



The Role of Shopping Engagement and Customer Experience on Intention to Buy based on Technology Acceptance Model in Gen Z

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Abstract

The research aims to find out the relationship between shopping gamification, focused attention, shopping enjoyment, and intention to buy mediated by shopping engagement in Generation Z in online food delivery apps. Indonesian consumer's shopping habits on the internet have grown rapidly recently. The majority of Indonesian consumers prefer to use mobile apps on their smartphones. Customer experience added as a novelty to the research and Technology Acceptance Model is used as the main theory in this study. The method in this study uses a quantitative approach using purposive sampling technique that produces 195 samples. This study found that customer experience did not influence shopping engagement. Purchasing intentions are positively influenced by shopping engagement. This study is useful for online food delivery app managers so it can provide exclusive offers to users to increase shopping engagement. This research shows that a good customer experience may be able to increase customer engagement while shopping, however it does not necessarily have a positive impact on customer loyalty levels.

Peran Shopping Engagement dan Customer Experience pada Intention to Buy berbasis Technology Acceptance Model pada Generasi Z

Abstrak

Penelitian ini bertujuan untuk mengetahui hubungan shopping gamification, focused attention, shopping enjoyment terhadap intention to buy yang dimediasi oleh shopping engagement pada Generasi Z di online food delivery apps. Kebiasaan berbelanja konsumen Indonesia di internet telah tumbuh dengan cepat belakangan ini. Sebagian besar konsumen Indonesia lebih suka menggunakan aplikasi seuler di smartphone mereka. Peneliti menambahkan customer experience sebagai kebaruan pada riset ini dan Technology Acceptance Model digunakan sebagai teori utama pada penelitian ini. Metode pada penelitian ini menggunakan pendekatan kuantitatif menggunakan teknik purposive sampling yang menghasilkan 195 sampel. Penelitian ini menemukan bahwa customer experience tidak memiliki pengaruh terhadap shopping engagement. Niat beli pengguna dipengaruhi secara positif oleh keterlibatan berbelanja. Penelitian ini bermanfaat bagi pengelola online food delivery apps sehingga dapat memberikan penawaran eksklusif kepada pengguna untuk meningkatkan keterlibatan berbelanja. Penelitian ini menunjukkan bahwa customer experience yang baik mungkin dapat meningkatkan customer engagement saat berbelanja, namun hal itu tidak selalu memiliki dampak positif pada tingkat loyalitas pelanggan.

JEL Classification: M31, D12, L81

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INTRODUCTION

The Online Food Delivery (OFD) application's design and interface are likely to have an impact on consumer word of mouth (WOM) behavior and plans for follow-up visits (Kumar et al., 2021). Aiming to reduce exposure during the COVID-19 pandemic, the Food Delivery App (FDA) follows contactless delivery procedures and launches a new program to provide basic needs to consumers (Kumar & Shah, 2021). According to data obtained from Statista, revenue in the online food delivery market is projected to reach US\$16 billion by Statista (2023). It shows that this industry has grown rapidly as a result of technological advances and lifestyle transformations. According to a survey by Katadata Media Networks in April 2021, 88.1% of internet users in Indonesia have used e-commerce services in the last few months. This percentage is the highest in the world.

There are currently more and more digital food delivery services available, some of which are able to transport practically any kind of product, including fresh produce and meals (Pourrahmani et al., 2023). Traditional restaurants and small food enterprises now have the opportunity to grow their customer base without the need for massive physical premises thanks to the online foodservice industry. GoFood is the Indonesian online meal delivery business with the highest transaction value, according to research by Southeast Strategics. Furthermore, it is the business in Indonesia with the most distinctive brand identity.

Hanadian Nurhayati-Wolff (2023) claimed that GoFood became the food delivery service platform with the largest transaction value in 2022 after beating over ShopeeFood and GrabFood. According to respondents in a mini study, who ranged in age from 11 to 26, GoFood, ShopeeFood,

and GrabFood are programs that they often use. The three apps and Generation Z dominated the mini-research's findings, making them the study's focus and subject. Researchers use the Technology Acceptance Model (TAM) as a grand theory to determine how Indonesian consumers use technology in their online shopping experiences since TAM and Indonesian consumers' buying habits are related. Information and communication technology use has yielded several benefits over time, but how well these benefits are received by customers is a determining factor (Akram et al., 2021). Indonesian consumers think e-commerce sites are user-friendly. Customers will incorporate the technology into their purchasing patterns if they have a positive and beneficial experience with it. Brand equity is developed by devoted customers, who also contribute to a rise in business assets (Marsasi et al., 2022).

Shopping gamification has been shown to greatly boost shopping engagement because it can increase visitor interest and number of visits (Pasca et al., 2021). On the other hand, Ingvarsson et al. (2023) explained that more investigation is required to determine the circumstances under which gamification can be applied to boost engagement. Al-Haddad et al. (2022) said that in social media, customer involvement had a beneficial impact on purchase intention. While Arora et al. (2019) discovered that there is no discernible relationship between user engagement and purchase intention.

Novelty in this research is Customer Experience. This variable shows the word "shopping experience", referring to the customer experience during shopping (Ylilehto et al., 2021). This includes interactions with products, customer service, navigation convenience, and their feelings while shopping. Indirectly, customer experience to the business can be attained through improving consumer engagement

and happiness with the brand (Cuesta-Va-
liño et al., 2023). Customers are more like-
ly to be actively involved and make repeat
purchases when they are happy with their
purchase and feel that they received value
from it. Good reviews can help consumers
develop a lasting bond with the brand. A
good shopping experience is the key to
improving shopping engagement. When
customers feel satisfied and gain added va-
lue from their shopping experience, they
will tend to be more actively engaged and
make repurchases. In addition, they pro-
vide positive feedback and build a long-
term relationship with the store or brand.
So, a good customer experience is one of
the keys to a great shopping experience.
Customer experience may have a signifi-
cant role in cross-border online shopping
platforms' ability to boost corporate sales
(Chen & Yang, 2021).

Relationship between Shopping Gamifi- cation and Shopping Engagement

Calvo-Porrall & Pesqueira-Sanchez
(2022) explained that investigating the
influence of gamification on the techno-
logy of user engagement. The research is
aimed at identifying the relationship be-
tween technology generation behaviour
and engagement with the information
presented on a channel. The findings of
this study state that users have a variety of
reasons to use and engage in technology,
such as searching for information, enter-
tainment, social interaction, and various
types of content. Loyalty programs on ga-
mification can be done by giving points or
rewards to customers on every purchase
or even just for interacting with the brand.
Zhang et al. (2023) discovered that the
positive mediating effect of gamification
features on user retention through user
engagement has a positive impact on mo-
bile payment platforms. These features in-
clude rewards, competition, feedback, and
cooperation. Gamification increases cus-

tomers contact and website activity, which
directly affects user engagement in online
shopping (García-Jurado et al., 2021). Fit-
ness apps with blind box design enhance
user engagement and purchase intention
(Feng et al., 2020).

H1: Shopping Gamification increases
Shopping Engagement.

Relationship between Customer Experi- ence and Shopping Engagement

Companies must conduct a thorough
evaluation of how they interact with cus-
tomers, improve product quality, and fo-
cus on personalization to improve the cus-
tomer experience. Brands that can fulfill
customer desires, namely the involvement
of customers in the brand, will appear
emotional attachment to the brand (Yua-
nita & Marsasi, 2022). Raeisi Ziarani et al.
(2023) found that customer journey expe-
rience and customer engagement on social
media platforms in Iran have a significant
relationship. Amoako et al. (2023) stated
that the ease of booking hotel rooms on-
line, customers expect a good experience
so that purchase intentions also increase.
Customer experience is the main result
of customer engagement in mobile apps
which is moderated by self-congruence
(Khan, 2023).

H2: Customer Experience has positive ef-
fects on Shopping Engagement.

Relationship between Focused Attention and Shopping Engagement

Focused attention reflects how users
are fully focused without being distracted.
When an app is well-designed and appea-
ling, users are more likely to explore and
utilize it. User engagement is influenced
by online contact. User engagement is po-
sitively impacted by perceived interactivity
and ease of use (Qu et al., 2023). Perez Be-
negas & Zanfardini (2023) examined the
connection between the emotional (enthu-
siasm) and cognitive (attention) aspects of

consumer involvement and how it affects brand loyalty. The findings demonstrated that social media customer loyalty has a major impact on all facets of consumer interaction. The use of information technology in live streaming commerce has an indirect impact on consumer satisfaction and engagement through swift guanxi. The term “swift guanxi” describes how relationships between buyers and sellers are developing quickly on the internet. Buyers’ quick guanxi is interpreted as a thorough assessment of interactive data and purchase intent (Yan et al., 2023).

H3: Focused Attention has positive effects on Shopping Engagement.

Relationship between Shopping Enjoyment and Shopping Engagement

Happiness when shopping tends to encourage users to spend more time in the app. Users feel happy when using a shopping app that creates a positive experience. The experience will definitely encourage customer retention on the app. Camoiras-Rodriguez & Varela (2020) examined the impact of consumer attributes on their purchasing intentions and demonstrated that the positive correlation between ease of use and shopping intentions is reinforced when shopping is done on a mobile device. Impulsive buying behaviors among consumers are favorably correlated with rewarding and gamification mechanisms that stem from their enjoyment of shopping and social engagement Zhang et al., (2021). Games pertaining to online shopping have an impact on consumer contentment, fidelity, and intents to spread the word (Bauer et al., 2020).

H4: Shopping Enjoyment has positive effects on Shopping Engagement.

Relationship between Shopping Engagement and Intention to Buy

Customers can locate products that fulfill their demands by actively partici-

pating in the process. Customers will feel content and at ease when they shop if they learn about online gaming item vouchers (Farhan & Marsasi, 2023). The level of trust that customers feel can be caused by brand reputation, product quality, service, or good customer reviews. This perception of trust will encourage them to make a purchase. Emotional customer engagement has a relationship between interactions and can influence their purchase intentions (Shen et al., 2022). Consumers that use mobile applications more frequently have more customer equity, which raises their propensity to make purchases (Ho & Chung, 2020). Overuse of the app allows reuse by customers for other purchases. Customer engagement as well as influencing credibility can influence their purchase intentions (Lin & Nuangjamnong, 2022).

H5: Shopping Engagement has positive effects on Intention to Buy.

From the explanation above, the research model can be described as follows:

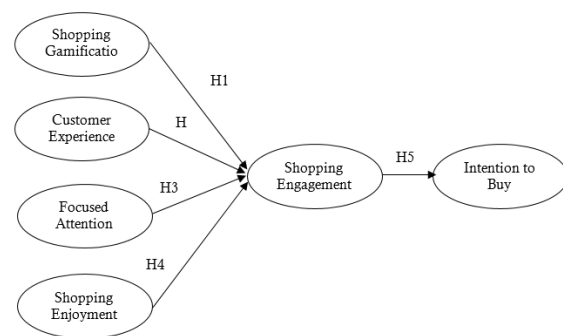


Figure 1. Research Model

Figure 1 shows that intention to buy in this study is affected by variables consisting of: shopping gamification, customer experience, focused attention, shopping enjoyment. Furthermore, shopping engagement is also a variable that influences the intention to buy.

METHOD

Researchers use quantitative approach research methods. This approach can test hypotheses related to variables that can affect consumer purchase intentions. The subjects in this study are Generation Z who live in the region in Java (Yogyakarta, East Jakarta, Bekasi, Bandung, Depok and Bogor). The object refers to something that will be analyzed by the researcher. The object is online food delivery apps that currently have adopted the concept of gamification in its application, such as GoFood, ShopeeFood, and GrabFood. The population in this study targets all users of these applications in Yogyakarta, East Jakarta, Bekasi, Bandung, Depok and Bogor. This research uses purposive sampling. The data collection technique in this study is to distribute respondent questionnaires through Google Forms who live in several research destination areas. Structural Equation Modeling (SEM) test is used in analyzing the data that has been collected. The data obtained will be tested through SEM using AMOS 24 software. Reliability and validity testing, goodness of fit test, and hypothesis testing are tests before performing SEM techniques. This study uses a five-points Likert measure, (1 = Strongly Disagree and 5 = Strongly Agree).

Shopping Engagement

Manage reviews in online applications by finding the driving force that affects shopping engagement towards purchases (Fu et al., 2021). Shopping engagement is how involved they are in the shopping process. Consumer psychological involvement with e-commerce has evolved into behavioral involvement in social media (Asante et al., 2023). It is also used to measure customer involvement in using mobile devices (Lawry & Bhappu, 2021). The measurement items in this stu-

dy consist of six (6) measurements of the shopping engagement variable and are referred to in the study from Tuginay et al. (2022); Gálvez-Ruiz et al. (2023); Monferrier Tirado et al. (2023); Sicilia & Palazón (2023).

Customer Experience

Customer satisfaction can be reflected in their experience using online applications when choosing food menus (Kim & Kim, 2022). Through this research, customer experience is used as a measure of the extent to which online food delivery apps provide a positive experience for customers. Optimization of the customer experience definitely affects the development of customer behavior intentions (Rather et al., 2022). Technology as a customer experience facilitator that focuses on digital display that adopts the concept of gamification and restaurant information search on applications (Alexander & Kent, 2022). The measurement items in this study consist of six (6) customer experience variable measurements and are referenced from the study Kiatkawsin & Sutherland (2020); Geng & Guo (2022); Gahler et al. (2023); Moliner & Tortosa-Edo (2023).

Shopping Gamification

Gamification must have an influence on the intention of buying food on applications that adopt gamified settings (Xu et al., 2023). Giving customers a gift or reward like a voucher and discount after completing a mission in an application is part of gamification. The abundance of gamification features on the food ordering app can also improve customer engagement (Raman, 2020). Customers are more likely to save money by playing games in the food booking app and getting free menus (Yu & Huang, 2022). The measurement items in this study consist of five (5) measurements of the variable shopping gamification referred to in the research

Schmidt-Kraepelin et al. (2020); Trang & Weiger (2021); Dzandu et al. (2022); Dastane et al. (2023).

Focused Attention

The menu layout on the app makes it easier for customers to make purchases (Shang et al., 2020). Focused attention plays an important role in enabling customers to conduct the booking process and complete transactions efficiently. Service and application design can be used to attract customer attention (Tao et al., 2021). The game design format on the application aims to encourage sustained engagement (Wang & Choi, 2022). The measurement items in this study consist of five (5) measurements of focused attention variables and are referred to in the study Kala Kamdjoug et al. (2021); Zanetta et al. (2021); Alnawas et al. (2023); Garrouch & Ghali (2023).

Shopping Enjoyment

The ease of use of the application has a significant influence on the level of satisfaction (Ratan et al., 2021). Choosing food menus, customizing orders, and finding menu choices that match customer preferences are examples of enjoyable uses of the app. The extent to which customers can take advantage of specific features on the app can be judged to be pleasant (Meena & Sarabhai, 2023). Customers appreciate the fun and entertainment that they can access through smartphones (Hung et al., 2021). The measurement items in this study consist of six (6) measurements of the shopping enjoyment variable of the study Qing & Haiying (2021); Aiolfi et al. (2022); Elnadi & Gheith (2022); Nguyen & Llosa (2023).

Intention to Buy

Customers are becoming more confident in apps that encourage a positive attitude towards ordering food online thus

encouraging more customers (Jadil et al., 2022). Purchase intentions may also be influenced by the price and promotions on the application. Gifts or feedback given by the app to customers who make payments digitally can encourage them to make repeated bookings (Huang, 2023). Purchasing through an online app allows customers to make transactions faster, making them more productive (Pop et al., 2023). The measurement items in this study consist of five (5) measurements of the variable intention to buy and referenced from the study Cakici & Tekeli, (2022); Abbasi et al. (2023); Drennan et al. (2023); Hong et al. (2023).

RESULT AND DISCUSSION

Descriptive Analysis Result

Primary data was used to process data obtained directly from the dissemination of the questionnaire to 195 respondents who, at the initial study, had been performed on 400 respondents, but only 195 of them met the criteria, and 205 respondents were discarded because they did not meet the research criteria. Ages 16–21 accounted for 65.6% of responses (128), 21–26 for 17.4% of respondents (34), and 11–15 for 17% of respondents (33). The chosen respondents are residents of Bogor, Yogyakarta, East Jakarta, Bekasi, Bandung, and Depok. Among those who replied, 68 were male (35%), and 127 of them were female (65%).

Validity and Reliability Test

195 data were processed by the researcher after questionnaires were distributed. In accordance with Table 1, the validity test shows the Pearson correlation size and significance level serve as references. The item is considered valid if the significance level is ≤ 0.05 and the Pearson correlation value is ≥ 0.5 . Table 2 shows that a variable is considered dependable

Table 1. Validity Test

Variables	Indicator	CR	Result
Shopping Engagement	ENG1: I really pay attention to what this online food ordering app displays.	.519**	Valid
	ENG3: I feel happy when I visit this online food ordering app.	.722**	Valid
	ENG4: I will tell other people how the experience of using this online food ordering app was.	.680**	Valid
	ENG5: I am willing to share my experience when ordering food through this online app.	.560**	Valid
	ENG6: I am happy to recommend this online food ordering app.	.584**	Valid
	ENG7: I become a priority customer when using this online food ordering app.	.741**	Valid
	Customer Experience	CEX2: I like using this online food ordering app because it is convenient.	.551**
CEX3: I find it easy to check the order of the delivery process when ordering food through this online application.		.676**	Valid
CEX4: I feel that the search field of this online food ordering application provides sufficient information regarding the menu and prices.		.535**	Valid
CEX5: I can rely on this online app when I want to order food in a short time.		.694**	Valid
CEX6: I get useful information from this online food ordering app.		.694**	Valid
CEX7: I get a lot of options and information using this online food ordering app.		.680**	Valid
Shopping Gamification		GAME1: I feel that the price promos offered by this online food ordering application are as expected.	.690**
	GAME2: I get the expected discount when ordering food through this online app.	.740**	Valid
	GAME3: I am helped by this online app because it can find the nearest restaurant when I want to order food.	.634**	Valid
	GAME5: I prefer to use this online food ordering application because it provides a customer point information feature.	.728**	Valid
	GAME6: I prefer this online food ordering application because it is able to show order progress.	.610**	Valid

Focused Attention	FA1: I had a positive experience with this online food ordering app because it is easy to use.	.708**	Valid
	FA2: I am happy to use this online food ordering app service continuously.	.662**	Valid
	FA3: I get a good impression when ordering food through this online application.	.673**	Valid
	FA4: I am happy when I get points for ordering food through this online application.	.594**	Valid
	FA5: I often use this online app to order food.	.685**	Valid
Shopping Enjoyment	ENJ1: I love ordering food through this online application and it has become one of my favourite activities.	.672**	Valid
	ENJ2: I often spend time browsing for food on this online app.	.713**	Valid
	ENJ4: I like ordering food through this online application because there are many choices of menus and restaurants.	.685**	Valid
	ENJ5: I am interested in using this online booking application because it is easy to receive orders.	.657**	Valid
	ENJ6: I am enthusiastic about using coupon/voucher offers on this online application.	.547**	Valid
	ENJ7: I feel like I am playing a game when ordering food through this online application.	.562**	Valid
	INT2: I will buy a lot of food through this online application because there are many menu variants.	.711**	Valid
Intention to Buy	INT3: I intend to always buy food through this online application because it is practical.	.695**	Valid
	INT4: I plan to use this online app to order food because it saves me money.	.728**	Valid
	INT5: I will try to use this online app to order food.	.571**	Valid
	INT6: I will use this online application because there is a discounted price.	.574**	Valid

Source: Data Processed (2023).

Table 2. Reliability Test

Variables	Cronbach's Alpha	Description
Shopping Engagement	.707	Reliable
Customer Experience	.707	Reliable
Shopping Gamification	.708	Reliable
Focused Attention	.714	Reliable
Shopping Enjoyment	.702	Reliable
Intention to Buy	.703	Reliable

Source: Data Processed (2023).

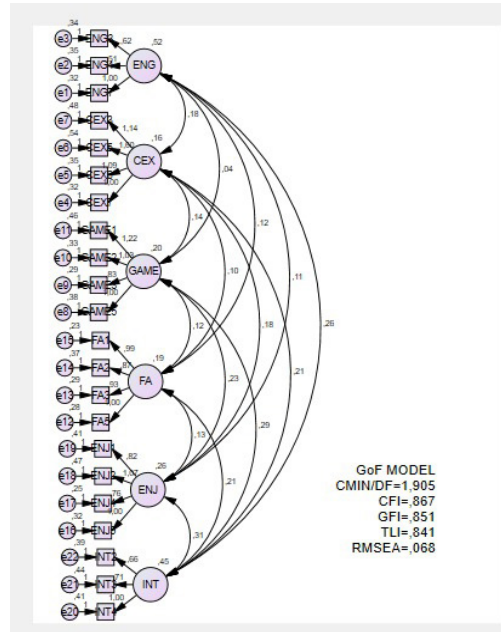


Figure 2. Measurement Test Model

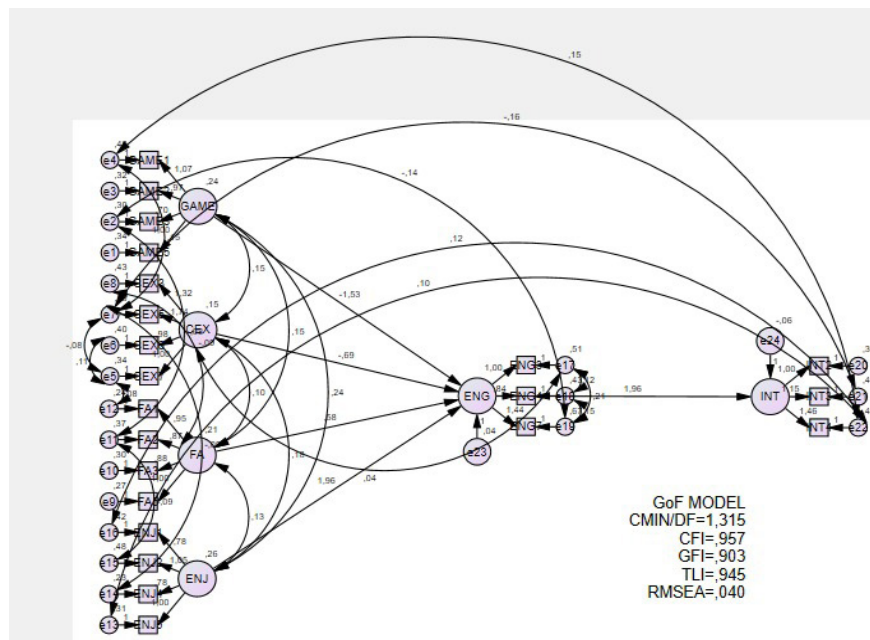


Figure 3. Structural Model

Table 3. Goodness of Fit Outcome

No.	Index	Criteria	Results	Description
1	CMIN/DF	CMIN/DF \leq 3.0	1.315	Good Fit
2	RMSEA	RMSEA \leq .08	.040	Good Fit
3	GFI	GFI .8 - .9	.903	Good Fit
4	TLI	TLI .8 - .9	.945	Good Fit
5	CFI	CFI .8 - .9	.957	Good Fit

Source: Data Processed (2023).

if its Cronbach alpha value is less than or equal to 0.7. The test is being administered by researchers using IBM SPSS 29.

Measurement Test

Researchers test measurement models or tests using the AMOS Graphic application. All research variables are connected with double-headed curved arrows (Joseph F. Hair Jr. et al., 2019).

Figure 2 shows the data contains 22 indicators considered valid. The results were achieved after many instruments were eliminated in the previous test.

Goodness of Fit Test

Goodness of Fit (GOF), which consists of five indices, should be considered in this measurement model. The value of the goodness of fit, as shown in Figure 3, is as follows: CMIN/DF=1.315; CFI=.957; GFI=.903; TLI=.945; RMSEA=.040. The flow model in this study will be formed which aims to assist researchers in identifying the relationship between research variables. The relationship is connected with two-way arrows. The results of the Goodness of Fit test are presented in the Table 3.

Hypothesis Test

AMOS 24 was the software that the researchers used to test their hypotheses. In accordance with the requirements, a sample of 195 respondents was tested on the structural model and the measuring

model. The probability value of the hypothesis is examined to make a standard value provision for testing the hypothesis of this study. The probability value has a standard assessment with $p < 0.1$ to determine whether the hypothesis results are significant or not (Joseph F. Hair Jr. et al., (2019). Furthermore, the CR value needs to be determined using a CR threshold greater than 1.645. a hypothesis is deemed supported if it satisfies these requirements. This research will include a final figure to show the results of the structural model.

The standardized estimate value shows that the magnitude of the influence between variables and the hypothesis relationship in this study. There are divided into 5 hypotheses: H1, H2, H3, H4, and H5. The hypothesis shows that the relationship between H1 and H2 is not supported, while H3, H4 and H5 are supported.

The Effect of Shopping Gamification on Shopping Engagement

The association between shopping engagement and gamification has a p-value of 0.119. This result implies that there is no evidence to support the relationship's impact. Previous study indicating that gamification has no discernible impact supports this. The findings indicate that engagement is not significantly impacted by gamification aspects used to facilitate interaction (Xi & Hamari, 2020). The unsupported relationship is also supported

Table 4. Hypothesis Test Result

Hypothesis	Path	Std. Estimation	C.R.	P	Std. Reg Weight
H1	GAME → ENG	-1.527	-1.559	.119	-1.530
H2	CEX → ENG	-.695	-1.392	.164	-.690
H3	FA → ENG	.585	2.578	.010	.580
H4	ENJ → ENG	1.958	1.751	.080	1.960
H5	ENG → INT	1.963	3.698	***	1.960

Source: Data Processed (2023).

by research on learning that uses the concept of gamification. Donnermann et al. (2021) explained that there was no discernible impact of gamification on user engagement. Although gamification is viewed as a novel way to increase shopping engagement, users may ignore or even grow frustrated with the application's gaming aspects.

Impact of Customer Experience on Shopping Engagement

P-value possessed by the relationship in between customer experience and shopping engagement is 0.164. This value states that the effect of the relationship is not supported. Previous study indicating that customer experience has no discernible impact supports this. Li et al. (2024) says that online reviews are a great way to obtain information because they may transmit consumer experiences and clear up a lot of doubt. This is especially true for evaluations that include photographs. The impact of review text-photo sentiment disparity on customer engagement was very complex; Li et al. (2024) found an inverse U-shaped relationship with subsequent review volume but a positive linear relationship with subsequent review length and a negative linear relationship with subsequent review valence. The ratio of pictorial reviews had no significant impact on subsequent review validity. Through this research, the relationship between customer experience and engagement is unsupported. Comparable to the findings Zaib Abbasi et al. (2023) who asserted that player participation in esports games is unaffected by fantasy, escapism, and role projection, all of which are entertaining aspects of the experience. Zaid found no evidence to support the hypothesis that increased imagination, role-playing, and escapism correlate with increased participation in esports games. Despite the fact that customer experience is seen as an

important component in increasing shopping engagement, users may experience a decrease in interest and engagement when their expectations of experience do not match what they get.

The Effect of Focused Attention on Shopping Engagement

Previous study demonstrates that the elements of friendliness of connection, ability to deliver, beauty, and originality are what generate customer engagement (He et al., 2022). This relationship is also seen in research Qu et al. (2023) which shows that perceptions of ease of use and interaction can affect user attachment. Yan et al. (2023) found that technological capabilities affect customer engagement through swift guanxi and perceived enjoyment. Users tend to be more engaged, responsive, and possibly more satisfied when they can concentrate fully on their shopping experience in the app.

The Effect of Shopping Enjoyment on Shopping Engagement

The result is supported by previous research, Camoiras-Rodriguez & Varela (2020) shows that shopping enjoyment through cellphones increases the positive relationship between ease of use and desire to shop. Zhang et al. (2021) found that shopping experience and social interaction are positively associated with badge-enhancing rewards and gamification mechanisms, encouraging users to buy impulsively. Bauer et al. (2020) discovered that as the shopping experience becomes more pleasurable, games connected to online shopping have an impact on customer happiness, loyalty, and word-of-mouth intentions. A pleasant shopping experience can foster positive emotions in users, increase motivation to shop, and extend the duration of interaction through the application, resulting in shopping engagement.

The Effect of Shopping Engagement on Intention to Buy

The effect of the relationship which hypothesized is supported. This is consistent with previous research from Ho & Chung (2020) studied how customer engagement on mobile applications and intention to buy relate to each other, as well as the mediating role of equity played by customers in this relationship. This study found that user engagement in mobile applications increases customers' purchase intention. Lin & Nuangjamnong (2022) found that user engagement as well as Influencer credibility, that is, their beauty, reliability, and knowledge can affect consumers' intentions to make a purchase. Zheng et al. (2022) found that user the urge to purchase can be increased by engagement activities like going to stores, leaving likes, and commenting. Users tend to have a stronger intention to make a purchase if they are actively involved in the buying process.

CONCLUSION AND RECOMMENDATION

There is an unsupported relationship in customer experience on shopping engagement. It concludes that the impact of customer experience on purchase engagement may vary among customer groups. Things like individual preferences, demographics, or product lifecycle can influence the extent to which customer experience affects engagement levels. This research shows that a good customer experience may be able to increase customer engagement while shopping, but it does not necessarily have a positive impact on customer loyalty levels. Customers may be engaged but not truly loyal.

This study demonstrates a favorable correlation between shoppers' degree of engagement and their propensity to make a purchase. The higher the level of consumer engagement, the more likely they are

to make a purchase. If users want to make the shopping experience more personalized, such as providing precise recommendations or customized discounts, users may be more interested in buying something. When the purchase experience is tailored to individual preferences and needs, consumers tend to be more motivated to buy. During shopping, customers' level of engagement can be positively influenced by their sense of pleasure, excitement and emotional satisfaction. Shopping enjoyment is emerging as an important component in enhancing customer engagement. A pleasant shopping experience that includes visual, sensory, and interaction elements can encourage customers to continue.

Consumers with a higher level of awareness and cognitive engagement tend to have better focused attention. This needs to be closely related to their level of awareness and cognitive engagement with online food delivery apps. User attention when using online food delivery food is important to improve. The apps used need to provide relevant and interesting information. Information presented in an interesting way and in accordance with customer needs can increase their engagement. Shopping gamification should increase consumer engagement through game elements such as points, levels, and rewards. It should capture customers' attention, encourage them to actively participate, and extend the amount of time they spend buying items. Shopping gamification depends on how well the game is integrated with the overall customer experience. If it is not done well or does not fit the context of the product or brand, customers can be dissatisfied or confused. The conclusion is that shopping gamification can significantly improve customer experience and shopping engagement. However, its success depends on careful implementation, good integration with the customer experience.

rience, and a deep understanding of customer preferences and needs.

Analysis of Gen Z user interface design preferences for online food delivery apps. Factors such as gamification icons, layouts, and colors can be studied further to make the application more user-friendly. Through this research, it is possible to find out how the gamification element works on the various online food delivery app platforms that Generation Z often uses. The results will enable us to figure out which strategy is most effective in attracting attention and increasing user engagement, especially in generation Z. Companies can optimize a well-designed and easy-to-use UI/UX. User-friendly and easy-to-use apps tend to have higher buyer engagement rates due to easy navigation, neat layouts, and streamlined ordering processes.

Strategy and marketing can be done by companies to increase the appeal of the app, provide attractive promotions and discounts. Exclusive offers or special discounts for app users can encourage them to make purchases and increase buyer engagement. The main theory employed in this study is the Technology Acceptance Model (TAM). In order to examine the effects of variables including customer happiness, service quality, and perceived value on the degree of customer loyalty, future research is anticipated to apply Multi-Attribute Utility Theory (MAUT) on customer.

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