

The Influence of Access Speed, Transaction Security When Shopping, and Unexpected Value on Digital Customer Delight in Generation Z

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Abstract

Digital consumer behavior has changed because of Generation Z which requires companies to build customer satisfaction together with digital customer delight as their main competitive advantage. The research investigates how access speed and shopping transaction security and unexpected value impact digital customer delight for Generation Z users. The study used quantitative research methods to conduct its research through explanatory research design. The researchers conducted a survey which collected data from 220 Generation Z digital users who participated through purposive sampling. The researchers performed data analysis using multiple linear regression after conducting validity testing and reliability testing and classical assumption tests. The study results show that access speed and transaction security together with unexpected value lead to digital customer delight. Access speed functions as a technical factor which improves efficiency together with flow experience while transaction security establishes trust and psychological comfort and unexpected value serves as the primary emotional factor which creates positive surprises and unforgettable moments. The study results show that Generation Z people experience delight through their technology use and their access to security measures together with the experiential marketing elements. The research outcomes provide digital companies with marketing system design and strategy development guidance which will enhance customer satisfaction and create enduring customer loyalty.

Keywords: access speed, transaction security, unexpected value, digital customer delight.

INTRODUCTION

Digital technology development has completely transformed product purchasing because Generation Z members who experience digital technology from their earliest years show different purchasing patterns (Agustina et al., 2018). The generation presents two primary traits which show their capacity to master new technological products and their requirement for advanced digital solutions and their desire for customized shopping experiences (Endrawati et al., 2022). Digital marketing now requires businesses to pursue digital customer delight as their main objective because customer satisfaction has become insufficient to meet digital customer needs. Digital customer delight creates permanent

customer bonds which result in positive customer feedback while businesses achieve higher customer retention rates in their battle against competitors in the digital marketplace (Ali et al., 2019). Online businesses must understand which elements create happiness for Generation Z because this demographic represents the largest online shopping group (Abdullah et al., 2019). The study of digital customer delight determinants among Generation Z helps businesses develop effective customer experience marketing strategies (Murti et al., 2023).

The time required for a digital platform to respond to user commands depends on how fast the system can access its resources which includes both page loading and transaction processing times (Endrawati et al., 2022). Generation Z requires immediate digital platform access because they need fast access for their shopping requirements. Fast response times create a professional image for a platform which leads customers to view its services as high quality (Prabowo et al., 2024). Users become frustrated with slow access because it causes them to stop their current transaction process. Businesses can provide superior user experiences through digital customer delight which enables them to fulfill customer needs with access speed that matches their requirements (Sudirjo et al., 2024). The online shopping process requires transaction security which shoppers view as an essential requirement to safeguard their personal information and online payment details (Kaligis et al., 2024). Generation Z users who actively engage with digital platforms have developed a strong understanding of cybersecurity threats (Sari et al., 2024). A transaction system that shows strong security protection will create higher levels of customer trust which results in increased transaction comfort. The fear of data breaches and online fraud will make people stop buying products (Aulia et al., 2023). To achieve digital customer delight businesses must deliver secure transaction security which creates brand trust with their customers. Unexpected value describes the extra value which businesses give to customers through surprise discounts and free gifts and personalized services and innovative features which bring positive unexpected results (Setiadi et al., 2023). Generation Z shows a preference for experiences that offer creative and unconventional solutions (Setiawan et al., 2021). Customers who receive unexpected value will feel more positive emotions than those who achieve regular customer satisfaction (Majid et al., 2022).

The research examines three factors which consist of access speed and transaction security together with unexpected value to determine their effect on digital customer satisfaction of Generation Z customers. The research establishes digital marketing scholarship through its theoretical framework which combines technical and security and emotional elements to explain digital customer satisfaction. The research results provide online business operators with practical guidance which they can apply to develop customer experience strategies that will exceed Generation Z expectations. Companies that identify the elements which drive digital customer delight will establish digital market advantages through increased customer loyalty and improved brand reputation.

METHOD

The researchers created their study design through quantitative methods which they used to assess how three factors affect digital customer satisfaction for Generation Z. The research collected data through a survey which used a structured questionnaire that included five-point Likert scale items to measure responses from Generation Z participants who shopped online through e-commerce platforms and mobile applications. The researchers selected study participants through purposive sampling which required respondents to meet specific criteria that included being between 17 and 27 years old and belonging to Generation Z and having completed two online shopping transactions within the past three months and

using their mobile devices for digital shopping and having used promotional features or extra value from the platform. The study involved 220 respondents who fulfilled the essential criteria for multiple linear regression analysis. The research team examined instrument quality by conducting validity tests which required item-total correlation coefficients to achieve 0.30 and stay below 0.05 for significance testing and they used reliability tests which required Cronbach's Alpha value to achieve 0.70. The researchers used classic assumption testing methods to check normality and multicollinearity and heteroscedasticity tests before they started testing their hypotheses. The researchers used multiple linear regression analysis to study how independent variables impacted digital customer delight.

RESULT AND DISCUSSION

The F-test results showed a significance value of 0.000 which demonstrated that shopping access speed along with transaction security and unexpected value created major impacts on digital customer delight for Generation Z customers. The research model shows that three independent variables explain 77% of digital customer delight variation while all other factors affect the remaining part of the model. The t-test results show that all independent variables positively and significantly impact digital customer delight at the 95% confidence level.

The research shows that Generation Z customers experience digital customer satisfaction based on their ability to access digital content at different speeds. The research findings reveal that digital platforms' technical components establish particular pathways which customers use to reach their satisfying outcomes. Generation Z members expect instant system response because they grew up with rapid technological advancements. Digital shopping requires four main elements which include page loading speed and menu transitions and product searching speed and payment system speed. The system delivers rapid and dependable responses which make customers happy because they receive all needed functions while enjoying an uninterrupted experience. Users who access content through fast systems perceive professional standards and brand loyalty. People tend to think that slow platforms show a lack of technological competence which produces inferior results. People perceive modern systems through responsive platforms which create efficient and trustworthy user experiences. Customers experience lower mental demands because fast access allows them to complete transactions without waiting and without facing doubt. Customers achieve a state of complete presence and comfort during their digital activities which creates the flow experience. Delightful experiences begin with this flow experience.

The research found that Generation Z customers who use secure transaction methods for online shopping show higher satisfaction levels with their digital shopping experience. The research results show that customers need to feel secure about their transactions before they can achieve a state of delight. Generation Z members display expert digital skills while they understand all cybersecurity dangers which include data theft and personal information misuse and online fraud. System security perceptions serve as the most important element which establishes trust between users and systems. The implementation of strong transaction security through data encryption two-factor authentication payment protection and consumer protection policies produces a psychological effect. People who use digital systems experience decreased anxiety when their digital transaction systems provide secure protection. The customers focus better on shopping when they trust their financial information and personal data will remain protected. The positive emotional state which remains stable through time forms the foundation for delight according to experiential marketing theory.

The research findings show that unexpected value leads to positive digital customer delight experiences for Generation Z customers. The unexpected value shows emotional and experiential characteristics which belong to other elements. Customers receive unexpected value when they receive extra benefits which exceed their expected value through discounts and cashback and free gifts and personalized services and new features. Generation Z uses positive surprise elements as emotional triggers because they respond better to digital promotions than any other group. Customers experience delight when service delivery exceeds their expected level of service. The unexpected value leads to a positive growth between customer expectations and their actual experience. Customers who receive benefits that exceed their expectations will experience joy and enthusiasm and create a positive impression about the situation. Most people experience emotional reactions that exceed their normal capacity for happiness. Positive surprises create an emotional response which enhances the ability of consumers to remember their experiences according to consumer psychology.

CONCLUSION

The study demonstrates that three elements which include access speed and shopping transaction security and unexpected value creation drive digital customer satisfaction in Generation Z customers through their work. The study results show that customers create digital delight through online shopping because their technical and psychological and emotional needs receive complete fulfillment. Digital companies need to enhance their platform systems through technical improvements which enable cross-device access with mobile-first design that satisfies Generation Z user needs. The company needs to make transaction security system investments which use strong encryption and multiple authentication levels and provide clear data protection policy details in order to gain customer trust. The company needs to develop its marketing strategies through unexpected value-based approaches which include personalized rewards and flash incentives and surprise cashback and digital gamification to deliver unforgettable emotional experiences. The three strategic approaches will work together to increase customer satisfaction while they enhance customer loyalty and support business growth in the evolving digital marketplace.

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