important role in providing a practical omnichannel experience by facilitating more personalised and relevant interactions for customers. This configuration can be achieved through several sub-dimensions, including displaying the most relevant communication channels in a single interface and providing a practical customer experience using these channels. (Cattapan & Pongsakornrungrungsilp, 2022) revealed that the quality of omnichannel integration has a positive and significant direct impact on the purchase intent of fashion product customers in Thailand. Le & Nguyen-Le, (2020) reveal that service channel configuration is a key factor that indirectly strengthens customer purchase intention in Vietnam. The measurement dimensions based on Shen et al., (2018) and Lee et al., (2019) include (1) the breadth of service channel options (e.g., online and offline purchasing, technical support, feedback provision, and product descriptions) and (2) channel configuration transparency (e.g., awareness of online and offline services, proficiency in using these services, and understanding of the differences between them).

Integrated Interaction

Customers expect better integration between the physical and digital worlds, enabling them to switch seamlessly between different channels (Cakir et al., 2021). Integration also relates to how companies maintain consistent integrated service quality across all channels (Fauzzia et al., 2025). In addition, technology facilitates the integration between physical and digital channels, which is essential for creating a consistent experience across all touchpoints (Herhausen et al., 2019). Integrated interaction refers to the consistency and alignment of user experiences across various channels or platforms, as defined by Lee et al., (2019). This means that even though customers interact through various channels, the information, services, and experiences remain consistent and interconnected. Key aspects include consistency of information, seamless experiences, and connected personalization. With integrated interactions, companies can strengthen customer relationships, increase loyalty, and create more satisfying experiences across all customer touchpoints. The dimensions and measurement

indicators based on research by [Lee et al., \(2019\)](#) and [Shen et al., \(2018\)](#) are (1) content consistency (e.g., price consistency, promotion consistency, and product information consistency) and (2) process consistency (e.g., consistency in customer service, service image, service perception, and service delivery).

Customer Engagement

Customer engagement refers to the level of interaction and participation of customers with a brand or company through various communication and sales channels, both online and offline. It is defined as a company's deliberate effort to motivate, empower, and measure customer contributions to the company's marketing functions ([Harmeling et al., 2017](#)). [Zhang et al., \(2018\)](#) show that the dimensions of omnichannel integration quality, consisting of (transparency of channel and service configuration, content consistency, and process consistency), influence customer engagement and ultimately lead to purchase intent. [Fauzzia et al., \(2025\)](#) suggest that through digital technology, retailers can enhance customer interaction by using chatbots, automated customer service, and accurate product recommendations. This can increase customer engagement because customers feel valued and understood. By adopting technology, retailers can increase satisfaction and strengthen long-term loyalty ([Fauzzia et al., 2025](#)). [Aslam, \(2023\)](#) reveals that individuals in the retail industry demand a wider variety of fashion products and more sophisticated capabilities to strengthen their shopping experience memories. Retail fashion chatbots have the potential to recommend products that align with customer preferences and goals, aiming to overcome usability barriers and provide multilingual assistance to enhance user engagement. Additionally, optimising retail fashion chatbots is crucial to reducing battery consumption, minimising instances of conversation window freezes, and accelerating response times. [Mekonnen, \(2024\)](#) notes that in the retail fashion industry, Augmented Reality (AR) is increasingly popular as a means to enhance the overall customer experience. Engaging customers with AR can provide immersive excitement in the shopping experience, boosting sales and improving customer engagement. [Lee et al., \(2019\)](#) identified customer engagement metrics as (1) curiosity about the product, (2) enjoyment of product-related events or activities, (3) attention to product information, (4) following product-related updates, (5) interest in the product, and (6) enthusiasm in discussing the product.

2. METHOD

This research is quantitative in nature and was conducted in Medan, North Sumatra Province. The research population consists of Medan residents who belong to the Millennial and Generation Z generations. According to ([Hair & Alamer, 2022](#)), the minimum sample size should be 5-10 times the number of indicator variables. Since this study covers 29 indicators, the sample size is calculated as follows: ($n = 29 \text{ times } 5 = 145$). Therefore, the minimum sample size used in this study is 145 respondents. The sampling technique used is Nonprobability Sampling with the Purposive Sampling method. Data analysis was performed using the Partial Least Squares (PLS) method with SmartPLS version 4 software. PLS is a method for solving Structural Equation Modelling (SEM) that offers several advantages over other SEM techniques. Measurement indicators on customer purchase intention variables ([Cattapan & Pongsakornrungrsilp, 2022](#); [Lee et al., 2019a](#)), service channel configuration and integrated interaction ([Lee et al., 2019a](#); [Shen et al., 2018](#)), quality assurance ([Hossain et al., 2020](#)) and customer engagement ([Lee et al., 2019a](#)).

3. RESULT AND DISCUSSION

Table 1 show description of respondents in this study consists of gender, age, status, how many times respondents purchased fashion products online and offline in one month, what categories of fashion products respondents purchased online and offline, and how much money respondents spent on fashion products online and offline in one month.

Table 1. Description of Respondents

No	Description	Number	Presentation (%)
1	Based on Gender:		
	Female	79	54.48
	Male	66	45.52
2	Based on Age:		
	Male = 13 – 27 Year (Z)	52	35.86
	Male = 27 – 42 Year (X)	14	9.66
	Female = 13 – 27 Year (Z)	48	33.10
	Female = 27 – 42 Year (X)	31	21.38
3	Based on Status:		
	Housewife	9	6.21
	Civil servant	5	3.45

No	Description	Number	Presentation (%)
	Private Employee	26	17.93
	Student	87	60.00
	Others	18	12.41
4	How many times do you purchase fashion products online in a month?		
	1-3 times	64	44.14
	4 – 6 times	24	16.55
	More than 6 times	57	39.31
5	How many times do you purchase fashion products offline (physical stores) in a month?		
	1 – 3 times	68	46.90
	4 – 6 times	11	7.59
	More than 6 times	66	45.52
6	What kind of fashion products do you buy online/offline?		
	Accessories	13	8.97
	Clothing	84	57.93
	Shoes	20	13.79
	Bags	4	2.76
	Others	24	16.55
7	How much money do you spend on fashion products online in a month?		
	Rp 100.000 – Rp 300.000	104	71.72
	Rp 400.000 – Rp 600.000	27	18.62
	More than Rp 600.000	14	9.66
8	How much money do you spend on fashion products offline (in physical stores) in a month?		
	Rp 100.000 – Rp 300.000	93	64.14
	Rp 400.000 – Rp 600.000	29	20.00
	More than Rp 600.000	23	15.86

Evaluation Model

Table 2 shows convergent validity testing using two methods, namely factor loading and Average Variance Extracted. The factor loading values range from 0.756 to 0.933, which is greater than 0.7, indicating that the factor loading values are good. The Average Variance Extracted values are greater than 0.5, ranging from 0.723 to 0.829, which meets the specified threshold requirements. In the reliability test, Cronbach's alpha values ranged from 0.897 to 0.964. These values indicate high internal consistency reliability. These values are within the required range (>0.7).

Table 2. Evaluation Testing Model

Variabel	Item	Loading Factor	CR	AVE	Cronbch's alpha
Service Channel Configuration	KSL1	0.918	0.964	0.799	0.964
	KSL2	0.907			
	KSL3	0.865			
	KSL4	0.889			
	KSL5	0.898			
	KSL6	0.911			
	KSL7	0.869			
	KSL8	0.891			
Integrated Interaction	IT1	0.803	0.958	0.786	0.954
	IT2	0.885			
	IT3	0.916			
	IT4	0.922			
	IT5	0.901			
	IT6	0.880			
	IT7	0.894			
Assurance quality	KJ1	0.919	0.932	0.829	0.931
	KJ2	0.889			

Variabel	Item	Loading Factor	CR	AVE	Cronbach's alpha
Customer Engagement	KJ3	0.933	0.929	0.723	0.923
	KJ4	0.900			
	KP1	0.851			
	KP2	0.869			
	KP3	0.864			
	KP4	0.784			
	KP5	0.852			
Purchase Behavior Intention	KP6	0.878	0.913	0.766	0.897
	NP1	0.914			
	NP2	0.931			
	NP3	0.756			
	NP4	0.888			

In addition, model suitability was evaluated using various tests. The tests performed included standardized root mean square (SRMR) and coefficient of determination. The results show that Chi-square = 1109.685; SRMR = 0.065; NFI = 0.800. These findings confirm that the model suitability threshold is met.

Table 3. Model Fit Testing with Standardized Root Mean Square (SRMR)

	Saturated model	Estimated model
SRMR	0.065	0.065
d_ ULS	1.839	1.847
d_ G	1.553	1.552
Chi-square	1109.685	1110.385
NFI	0.800	0.800

R^2 values from 0.00 to 0.19 are weak R^2 values, R^2 values from 0.20 to 0.66 are moderate R^2 values, while R^2 values greater than 0.67 are strong R^2 values (Henseler et al., 2016). Based on the test results, it is known that the model is well formed overall, as seen from the model's coefficient of determination value, which is in the moderate to strong category. The R^2 value of the customer engagement model is 0.786 or equal to 78.6%, which means that the independent variables explain 78.6% of customer engagement. These results provide information that, in essence, all omnichannel integration quality variables, consisting of service channel configuration, interaction integration, and assurance quality, are very important variables for increasing the customer engagement of Generations Y and Z in Medan.

Table 4. Analysis of the Coefficient of Determination (R^2)

Variabel	R-square	R-square adjusted
Customer Engagement	0.791	0.786
Purchase Behavior Intention	0.770	0.765

Hypothesis

In this section, it is important to analyze the results of direct effect hypothesis testing in the SEM-PLS model of this study. The results of this hypothesis testing can be seen in the following table.

Table 5. Hypothesis Between Generation Milenial and Z

Hipotesis	Path coeff.	t-value	p-values	Results
SSC -> CE	0.347	3.867	0.000	Accepted
II -> CE	0.441	5.244	0.000	Accepted
QA -> CE	0.146	1.575	0.115	Rejected
SCC -> PBI	0.431	3.975	0.000	Accepted
II -> PBI	0.251	3.396	0.001	Accepted
QA -> PBI	0.198	1.852	0.064	Rejected
CE -> PBI	0.569	5.085	0.000	Accepted

SSC = Service Channel Configuration; CE = Customer Engagement;

II = Interaction Integration; QA = Quality Assurance; PBI = Purchase Behavior Intention

Based on Tables 5 and 6, the results of testing the hypothesis regarding the direct effect between variables show the following: Results for H_1 , there is a positive and significant effect of service channel configuration on

customer engagement among Millennials and Generation Z with p-value of 0.000 (H_1 is accepted). In the multi-group analysis, service channel configuration does not significantly affect customer engagement among Millennials (p-value = 0.131). However, it substantially affects Generation Z, with a p-value of 0.000. Technological developments have changed consumer behaviour in online and offline shopping. Consumers use multiple channels throughout the shopping process (Kim et al., 2017). Therefore, omnichannel fashion retailers must provide an integrated channel configuration across all channels and enable consumers to complete their purchases easily as if they were shopping on a single channel (Kim et al., 2017). Fashion retailers that adopt an omnichannel approach to provide a seamless shopping experience increase customer engagement and sales, especially among Generation Z customers. For Millennials, retailers can do the same thing, albeit to a lesser extent, but it will have a positive impact on increasing customer engagement. The results of this study are in line with those of (Le & Nguyen-Le, 2020; Lee et al., 2019).

Tabel 6. Hypotesis Testing Between Generation Milenial and Z

Hypotesis	Generasi Milenial				Generasi Z			
	Path coeff.	t-value	p-values	Results	Path coeff.	t-value	p-values	Results
SSC -> CE	0.289	1.510	0.131	Rejected	0.383	3.552	0.000	Accepted
II -> CE	0.366	1.701	0.089	Rejected	0.472	5.221	0.000	Accepted
QA -> CE	0.292	1.659	0.097	Rejected	0.073	0.655	0.513	Rejected
SCC -> PBI	0.140	0.485	0.627	Rejected	0.570	5.438	0.000	Accepted
II -> PBI	0.261	1.432	0.152	Rejected	0.240	3.016	0.003	Accepted
QA -> PBI	0.492	2.045	0.041	Accepted	0.067	0.550	0.582	Rejected
CE -> PBI	0.714	3.545	0.000	Accepted	0.508	4.271	0.000	Accepted

Results for H_2 , interaction integration has a positive and significant effect on customer engagement with p-value of 0.000 (H_2 is accepted). In the multigroup analysis, interaction integration does not significantly affect customer engagement among Millennials (p-value 0.089). Conversely, interaction integration significantly affects Generation Z with a p-value of 0.000. This study shows that integrated integration can increase customer engagement among Millennials and Generation Z, even though a multigroup analysis shows it has no impact on Millennials. Fashion retailers that use omnichannel must provide consistent information across all channels to facilitate and enhance customer convenience when shopping. Fashion retailers can use chatboxes and automated services to convey consistent information to customers. The results of this study are in line with those of (Le & Nguyen-Le, 2020; Lee et al., 2019).

Results for H_3 , quality assurance is not significant for customer engagement with the p-value of 0.115 (H_3 is rejected). In the multigroup analysis, quality assurance did not significantly affect customer engagement among Millennials (p-value = 0.097). For Generation Z, the p-value was 0.513, indicating no significant effect. Quality assurance refers to different channel attributes to convey trust and confidence to customers. The results of this study confirm that privacy, security, and service recovery accessibility across all channels owned by fashion retailers are necessary to ensure the quality of customer service. This study found that Millennials and Generation Z still lack confidence and trust to provide personal data to fashion retailers. Therefore, fashion retailers that adopt omnichannel must be able to protect customers' personal information across various channels. Online security can be ensured by making websites and mobile applications free of malware and bugs. In contrast, physical security can be ensured by installing security cameras and taking other security measures (Hossain et al., 2020). The results of this study are not in line with those of (Hossain et al., 2020).

Results for H_4 , service channel configuration has a positive and significant effect on customer purchase intention with p-value of 0.000 (H_4 is accepted). The multi-group analysis shows that the service channel configuration does not significantly affect purchase intention among Millennials (p-value 0.627). However, the service channel configuration significantly affects Generation Z, with a p-value of 0.000. The results confirm that service channel configuration can increase customer purchase intention, although it yields insignificant but positive results among Millennials. Fashion retailers that utilise omnichannel to provide consistent information across all channels. The convenience customers gain can provide a seamless shopping experience, increase purchase intention, and ultimately create customer loyalty. These findings align with those of (Le & Nguyen-Le, 2020; Lee et al., 2019).

Results for H_5 , we observed a positive and significant effect of interaction integration on customer purchase intention with a p-value of 0.000 (H_5 is accept). In the multi-group analysis for Millennials and Gen Z, different results were found. Interaction integration does not significantly affect customer purchase intention among Millennials (p-value 0.152). Conversely, interaction integration has a significant effect on customer purchase intention among Generation Z, with a p-value of 0.003. The results of this study show that interaction

integration significantly increases customer purchase intent. Although the results for Millennials were different, showing positive but insignificant results. Omnichannel retailers that utilise omnichannel can provide integrated interaction services across all channels they own. Fashion retailers can use artificial intelligence, chatbots, and automated services to deliver information to customers. With the convenience provided, it is hoped that customer purchase intention can be created, ultimately shaping customer loyalty. The results of this study are in line with those of (Le & Nguyen-Le, 2020; Lee et al., 2019).

Result for H₆, guarantee quality has a positive and significant effect on customer purchase intention with p-value 0.064 (H₆ is rejected). In the multi-group analysis for Millennials and Generation Z, different results were observed. Warranty quality significantly affects customer purchase intention among Millennials (p-value 0.041). Conversely, for Generation Z, guarantee quality does not significantly affect purchase intention, as indicated by a p-value of 0.582. Guaranteeing quality is part of channel integration to convey trust and confidence to customers. Fashion retailers that use omnichannel channels can protect customers' personal data across multiple channels. Security in using online and offline channels is critical to customers. The results of this study confirm that Millennials and Generation Z still do not trust and believe in the security and data protection standards of fashion retailers' channels. The results of this study are not in line with those of (Hossain et al., 2020).

Results for H₇, customer engagement has a positive and significant effect on customer purchase intention with p-value of 0.000 (H₇ is accepted). In the multi-group analysis for Millennials and Generation Z, the findings are consistent. Customer engagement significantly affects purchase intention for both Millennials, with a p-value of 0.000 and Generation Z, also with a p-value of 0.000. These results confirm that customer engagement can increase customer purchase intention. Omnichannel retailers can leverage technology to encourage greater customer engagement, such as artificial intelligence, AR, chatbots, and automated services. These research results are in line with those of (Le & Nguyen-Le, 2020; Lee et al., 2019; Zhang et al., 2018).

Indirect Influence Hypothesis

The results of this hypothesis testing can be seen in the following table:

Table 7. Indirect Influence Hypothesis Results

Hipotesis	Path coeff.	t-value	p-values	Results
SCC -> CE -> PBI	0.198	3.361	0.001	Accepted
II -> CE -> PBI	0.251	3.396	0.001	Accepted
QA -> CE -> PBI	0.083	1.461	0.144	Rejected

Tables 7 and 8 show three indirect effects generated from this research model. Result for H₈ show that customer involvement mediates the impact of service channel configuration in influencing customer purchase intention (H₈ is accepted). This indicates that improving service channel configuration can increase customer purchase intention through customer engagement. It is important to note that customer engagement also increases the purchase intention of Millennial and Generation Z customers in Medan. In the multi-group analysis method applied to Millennials and Generation Z, different results were observed. Specifically, customer engagement did not mediate the effect of service channel configuration on purchase intention among Millennials. Still, it did so among Generation Z. These results indicate that customer engagement can mediate the effect of service channel configuration on purchase intention. For fashion retailers that use omnichannel to facilitate services across all channels to customers, this can create engagement and ultimately shape the intention to make a purchase. These findings are in line with those of Le & Nguyen-Le (2020) and Lee et al. (2019).

Result for H₉ that customer engagement can mediate the relationship between interaction integration and customer purchase intention (H₉ is accepted). Multi-group analysis shows different results across generations: customer engagement does not mediate interaction integration on customer purchase intention among Millennials whereas the opposite is true for Generation Z. The results confirm that customer engagement can mediate the relationship between interaction integration and customer purchase intention. Fashion retailers using omnichannel can establish digital communication by utilising artificial intelligence, chatbots, and automated services to interact with customers across all channels. These findings are in line with those of Le & Nguyen-Le (2020) and Lee et al. (2019).

Result for H₁₀ shows that customer engagement does not mediate the effect of quality assurance on customer purchase intention (H₁₀ is rejected). The multi-group analysis shows the same result: customer engagement cannot mediate quality assurance on the purchase intention of Millennial customers. The results confirm that customer involvement cannot mediate the effect of quality assurance on customer purchase intention. Millennial and Gen Z customers still lack trust and confidence in fashion retailers that use omnichannel to provide personal information. Assurance of security in using online and offline channels is essential to customers. There is still a lack of service recovery accessibility, which refers to the provision of integrated channels and systems

that make it easier for customers to submit service-related issues to retailers. These research results are not in line with those of [Hossain et al. \(2020\)](#).

Tabel 8. Indirect Influence Hypothesis Results Generation Milenial and Z

Hypotesis	Generasi Milenial				Generasi Z			
	Path coeff.	t- value	p- values	Results	Path coeff.	t- value	p- values	Results
SCC -> CE -> PBI	0.207	1.528	0.127	Rejected	0.195	2.848	0.004	Accepted
II -> CE -> PBI	0.261	1.432	0.152	Rejected	0.240	3.016	0.003	Accepted
QA -> CE -> PBI	0.209	1.378	0.168	Rejected	0.037	0.645	0.519	Rejected

4. CONCLUSION

The findings of this study reveal a significant and positive relationship between the configuration of service channels and integrated interactions on customer engagement and purchase intent across both generations. However, multi-group analysis highlights an important distinction: while these factors positively influence customer engagement and purchase intent for Generation Z, they have a positive yet statistically insignificant effect on millennials. This clearly indicates that millennials have yet to fully embrace the omnichannel shopping experience, which seamlessly blends online and offline channels a stark contrast to Generation Z, who actively engage with this model. In Medan, the omnichannel strategies implemented by fashion retailers have fallen short of delivering an engaging shopping experience for millennials, even as they effectively captivate Generation Z. This underscores a vital gap in the omnichannel approach, which aims to cultivate a frictionless and enriching customer journey. Currently, it has not achieved the desired resonance among millennial shoppers in Medan. Moreover, the quality of omnichannel integration characterized by a well-configured service channel and synchronized interactions holds the power to elevate customer equity through meticulously collected data. However, this potential is not being realized for millennials, further emphasizing the need for tailored strategies that effectively engage this demographic.

This study reveals that millennials and married couples show limited engagement with omnichannel integration features, such as product delivery, services, and user support across various channels, including telephone, email, chat, apps, and websites. In contrast, Generation Z, who are generally not yet married, prefers customer engagement aspects and actively participates in interactions with sellers and other customers, which may influence their future purchasing decisions. Both millennials and Generation Z have not felt a sense of quality assurance while shopping in an omnichannel context. Quality assurance, defined as customers' confidence and trust in specific channel attributes, has not fostered engagement among millennials and Generation Z in Medan. This quality assurance encompasses several elements, including service consistency, product returns and exchanges, product availability, integrated customer support, personalization, customer experience, security, and trust. Overall, the lack of quality assurance has hindered the engagement of millennial and Gen Z customers in Medan when purchasing fashion products.

Customers may feel uncomfortable when retailers request permission to use personal information for purchases. Therefore, providing strong quality assurance and building trust are critical for omnichannel retailers. These factors encourage customer engagement and repeat purchases by allowing customers to give timely feedback through retailer-owned channels ([M. Gao & Huang, 2021](#); [VO et al., 2020](#)). Research confirms that trust significantly influences customer engagement and experience ([Thakur, 2019](#)). Especially for Millennials and Generation Z, protecting personal information empowers customers to share feedback freely, increasing confidence in online platforms. In this way, quality assurance and trust enable customers to actively engage and form sustainable relationships with retailers and their engagement programs. To enhance customer engagement, fashion retailers should implement integrated omnichannel quality, which will support online and offline purchases of fashion products. This integration is particularly vital for engaging Generation Z in Medan. As tech-savvy generations, both millennials and Generation Z heavily rely on technology in their daily lives; therefore, retailers should leverage technology and social media as promotional channels for their products. Retailers are encouraged to cultivate strong shopping engagement for these demographics by providing multiple shopping channels through various accounts across each platform and e-commerce site. Consistency in the information communicated across all accounts is crucial to prevent confusion for customers, especially Generation Z, when inquiring about the fashion products they wish to purchase, whether online or offline.

An omnichannel approach can offer convenience and continuity, with each channel complementing one another in serving customers ([M. Gao & Huang, 2021](#)). The provision of various service channels will enhance customer involvement and engagement with products and brands. According to [Z. W. Y. Lee et al., \(2019\)](#), when customers recognize the benefits of service arrangements, they are more likely to feel satisfied, particularly with

services that promote engagement. M. Gao & Huang, (2021) assert that the configuration of service channels influences customer engagement. The findings of this study support the Theory of Planned Behavior (TPB) proposed by (Emekci, 2019). The TPB enhances the Theory of Rational Action by incorporating individual behavioral control factors or perceptions, which can help explain planned behaviors.

Customer involvement plays a significant role as a mediator influencing service channel configuration, integrated interaction, and quality assurance on customer purchase intention. The research findings indicate that customer involvement can mediate the effects of service channel configuration and integrated interactions on purchase intention among Generation Z. However, it does not serve as a mediator for Millennials. Additionally, customer involvement does not mediate the relationship between quality assurance and purchase intention for either generation Millennials or Generation Z in Medan when shopping for fashion products using an omnichannel approach. In this study, customer engagement does not enhance customer trust and loyalty, which are crucial for driving the intention to purchase fashion products among Millennials in Medan. Conversely, for Generation Z, customer engagement can improve the quality of the customer experience, thereby strengthening trust and loyalty, which ultimately increases their purchase intent.

Furthermore, the research findings reveal that customer engagement does not mediate the impact of guaranteed quality on customer purchase intention for either generation in Medan. The quality guarantees provided by fashion product sellers do not enhance customer trust, which could influence their intent to purchase fashion products. Therefore, customer engagement cannot bridge the gap between guaranteed quality and customer purchase intent. These research results are consistent with the findings of (M. Gao & Huang, 2021; Lee et al., 2019; Taufique Hossain et al., 2017; Zhang et al., 2018) who confirm that service channel configuration and integrated interactions significantly influence customer purchase intention through customer engagement as a mediator.

This study reveals a dynamic mechanism whereby channel integration quality, as seen from service channel configuration, integrated interactions, and assurance quality, is key to the success of fashion retailers serving Millennial and Gen Z customers in increasing customer engagement, which ultimately leads to repeat purchase intent at the same retailer. This research adds to the growing body of knowledge on channel integration quality and customer engagement in the omnichannel context and provides practical insights for fashion retailers who engage customers across multiple channels.

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