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From Showroom to Click: Antecedents of Showrooming in the Omnichannel Experience

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Abstract. This study examines how price sensitivity and trust in online sellers influence showrooming behavior, with omnichannel experience satisfaction serving as a mediator. Data were collected using a quantitative, associative design; questionnaires were administered to 165 cosmetic consumers in Cirebon, selected through purposive sampling. The data were analyzed in SmartPLS version four. The results show that price sensitivity has a positive and significant effect on showrooming behavior, whereas trust in online sellers has no significant direct effect. However, both independent variables significantly affect omnichannel experience satisfaction. Omnichannel experience satisfaction plays a significant mediating role in the relationships between trust in online sellers and price sensitivity, and showrooming behavior. These findings confirm that integrating a satisfying shopping experience is key to encouraging consumer showrooming behavior in the cosmetics retail industry. Traditional retailers should view showrooming as an opportunity for conversion by implementing integration strategies that combine the convenience of online and physical stores and ensure channel consistency.

Keywords: Cosmetic retail; Omnichannel experience satisfaction; Online seller trust; Price sensitivity; Showrooming behavior.

Abstrak. *Penelitian ini bertujuan untuk mengkaji sensitivitas harga dan kepercayaan terhadap penjual* online *memengaruhi perilaku showrooming, dengan kepuasan pengalaman* omnichannel *sebagai variabel mediasi. Data dikumpulkan menggunakan metode kuantitatif berdesain asosiatif; data diperoleh dari hasil kuesioner oleh 165 konsumen kosmetik di Cirebon, diseleksi dengan menerapkan teknik sampling purposif. Kajian data diolah menggunakan perangkat lunak* SmartPLS *versi empat. Perolehan kajian ini membuktikan sensitivitas harga berpengaruh positif serta teramati terhadap perilaku showrooming, namun kepercayaan terhadap penjual* online *tidak memiliki pengaruh langsung yang signifikan. Namun, kedua variabel independen tersebut memiliki pengaruh signifikan terhadap kepuasan pengalaman* omnichannel*. Kepuasan pengalaman* omnichannel *ditemukan secara signifikan memediasi hubungan antara kepercayaan terhadap penjual online dan sensitivitas harga terhadap perilaku showrooming. Temuan ini menegaskan bahwa integrasi pengalaman berbelanja yang memuaskan merupakan kunci untuk mendorong perilaku* showrooming *konsumen di industri ritel*

kosmetik. Pengecer tradisional harus memandang fenomena showrooming sebagai peluang konversi dengan menerapkan strategi integrasi, menggabungkan kenyamanan toko online dan fisik, serta memastikan konsistensi saluran.

***Kata kunci**: Kepercayaan penjual* online*; Kepuasan pengalaman* omnichannel*; Perilaku* showrooming*; Ritel kosmetik; Sensitivitas harga*.

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BACKGROUND

The rapid development of digital technology and internet penetration has fundamentally changed the way consumers interact with the market, giving rise to new complexities and dynamics in the purchasing decision process (Lahtinen, 2025). Consumers today optimize various purchasing channels, both online and offline, to achieve the best shopping experience. One significant impact of this transformation is the emergence of showrooming behavior. It describes a consumer behavior pattern where products are inspected and evaluated in physical stores, but the final transaction is carried out online, typically influenced by more favorable pricing or more attractive promotions (Frasquet et al., 2023; S. Wang et al., 2021).

Showrooming has become a critical concern for physical retail businesses as it shifts purchasing transactions to online platforms, blurs the lines between sales channels, and has the potential to reduce physical sales conversions. Data shows that 60 percent of smartphone users actively compare product prices in physical stores with e-commerce prices (Alesanco-Llorente et al., 2025). In addition, the convenience and time efficiency of digital services have contributed to a shift in shopping behavior among 72 percent to 78 percent of consumers (Khoo et al., 2023). In the Asian retail environment, convenience, wide product selection, and consumer confidence in online retailers serve as the primary determinants of cross-channel buying behavior (Khan et al., 2023; Kiew et al., 2021).

In Indonesia, the phenomenon of showrooming is very evident, driven by the popularity of platforms such as Shopee, Tokopedia, and Lazada. Consumers here use physical stores to ensure quality but shift transactions to online platforms for more competitive prices (Gunawan et al., 2022; Sen et al., 2023; Sharma & Fatima, 2025). Retail digitization has created an efficiency-oriented cross-channel shopping model (Amarullah et al., 2022), where the convergence of physical and digital (omnichannel) interactions takes place and is key to maintaining loyalty (Agung et al., 2024).

The cosmetics retail sector is a relevant empirical study because it falls under the high involvement category that demands direct sensory experiences, while online channels offer variety and economic benefits (Fiestas & Tuzovic, 2021; Schneider & Zielke, 2021). Impulsive and hedonistic shopping behavior among Indonesia's younger generation, who are digital natives, further reinforces this phenomenon (Helmi et al., 2023).

Showrooming is a form of consumer adaptation, but its impact on reducing physical store sales conversion poses a strategic dilemma (Lahtinen, 2025). Therefore, factors such as trust in online sellers and price sensitivity are important variables that need to be analyzed as drivers of showrooming behavior (Brubakken et al., 2024; Fu, 2023; Othman, 2021; Paliszkiewicz et al., 2022; Wibowo, 2022).

Global studies on showrooming have been conducted extensively, but there is still a research gap in Indonesia, especially regarding cross-channel dynamics and the complexity of interactions between physical and digital experiences (Kalaivani et al., 2025; Quach et al., 2022). In response to this research gap, the present study examines the effect of online seller trust and price sensitivity on consumer showrooming behavior, with omnichannel experience satisfaction functioning as a mediating construct. The implementation of this approach is expected to contextualize theoretical contributions and practical recommendations for the Indonesian digital retail industry.

THEORETICAL REVIEW

Online Seller Trust

Trust in online sellers is defined as consumers' belief that online sellers will exhibit honest, competent, and reliable behavior in fulfilling products and services. Trust plays a vital role in fostering sustainable long-term relationships in uncertain digital contexts. (Othman, 2021) states that consumers build trust in sellers by referring to the model (Mayer et al., 1995), which contains three main dimensions, namely, (1) benevolence, (2) integrity, and (3) competence, reflecting the seller's ability to handle transactions and provide adequate services. These indicators collectively describe how consumers assess their trust in sellers in the context of online and face-to-face services.

Price sensitivity

Price sensitivity describes the extent to which consumers react to price changes when making purchasing decisions (Fu, 2023). In the digital landscape, this variable is an important determinant of demand elasticity. Consumers with high price sensitivity tend to actively compare prices across various platforms before making a transaction, while those with low sensitivity place more value on added value and shopping experience (Wibowo, 2022). Price sensitivity has a strong correlation with online purchases and showrooming. High consumer awareness of price variations encourages a shift in purchasing channels from physical to online (Ma'ruf, 2025). (Nagle et al., 2024) The price sensitivity instrument in this study was developed based on nine psychological dimensions. Among them are (1) the reference price effect, (2) the difficulty of comparison effect, (3) the switching-cost effect, (4) the price–quality effect, (5) the expenditure effect, (6) the end-benefit effect, (7) the shared-cost effect, (8) the fairness effect, and (9) the framing effect. All of these dimensions are used to formulate indicators that measure how consumers respond to price changes in the context of purchasing decisions.

Showrooming behavior

Showrooming behavior is defined as consumers searching for information and evaluating products in physical stores but deciding to buy online because they are driven by more attractive prices, convenience, or the availability of promotions (Baines et al.,

2022; Lahtinen, 2025). This phenomenon is a logical consequence of retail channel integration and the ease of real-time price comparison on digital platforms (Brubakken et al., 2024). Recent literature highlights that showrooming is a critical point for omnichannel strategies in maintaining customer loyalty. The implementation of channel integration systems, such as click and collect, and real-time inventory, can transform showrooming from a threat into a conversion opportunity (Schneider & Zielke, 2021). Holkkola et al. (2024) identified three categories that drive showrooming behavior through a meta-analysis of 24 studies. (1) Customer-led factors include self-efficacy in showrooming, consumer innovation, attitudes toward showrooming, and social influence. (2) Company-led factors such as offline information-search value, seamless channel integration, the convenience associated with online purchasing, potential for cost savings, and online product variety increase the likelihood of showrooming. (3) Situational factors, with indicators including consumer engagement with the product, perceived usefulness of showrooming, and exploratory shopping tendencies, are key drivers of consumer showrooming behavior.

Omnichannel experience satisfaction

Omnichannel experience satisfaction (M) refers to the level of consumer satisfaction resulting from smooth and consistent interactions across all sales channels, both physical and digital (Wei et al., 2023). A positive omnichannel experience is characterized by consistency of service across channels, ease of transaction, efficient system integration, and positive emotional feelings throughout the purchasing process (Frasquet et al., 2023; Schneider & Zielke, 2021). The omnichannel experience satisfaction instrument in this study was compiled based on nine dimensions adapted from (Rahman et al., 2025). (1) Social communications, (2) Value, (3) Personalization, (4) Customer service quality, (5) Channel consistency, (6) Information safety, (7) Delivery, (8) Returns dimension, and (9) Loyalty. All of these dimensions and indicators provide a comprehensive picture of how consumers evaluate their experience in the omnichannel retail ecosystem.

This paper establishes a conceptual framework integrating online seller trust and price sensitivity as the primary drivers of showrooming behavior, with omnichannel experience satisfaction serving as the mediating mechanism. This framework captures the intricate dynamics of the Indonesian cosmetics retail sector, where the synergy between psychological trust and rational economic factors influences cross-channel decision-making. Consequently, these integrated theories provide a robust foundation for formulating hypotheses and analyzing the causal relationships within the omnichannel consumer environment.

Hypothesis development

Trust in online sellers acts as a vital foundation for shifting consumer intention from physical store evaluation to digital transactions by effectively reducing perceived risks (Lahtinen, 2025). Furthermore, trust provides an emotional base that reinforces positive consumer perceptions of the entire retail ecosystem across all touchpoints (Sharma & Fatima, 2025). Consequently, it is hypothesized that from this study, the following hypothesis was born:

H1: It is hypothesized that there is an influence between online seller trust and showrooming behavior.

H2: It is hypothesized that there is an influence between online seller trust and omnichannel experience satisfaction.

Price sensitivity serves as a primary rational motivator in the digital landscape, where consumer responsiveness to price differences drives them to utilize physical stores for quality inspection while executing final transactions online to maximize economic utility (Alesanco-Llorente et al., 2025). If an omnichannel system offers transparent pricing that favors cost-conscious consumers, the overall level of satisfaction with the shopping process increases (Frasquet et al., 2023; S. Wang et al., 2021).

H3: It is suggested that an influence may exist between price sensitivity and omnichannel experience satisfaction.

H4: It is hypothesized that price sensitivity influences showrooming behavior.

Satisfaction from integrated cross-channel interactions validates the efficiency of the "search in-store, buy online" model, making it a preferred and enjoyable shopping habit (Lahtinen, 2025). Within this framework, omnichannel satisfaction serves as a critical bridge that translates initial consumer trust and economic motivations into concrete channel-switching actions. Based on these considerations, it is hypothesized that.

H5. It is proposed that there is a relationship between omnichannel experience satisfaction and showrooming behavior.

H6. Omnichannel experience satisfaction mediates the relationship between online seller trust and showrooming behavior.

H7. Omnichannel experience satisfaction mediates the relationship between price sensitivity and showrooming behavior.

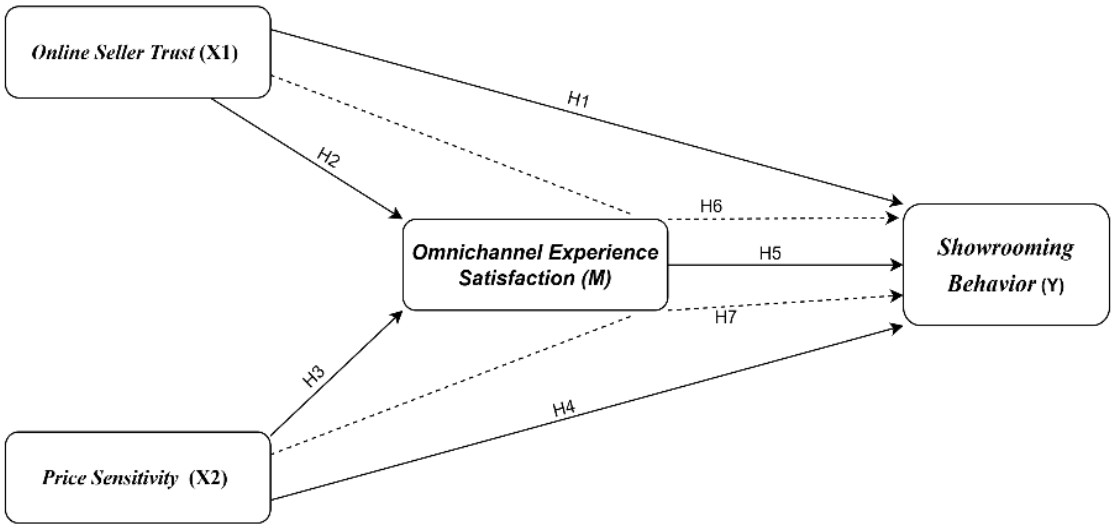

Figure 1. Research Framework

RESEARCH METHODS

Research Design

This study adopts a quantitative method with an associative design to investigate the complex cause-and-effect interactions among the variables. The main focus is to test the correlation and influence between trust in online sellers, consumer price sensitivity, omnichannel experience satisfaction, and showrooming behavior. This choice of methodology to test hypotheses objectively through statistical analysis techniques conforms to the principles underlying contemporary quantitative research approaches (Sugiyono & Lestari, 2021).

Population and Sample

This study focuses on cosmetic consumers residing in Cirebon City and Regency as the target population with a cross-channel shopping experience. Using a purposive sampling technique, 165 respondents were selected. The determination of the sample size was based on a ratio of five times the number of research indicators (33 indicators × 5), following established methodological recommendations (Hair Jr. et al., 2017). The selection of this population segment was driven by the dynamics of the cosmetics industry, which is characterized by intense competition and a significant frequency of showrooming behavior among consumers (Fiestas & Tuzovic, 2021).

Table 1. Respondent Characteristics

	Description
Gender	Male
	Female
Age	17-26
Occupation	Student and/or unemployed
	Self-employed
	Retired
Online Transaction Experience	<1 Year
	1-2 Years
	2-3 Years
	>3 Years
Online Purchase Frequency (Monthly)	0-1 Purchase
	1-2 Purchases
	2-3 Purchases
	3-4 Purchases
	>4 Purchases

Data Collection Techniques

A questionnaire instrument was used to collect the data, employing a five-point Likert scale that ranged from "strongly disagree" (1) to "strongly agree" (5). The research instrument was developed by adapting dimensions from existing literature: online seller trust was adapted from (Mayer et al., 1995; Othman, 2021); price sensitivity from (Nagle et al., 2024); showrooming behavior from (Holkkola et al., 2024); and omnichannel experience satisfaction from (Rahman et al., 2025). The instrument development process involved linguistic adaptation and substantial paraphrasing to ensure relevance and suitability to the cultural context of consumers in Indonesia.

Data Analysis Techniques

Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software was employed to analyze the research model. The analysis proceeded in the following systematic stages:

1. Measurement Model (Outer Model) Evaluation: Analyzing convergent validity, discriminant validity, and internal consistency reliability. GoF (√average AVE* average R-square).
2. Inner Model Assessment: Analyzing the R-square, F-square, and path coefficients to determine the magnitude and significance of the relationships between variables.
3. Mediation Testing: Utilizing the Variance Accounted For technique to identify the proportion of indirect influence. In accordance with the template guidelines, detailed formulas for common statistical tests are not included but are referenced to their sources.

RESULTS AND DISCUSSIONS

Result

1. Outer Model

Data quality testing in this study was conducted through outer model evaluation to ensure that the instruments used met the criteria of validity and reliability. The initial stage was carried out by testing convergent validity through factor loading values for each indicator. According to the findings of the first stage of processing the data, the results revealed that several indicators had values lower than the minimum threshold of 0.70, so they were categorized as "Invalid." These indicators included OES1 (0.627) in the Satisfaction variable, several indicators in the Showrooming Behavior variable (SB01, SB04, SB06, SB09), and the majority of indicators in the Price Sensitivity variable from PS1 to PS8.

Following up on these results, the model was improved by gradually removing inadequate indicators, starting with prioritizing the smallest value as a step to improve the overall accuracy of the model (Latan & Ghozali, 2015). After the elimination process was carried out, Average Variance Extracted (AVE) values, Cronbach alpha (CA), and Composite Reliability (CR) with 4 main constructs: OST (Online seller trust), OES (Omnichannel experience satisfaction), SB (Showrooming behavior), and PS (Price sensitivity), as shown in Table 2.

Table 2. AVE and Reliability

	AVE	CA	CR
Online seller trust	0.622	0.743	0.853
Omnichannel experience satisfaction	0.66	0.913	0.929
Showrooming behavior	0.654	0.924	0.938
Price sensitivity	0.584	0.763	0.849

Based on the results in Table 2, all variables achieved an Average Variance Extracted (AVE) value exceeding the 0.50 threshold, confirming convergent validity. Furthermore, the instruments displayed high internal consistency, as both Cronbach's

Alpha (CA) and Composite Reliability (CR) values for all constructs were well above the minimum requirement of 0.70. Specifically, showrooming behavior showed the highest level of consistency with a CR value of 0.938.

Table 3. Model Fit Validation Results

	Estimated model	Q²predict	Note
SRMR	0.069		Fit
NFI	0.786		Less Fit
GoF	0.55532423		Large
Omnichannel experience satisfaction		0.467	Strong predictive
Showrooming behavior		0.401	Strong Predictive

The validation of the overall research model is detailed in Table 3, which focuses on model fit and predictive accuracy. The model is declared FIT based on the SRMR value of 0.069, which remains below the 0.10 threshold. Although the NFI value was recorded at 0.786, the model remains feasible for hypothesis testing, as the Goodness of Fit (GoF) result of 0.555 indicates strong simultaneous performance in explaining the research data. Finally, the Q^2 Predictive Relevance test yielded values of 0.467 for OES and 0.401 for SB, both of which are significantly above zero, thereby confirming the model's strong predictive accuracy for the dependent variables.

2. Inner Model

The evaluation of the structural model (inner model) focuses on assessing the significance and strength of the hypothesized relationships between the latent variables. Table 4 shows the results of R-Square (R^2) or the coefficient of determination of the inner model test, which serves to measure the proportion of variance of the dependent variable that can be explained by the independent variables in the research model. The R^2 value ranges from 0 to 1, where the higher the value, the stronger the ability of the independent variables to explain the dependent variable.

Table 4. R-Square Results of Hypothesis Testing

	R-square	R-square adjusted	Note
Omnichannel experience satisfaction	0.488	0.482	Weak
Showrooming behavior	0.491	0.481	Weak

Based on the results in Table 4, according to the R-square results, the independent variables explain 48.8 percent of the variance in omnichannel experience satisfaction and 49.1 percent of the variance in showrooming behavior. Although the model demonstrates predictive capacity, both values are categorized as representing a weak level of influence within the research context.

The next stage in evaluating the inner model is hypothesis significance testing, which is conducted through a bootstrapping process to test the relationship between variables in the research model. This test aims to determine whether the proposed hypothesis is empirically proven or not by looking at three main indicators: Original Sample (O) to determine the direction of influence (positive or negative), t-statistics as the strength of the relationship, and P-Values as the determinant of significance. In this study, the threshold used to declare a hypothesis proven is a P-value<0.05.

Table 5. Results of Path Coefficient Bootstrapping: Direct Effect and Indirect Effect

	Original sample (O)	t-statistics (|O/STDEV|)	P-values	Note
OST → OES	0.486	7.078	0.000	Proven
OST → SB	0.036	0.466	0.321	Not Proven
OES → SB	0.354	3.936	0.000	Proven
PS → OES	0.317	4.683	0.000	Proven
PS → SB	0.413	5.787	0.000	Proven
OST → OES → SB	0.172	3.314	0.000	Proven
PS → OES → SB	0.112	2.867	0.002	Proven

Hypothesis significance testing conducted via the bootstrapping process reveals that most direct relationships are statistically proven ($p<0.05$). A critical finding is that online seller trust does not exert a significant direct influence on showrooming behavior ($p=0.321$), suggesting that trust in a digital entity is not a primary independent stimulus for channel-switching. Conversely, price sensitivity and omnichannel experience satisfaction were identified as significant direct drivers of showrooming.

Table 6 provides the results of the structural model analysis, namely the F-square test, which serves to measure the magnitude of the impact or effect size of each independent variable on the dependent variable. The F-square test provides a more in-depth description of how much a variable contributes to explaining the variance of other latent variables, where a higher value indicates a more significant impact on model formation.

Table 6. F-Square Test Results for Hypothesis Testing

	OST	OES	SB	PS
Online seller trust (OST)		0.351	0.001	
Omnichannel experience satisfaction (OES)			0.126	
Showrooming behavior (SB)				
Price sensitivity (PS)		0.149	0.222	

The bootstrapping results for the structural model are illustrated in Figure 2. This figure displays the significance of each relationship through the p-value indicated on the path line. The analysis evaluates the direct and indirect influences between online seller trust, price sensitivity, omnichannel experience satisfaction, and showrooming behavior. The numerical value on the arrows represents the p-value, where a value less than 0.05 indicates a statistically significant effect.

The results of data processing in the F-Square Table show that the most dominant contribution in this model is found in the relationship between Online Seller Trust (OST) and Omnichannel Experience Satisfaction (OES), with a value of 0.351. This value falls into the category of significant impact above 0.35, indicating that the trust built by sellers plays a crucial and powerful role in determining the level of customer satisfaction with omnichannel shopping channels.

There are several variables that show a moderate or average level of contribution. The Price Sensitivity (PS) variable is recorded as having an impact of 0.222 on Showrooming Behavior (SB) and 0.149 on omnichannel experience satisfaction. The omnichannel experience satisfaction variable contributes 0.126 to influencing the emergence of showrooming behavior in consumers. These results indicate that although

price and experience satisfaction factors have a significant influence, their power in directly explaining the model is not as dominant as the online seller trust variable.

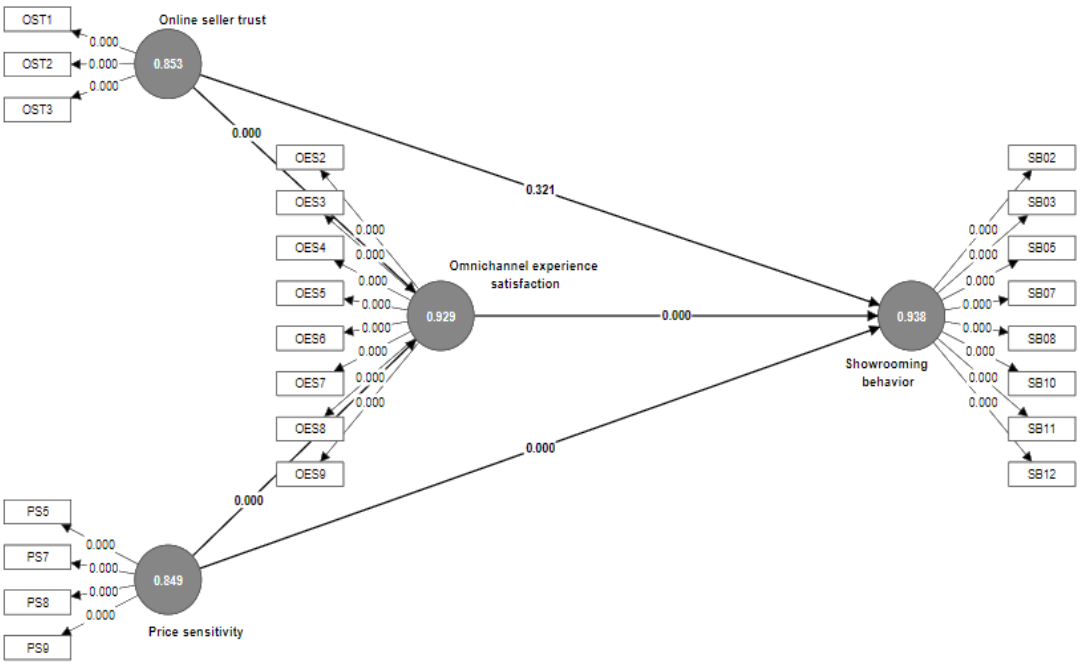

Figure 2. Bootstrapping Results (PLS-SEM Analysis)

The test results show a very low contribution to the direct relationship between online seller trust and showrooming behavior, with a value of only 0.001, which is far below the minimum threshold for this contribution to provide an empirical explanation of why the direct relationship was declared insignificant in the previous hypothesis test. This confirms that consumer trust in online sellers has almost no direct impact or contribution in encouraging showrooming behavior in this research model.

3. Mediation Testing

The mediation analysis using the Variance Accounted For (VAF) technique highlights the pivotal role of Omnichannel Experience Satisfaction as an intermediary mechanism. It acts as a full mediator for the relationship between online seller trust and showrooming behavior (VAF is 82.69 percent) and as a partial mediator for the path involving price sensitivity (VAF is 21.33 percent). Finally, the f-square analysis confirms that the relationship between online seller trust and omnichannel satisfaction provides the most dominant contribution to the model (0.351), whereas the direct impact of trust on showrooming is negligible at 0.001.

Discussions

1. Influence of online seller trust and showrooming behavior

The phenomenon of showrooming in the cosmetics retail industry in Indonesia, particularly in Cirebon, reflects a profound digital transformation, where consumers optimize various channels to achieve the best shopping experience. The results of this study indicate that Online Seller Trust (OST) does not have a significant direct effect on Showrooming Behavior (SB); these findings suggest that trust in the credibility of digital sellers is not the primary stimulus that independently drives consumers to abandon

transactions in physical stores. This aligns with the argument (S. Wang et al., 2021) stating that in cross-channel behavior, the trust factor is often considered a basic prerequisite (hygiene factor) but is not strong enough to change shopping intentions into channel-switching actions without the existence of real economic incentives.

2. Influence of online seller trust and omnichannel experience satisfaction

Trust in online sellers has been proven to be the most crucial determinant in shaping omnichannel experience satisfaction. Trust built through the dimensions of benevolence, integrity, and competence creates an emotional foundation that reinforces consumers' positive perceptions of all touchpoints in their shopping process. This finding is supported by research (Shi et al., 2020) confirming that trust is a key element in creating a seamless customer journey, where a sense of security regarding data and the reliability of digital services increases total consumer satisfaction when interacting across channels.

3. Influence of price sensitivity and showrooming behavior

This study proves that Price Sensitivity (PS) is the main rational driver for consumers to engage in showrooming behavior. Cosmetics consumers tend to use physical stores as a means of sensory inspection of product quality, but shift transactions to online platforms for more competitive prices and more attractive promotions. This is reinforced by a study of Sharma and Fatima (2025) that shows for products with higher prices or those requiring high involvement, value-conscious consumer segments actively engage in showrooming to maximize consumer economic utility.

4. Influence of price sensitivity and omnichannel experience satisfaction

Price sensitivity also significantly affects omnichannel experience satisfaction. These results show that consumer satisfaction arises when cross-channel integration facilitates price transparency that benefits those who are cost-sensitive. That cost savings perceived through cross-channel comparisons add value to the quality of the consumer shopping experience. As stated by Nagle et al. (2024), the ability of consumers to physically verify products and obtain the lowest prices digitally creates a perception of price fairness, which increases overall satisfaction.

5. Influence of omnichannel experience satisfaction and showrooming behavior

The role of omnichannel experience satisfaction on showrooming behavior was also found to be statistically significant. A satisfying shopping experience in an omnichannel ecosystem provides convenience that can validate consumers' decisions to adopt the "search in-store, buy online" shopping pattern. When consumers feel that channel switching is efficient and consistent, they will feel more comfortable continuing to engage in showrooming as an effective and enjoyable shopping method. This finding is supported by Wei et al. (2023), who argue that satisfaction with integrated services will strengthen consumer channel preferences toward those that provide the most optimal benefits.

6. Omnichannel experience satisfaction as a mediator

The most important aspect of this study is the role of omnichannel experience satisfaction as a significant mediator between online seller trust and showrooming behavior. This finding explains that high trust in new online sellers will trigger showrooming behavior only if consumers are first satisfied with the cross-channel interaction experience provided. This mediation pathway shows that satisfaction acts as

an emotional bridge that transforms consumer trust into concrete actions in switching channels, as identified by Alesanco-Llorente et al. (2025), emphasizing the importance of digital convenience in driving shifts in shopping behavior.

Omnichannel experience satisfaction was found to mediate the relationship between price sensitivity and showrooming behavior. This indicates that the urge to search for low prices will not maximally result in showrooming if consumers are dissatisfied with the existing channel integration process. A positive shopping experience, characterized by information security and consistent service quality, makes price-sensitive consumers more confident in shifting their transactions to digital platforms. Research (Khoo et al., 2023) supports this by stating that time efficiency and the convenience of satisfying digital services are the main factors driving the shift in shopping for up to 78 percent of consumers.

The influence of independent variables on dependent variables is categorized as weak, but this research model still has strong predictive accuracy and excellent performance. This has strategic implications for physical retailers to not view show-rooming as a threat alone, but as an opportunity if they can improve service quality and channel integration. As emphasized by Lahtinen (2025), the key to maintaining customer loyalty in the digital era is the retailer's ability to create a seamless experience between the physical and digital worlds so that showrooming behavior can be managed into profitable sales conversions for both parties.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that price sensitivity serves as the primary rational driver directly triggering showrooming behavior within the cosmetics retail industry in Cirebon. Conversely, online seller trust does not exert a significant direct influence, suggesting that digital credibility alone is insufficient to encourage channel-switching without economic incentives or a supportive shopping experience. A pivotal finding is the role of omnichannel experience satisfaction, which functions as a critical mediator bridging the influence of both price sensitivity and seller trust on showrooming behavior. While the R-square values indicate a relatively weak level of influence, the research model demonstrates high predictive accuracy and overall fit, as evidenced by a large Goodness of Fit (GoF) value.

Consequently, traditional retailers are recommended to perceive showrooming as a strategic opportunity for conversion rather than a threat. This can be achieved by prioritizing seamless channel integration, maintaining price transparency, and enhancing service quality to ensure consistent customer satisfaction across all retail touchpoints. This research is limited by its specific focus on the cosmetics sector and the geographical area of Cirebon. Therefore, future studies should explore diverse product categories and broader demographic segments to enhance the generalizability of these findings.

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