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Value co-creation on repurchase intention in sharing economy platform

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Abstract

The sharing economy has become an attractive current issue for researchers due to the proliferation of the online sharing economy platform. Millions of people participate in the Sharing Economy Platform (SEP) in Indonesia, such as Shopee, Grab, and Gojek. However, a holistic model that explains the creation of customer value co-creation and repurchase intention on such a platform in Indonesia still does not exist. The purpose of this study is to develop and evaluate empirically the role of customer participation, customer ethical perception, and social support in creating value co-creation intention and repurchase intention to SEP customers at Indonesia. The theoretical model regarding the creation of value co-creation and repurchase intention is built based on a theory of planned behavior and literature on value co-creation, customer participation, marketing ethics, and social support. Therefore, 376 empirical data for customers over 15 years old were analyzed by using structural equation modeling. The results reveal that customer participation and customer ethical perception affect value co-creation intention, while social support does not. In addition, customer participation, customer ethical perception, SS, and value co-creation intention affect repurchase intention. value co-creation intention becomes a partial mediator in the relationship between customer participation and customer ethical perception and repurchase intention. Meanwhile, in the relationship between social support and repurchase intention, value co-creation intention cannot be a mediator. This study contributes to the sharing economy literature by providing a holistic model of antecedent value co-creation intention. Besides, it also offers important insights for SEP managers.

Keywords: sharing economy, customer participation, customer ethic, social support, and value co-creation

Introduction

Repurchase intention (RI) is an essential construct for marketers and researchers (Yang et al., 2019). RI is the subjective probability of consumers revisiting online platforms (Sullivan and Kim, 2018); this construct has long been considered one of the most critical factors in online marketing. Several studies have explained that RI is a consequence of online shopping satisfaction (Kim et al., 2012; O. Pappas et al., 2014; Pee et al., 2018); trust in the internet, trust in the platform, and trust in the merchants (Xiao et al., 2018); trust in the e-marketplace and confidence in the e-seller (Liu and Tang, 2018); utilitarian shopping value and hedonic shopping value (Kim et al., 2012); and perceived risk, perceived usefulness, online trust and perceived value (Sullivan and Kim, 2018). Recently, RI has also been associated with perceived customer ethically (Agag, 2017; Shah et al., 2019; Yang et al., 2019); customer participation (Dabholkar and Sheng, 2012; Chih-Cheng Volvic Chen and Chen, 2017), and social support (Makmor et al., 2018). Attention to RI emerged as a strategic imperative in online marketing, mainly because it costs less to retain customers than to attract new customers and can be more profitable in the long run (Kathan et al., 2016; Saleem et al., 2017).

The preliminary study in explaining the construct of RI cannot be separated from the Theory of Planned Behavior (TPB). This theory has been implemented in studying customer behavior in various fields, such as the hospitality industry (Yoong and Lian, 2019); fast-food restaurants (Shah et al., 2019); online shopping (Rehman et al., 2019); and social commerce platforms (Riaz et al., 2020; Shahbaz et al., 2020). Recently, studies that enrich TPB have been carried out on customers of sharing economy platforms

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(SEP) as a new business model based on social networking and technology. SEP is a digital platform for peer-to-peer exchange, which has several implications for the exchange and access of resources; including the scope of a new understanding of the interactions between users and producers, the ability to connect individuals (as the central unit of exchange) who are not connected, and the transactional characteristics of exchanges as users and producers are matched across platforms (Geissinger et al., 2019).

Ajzen (2011) has explained in TPB that a person's intention to perform a behavior is the main predictor of that behavior. This model involves three critical determinants of intention: attitudes, subjective norms, and individual perceived behavior control (PBC) (Armitage and Conner, 2001). Intention relates to a person's motivation to act in a certain way; this can be seen in how hard the person is willing to try and how much time and effort is devoted to acting (Rivis and Sheeran, 2003). A large amount of previous literature supports the view that consumer attitudes, subjective norms, and PBC are essential factors determining customers' intention to choose or buy a product (Nystrand and Olsen, 2020). Attitude is a tendency to respond positively or negatively to psychological objects related to specific behaviors in consumption. Subjective norms reflect perceived social pressure to display behaviors that significantly contribute to the prediction of intention to engage in consumption behavior (McEachan et al., 2011). If someone feels that someone close to them supports a behavior, they are more likely to adopt it. PBC is related to people's perceptions of the ease or difficulty of engaging in attractive consumption behaviors (Nystrand and Olsen, 2020). In the context of SEP, customer attitudes can be manifested in the form of customer participation (CP), namely the attitude to be active or not in the formation of value co-creation, especially as information seekers, sharing information, being in charge, and personal interaction (Yi and Gong, 2013). Subjective norms are implemented in the form of customers' ethical perception (CEP), namely the perception of the integrity and responsibility of the company in its efforts to deal with buyers safely and fairly, as well as how they protect the interests of buyers (Agag, 2017). PBC is implemented through social support (SS), namely community care, love, concern, and providing support to solve problems that occur in SEP. This concerns emotional and informational support addressed to customers with issues in SEP (Makmor et al., 2018).

SEP is a technology-based platform that facilitates interaction between service providers and consumers to conduct business deals. SEP encourages consumer-to-consumer interactions before transactions are made. To become a service provider through SEP and market products effectively to consumers, it must display a lot of information to others before the trade. Personal data published through online profiles include a personal profile, address, name, phone number, photo of a person's residence, and other important personal details (Ma et al., 2019). Meanwhile, customers also enter information that supports the transaction process to benefit from using SEP. They enter small amounts of personal data into the SEP, including sensitive information such as addresses, passwords, bank account numbers, and credit card information. Thus, the success of SEP depends on customer participation, consumer perceptions of the ethics offered by service providers, and social support among SEP users.

There are several reasons why consumers participate in SEPs. Two of them are to obtain information about products and services and to develop positive or negative psychological tendencies based on SEP performance. This participation can be in the form of informational participation, actionable participation, and attitude participation (Kamboj and Rahman, 2017; Nadeem et al., 2020). Various information coming from consumers will be further processed by SEP so that service providers can set appropriate prices and, at the same time, monitor overall behavior to design better services (Eckhardt et al., 2019). Slight negligence, misbehavior, and error in the form of server corruption, identity theft, or data breach on the part of SEP can be of great concern to consumers. Therefore, SEP must convey a sense of security to consumers on the platform (Nadeem and Al-Imamy, 2020).

Meanwhile, social support is an integral part of SEP because consumers rely heavily on support from other members when making decisions. SEP is based on the principle of sharing ideas, thoughts, connections, and experiences and is the starting point for all online environments. Participation in the online environment and sharing experiences significantly influence the thought formation and decision-making of other participants (Nadeem et al., 2019; Tajvidi et al., 2021).

Value co-creation is an essential construct in SEP studies such as; (1) it can encourage hedonic value, utilitarian value and repurchase intention (Jebarajakirthy et al., 2021), purchase intention (Guzel et al., 2020), satisfaction and willingness to engage in customer citizenship behavior (Assiouras et al., 2019), and willingness to pay a premium price (Zhang et al., 2018). Value co-creation is often associated with constructs of customer behavior and behavior intention (Zadeh et al., 2019; Arica and Çorbacı, 2020; Guzel et al., 2020). Although several predictive models have been proposed to explain the influence of attitudes, behavioral norms, and PBC on value co-creation intention (Nadeem et al., 2019; Zadeh et al., 2019; Y. W. Chen, 2020) and purchase intention (Shah Alam and Mohamed Sayuti, 2011; Meng and Cui, 2020), it seems

that a holistic model involving the derivatives of these three variables — about VCCI and PI is still not available. VCCI is the willingness of customers to provide other customer experiences and suggestions, purchase SEP products/services recommended by other customers, and consider other customers' buying experiences at the same SEP (Nadeem et al., 2019). This study aims to explain the role of CE, CEP, and SS in the creation of VCCI and PI on SEP customers, especially in Indonesia. This study is essential because in e-marketplaces – such as SEP –customers do not deal with products directly. Thus, to reduce the risk of uncertainty, customers must consider CP, CEP, and SS in every decision for co-creation or purchase. To increase customer trust and convenience, many SEPs have developed online feedback systems, online forums, third-party guarantees, and assurance seals about sales processes, products, and transactions (Liu and Tang, 2018).

Literature Review

Sharing Economy Platform (SEP)

The sharing economy is a new business model based on information and communication technology designed to facilitate access to goods or services that are currently underutilized; this includes various activities such as sharing, renting, borrowing, lending, bartering, exchanging, giving gifts, buying used goods, and even buying new things (Curtis and Mont, 2020). The sharing economy involves three organizing cores. First is the access economy, a series of initiatives to share underutilized assets in the conventional ownership-based economy and seek to optimize their use; second is the platform economy, which is a series of initiatives that mediate decentralized exchanges between partners through digital platforms. Third, community-based economy, namely initiatives that coordinate non-contractual, non-hierarchical, or non-monetary forms of interaction, the performance of a job, participation in projects, or formation of exchange relationships (Ma et al., 2019). Thus, the sharing economy facilitates collaborative production and consumption, highlighting the concept of shared value creation, such as functional, social, and emotional value (Zhang et al., 2018).

Repurchase Intention (RI)

RI is concerned with an individual's judgment about repurchasing a specified service from the same company, considering his current situation and possible circumstances (Hellier et al., 2003; Yang et al., 2019). In online marketing, RI is regarded as the subjective probability of consumers revisiting the same online store by assessing their current situation or possible circumstances (Sullivan and Kim, 2018). In the context of e-marketplace, RI is related to the customer's intention to engage in online exchange relationships with the same seller in the electronic market (Pavlou and Gefen, 2004; Liu and Tang, 2018). Customers who want to repurchase will consider the same place of purchase in the next few years, and those who remain customers, even if other entities offer better prices (Shah et al., 2019). Whereas in the context of SEP, RI is the tendency of customers to re-elect the same SEP at a later time, revisit the same SEP in the future; reuse the same SEP in making subsequent purchases; choose the same SEP over others, and continuously gathering information from multiple sources to make online purchases at the same SEP (Pee et al., 2018; Sullivan and Kim, 2018).

Value Co Creation Intention (VCCI)

Value co-creation is one of the marketing management strategies in combining consumer resources to jointly create new and innovative value (Dollinger et al., 2018). The sharing economy is closely related to the creation of shared value. Consumers are allowed and encouraged to create shared value through sharing opinions and complaints, negotiating, supporting, and interacting with service providers in new ways (Cova and Dallı, 2009). Social interaction between service providers and customers is a vital social capital for the service industry, which allows customers to engage in a co-creation process to develop positive values that benefit both the company and the customer (Yen et al., 2020). While the intention is related to a person's motivation to act in a certain way (Rivis and Sheeran, 2003) or as a self-instruction from people to take specific actions to achieve desired results (Sheeran and Webb, 2016), this means that VCCI is a customer's motivation or instruction from a Customer to participate in shared value creation by sharing opinions. Complaints, negotiating, supporting, and interacting with the company through innovative new ways. Creating shared value in the context of the sharing economy is defined as customer involvement in specific brand-specific experience-based interactions or activities that are enabled through digital sharing economy platforms (Nadeem and Al-Imamy, 2020); This type of customer will be willing to provide experiences and suggestions to friends through the commonly used SEP and consider the experience of colleagues (Nadeem and Al-Imamy, 2020).

Customer Participation of SEP (CP)

According to [Yi and Gong \(2013\)](#), CP behavior is necessary for successful value co-creation. Customers actively participate in value co-creation, especially as information seekers, sharing information, being in charge, and personal interaction. Within the scope of social media technology, [Chae and Ko \(2016\)](#) describe CP as an effort to achieve value co-creation through the voluntary interactive participation of customers in service production and delivery processes on social media. CP concerns the extent to which customers actively provide/share/disclose personal information; provide suggestions and feedback to brands; and engage in decision-making to gain knowledge and improve relationships ([Carlson et al., 2019](#)). In the SEP perspective, CP is mandatory or voluntary participation in SEP for value co-creation in production ([Chae and Ko, 2016](#); [Kamboj et al., 2018](#)). It concerns an abstract and multidimensional construct consisting of three factors: informational participation, actionable participation, and attitude participation ([Nadeem et al., 2019](#)). CP is described as a customer behavior that often provides valuable information online to other members, posts messages and provides online feedback, is active and considers suitable to participate online, spends a lot of time participating online, and feels the benefits ([Nadeem et al., 2019](#)). CP, which leads to making offerings that are more aligned with the customer's value creation environment, ultimately helps them to create superior value ([Mustak et al., 2013](#)).

Customer Ethical Perception of SEP (CEP)

Marketing ethics is a systematic study of implementing moral standards in behavior, decisions, and institutions ([Nadeem et al., 2019](#)). Perceptions of marketing ethics generally concern security issues and illegal activities such as fraud, hacking, privacy, and truthfulness of information on the internet ([Elbeltagi and Agag, 2016](#)). Meanwhile, [Nadeem and Al-Imamy \(2020\)](#) explain seven marketing ethics related to SEP: privacy, security, non-deception, fulfillment/reliability, shared values, and service recovery. Privacy is an individual's right to control the collection and use of personal digital and non-digital information or the right to prevent the disclosure of unapproved personal information ([Merhi et al., 2019](#)). Security is related to the confidence and trust in the web channel for sending sensitive information ([Merhi et al., 2019](#)). Security issues can arise from data breaches due to security lapses in SEP or online platforms resulting in loss of personal, financial, or transaction-oriented information. Non-fraud refers to the idea that SEP service providers should not engage in fraud by relying on manipulative or fraudulent practices to get consumers to buy their offerings and make transactions ([Limbu et al., 2011](#)). Fulfillment/reliability is concerned with displaying and accurately describing the services offered, confirming orders, and providing good tracking services ([Limbu et al., 2011](#)). Shared value is the core activity of service providers and consumers to create value, a collaborative system built among stakeholders in the value chain for joint value creation ([Kang and Na, 2020](#)). Service recovery relates to the actions taken by online platform service providers in case of a service delivery failure ([Nadeem et al., 2019](#)).

Social Support of SEP (SS)

SS is an individual's perception of the social resources available or provided by others in the context of formal support groups and informal help connections ([Gottlieb and Bergen, 2010](#); [Tajvidi et al., 2021](#)). In social trading, SS relates to emotional support (such as caring, understanding, or empathy) and information (such as recommendations, advice, or knowledge that can help others solve problems). In SEP, emotional support relates to member support when consumers face issues, such as taking sides, encouraging, listening, and expressing their interests and concerns. Meanwhile, informational consent relates to the willingness of SEP members to provide advice and help other consumers when they encounter problems ([Nadeem et al., 2020](#)). These two types of support are core components of the construction of social relationship networks ([Makmor et al., 2018](#); [Tajvidi et al., 2021](#)). Therefore, SS becomes relevant in understanding the current SEP phenomenon ([Nadeem et al., 2020](#)). Furthermore, [Nadeem et al. \(2020\)](#) explained that the role of SS is the most important in SEP because consumers depend on other members' support when making decisions. SEP is based on the principle of sharing ideas, thoughts, connections, and experiences, and the starting point for all of this to be made in an online environment.

Model's construction

The empirical model of this study is depicted in Figure 1 below. The constructs of CP, CEP, and SS were chosen as antecedents of the VCCI. The three variables are also determined as the determining factor of RI. Thus, VCCI is expected to be an essential mediator in the relationship between CP, CEP, and SS with RI. The model is built by integrating various theoretical lenses while identifying the primary constructs and establishing relationships. The constructs used in this study were developed from the Theory of Planned Behavior (TPB) and the literature on customer participation, social support, marketing ethics,

and value co-creation. The construct of CP was developed based on the attitude dimension, the CEP was based on behavioral norms, the SS was based on PBC, and the VCCI and PI were developed based on the intention concept, namely the consequences of attitudes, subjective norms, and PBC. All constructs used are multi-dimensional. The quality of CP, CEP, and SS was evaluated with 6 question items, while VCCI and RI were assessed with four questions each. The hypothesis is made based on a comprehensive study based on theoretical foundations and empirical research results provided by previous studies (M. Nick Hajli, 2014; Hau et al., 2016; Nadeem et al., 2019; Guzel et al., 2020; Nadeem and Al-Imamy, 2020; Nadeem et al., 2020; Tajvidi et al., 2021). The theoretical study to construct the proposed hypothesis has been extensively studied in the offline marketing, online marketing, and e-commerce literature. It is now offered to examine the context of the SEP literature. Further exploration of this relationship is still minimal. This study will contribute to developing existing knowledge related to customer behavior and the dominant service logic in the sharing economy platform.

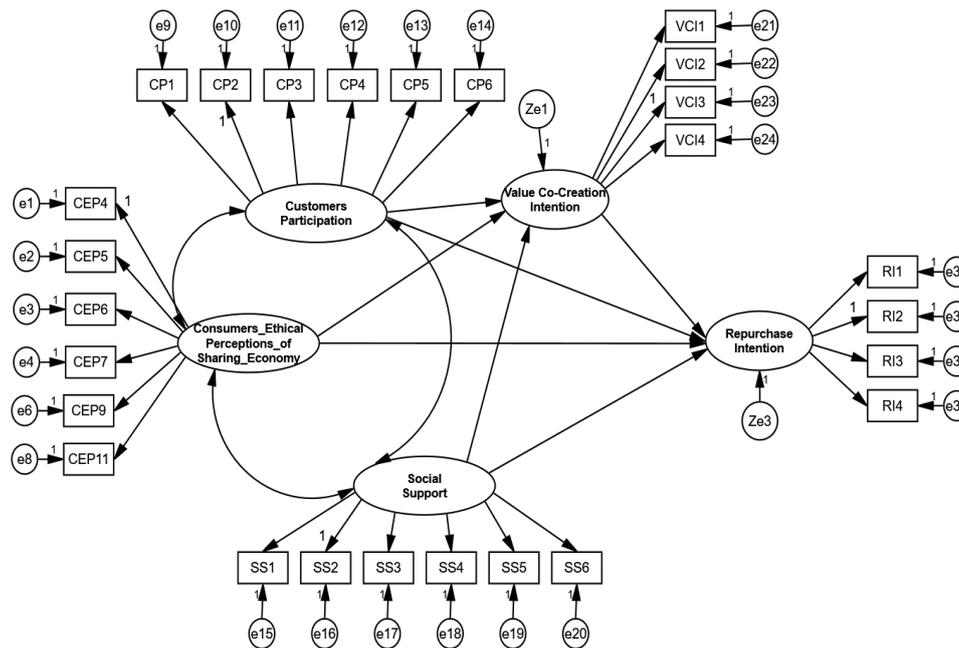


Figure 1. Empirical research model

Hypothesis development

Antecedents of Customers Value Co-creation Intention

Research on RI will never be separated from TPB. This theory has been implemented in studying customer behavior in various fields, such as the hospitality industry (Yoong and Lian, 2019); fast-food restaurants (Shah et al., 2019); online shopping (Rehman et al., 2019); and social commerce platforms (Riaz et al., 2020; Shahbaz et al., 2020). Recently, research enriching TPB has been carried out on customers of SEP as a new business model based on social networking and technology. Ajzen (2011) explains that in TPB, a person's intention to perform a behavior is the main predictor of showing that behavior. This model concerns three critical factors that determine to mean: individual attitudes, subjective norms, and perceived control behavior (PBC) (Ajzen, 2011). Although several predictive models have been proposed to explain the influence of attitudes, behavioral norms, and PBC on VCCI and RI, it seems that a holistic model involving derivatives of the three constructs – CP, CEP, and SS – concerning VCCI and RI is still not available. This study tries to explain the role of CE, CEP, and SS in creating VCCI and PI in SEP customers.

First, CP contributes to customer, functional, emotional, relational, and entity value (Carlson et al., 2019). Companies that communicate platform designs through websites allow consumers to design the products they want to use and produce them to order. As a result, consumers will receive products according to their consumption values and experiences (Wei et al., 2018). For customers, participation results in achieving desired benefits, increased control and capability and increased perceptions of offering quality. In short, CP leads to creating offerings that are more in tune with the customer's value creation environment and ultimately helps them to create superior value (Mustak et al., 2013).

In service marketing, consumption occurs during the interaction between the customer and the service provider (Pralhad and Ramaswamy, 2004; Vargo et al., 2008; Grönroos and Voima, 2012), so the value is an interactive consumption experience that occurs through the pre-consumption stage, consumption, and post-consumption (Zhang et al., 2018). Therefore, companies benefit from consumer participation in SEP because they get a lot of information about consumers' needs, wants, and preferences regarding products or services. Companies can also use shared knowledge through posts, reviews, and comments by consumers to create more value (Nadeem et al., 2019). Because SEP is built on the same principles as social e-commerce platforms, consumer participation in SEP is essential to value co-creation (Nick Hajli et al., 2017). CP is a must for co-creation behavior, meaning that if the customer is not included in the product/service manufacturing process, co-creation cannot occur. Customers are provided with some basic information needed for co-creation. This sharing requires conformity to company guidelines and directives and smooth and respectful communication and interaction (Guzel et al., 2020); this shows a close relationship between customer participation and value co-creation intention. Nadeem et al. (2019) have confirmed a significant positive relationship between CP and VCCI. Therefore, H1 is proposed as follows:
H1: CP of SEP has a positive effect on VCCI customers.

Second, from the perspective of customer behavior, subjective norms can be implemented in the form of CEP. TPB explains that subjective norms are an essential dimension influencing customer intention to use a product. More specifically, subjective norms are the influence of individuals or community reference groups on customers to decide whether or not they approve or disapprove of the intention to use certain products. In the context of SEP, customers with an excellent ethical perception of service providers at SEP will be motivated to participate in the value co-creation process (Nadeem et al., 2019); this is very understandable because online purchases contain considerable risks, both financial, product, security, and time risks. These risks hurt online purchase intention (Kamalul Ariffin et al., 2018). Therefore, the willingness of service providers to offer maximum ethical behavior such as ensuring privacy, security, reliability/fulfillment, non-deception, service recovery, share value, and communication is the key to increasing customer trust and motivating them to conduct co-creation. Nadeem and Al-Imamy (2020) confirm that customers with better ethical perceptions will be better able to encourage value co-creation. Therefore, H2 is proposed as follows:

H2: CEP of SEP has a positive effect on VCCI customers.

Third, from the perspective of customer behavior, PBC is implemented in the form of SS. When consumers find support from other members, such as when facing a problem, they are more likely to develop positive feelings towards the platform and make better decisions in dealing with the problem or issue (Nick Hajli, 2018). Consumers can find informational support in the context of SEP, as the platform allows users to provide recommendations, reviews, chats on their forums, and complete profile information to make informed decisions. Similarly, consumers can attract emotional support if they face a problem; other consumers on the platform will help solve that problem (Nick Hajli, 2018). Recent research has shown that online social support can foster brand value co-creation (Tajvidi et al., 2021). Online communities have enabled brand users to engage in dialogue and interaction with one another. They support their friends by providing information, knowledge, experience, and emotional support. Those who receive informational and emotional support from community members, in turn, direct them to use SEP when purchasing products or services. This type of information and experience related to consumers is very supportive in making decisions for co-creation and purchase because they can present a product or service experience directly or indirectly. In addition, the information provided by third parties influences the intention to purchase (M. Nick Hajli, 2014). Nadeem et al. (2020) confirmed that the SS in the SEP determines the quality of value co-creation. Therefore, H3 is proposed as follows:

H3: SS of SEP has a positive effect on VCCI customers.

Antecedent of Repurchase Intention

This study uses intention for customer behavior in generating RI as the outcome variable to see how well CP, CEP, and SS can influence RI on service providers in SEP. RI Consumer refers to an individual's willingness to repurchase certain products or services (Yoong and Lian, 2019). First, when marketing is directly related to collective participation in small group brand communities, such as selling products that are consumed together with others, formulating community-based marketing programs, and designing effective strategies to influence socially conscious consumers; customer participation is a construct that deserves attention as a consequence of the wishes of each individual. This participation refers to a joint action that involves an explicit agreement between participants to engage in the collective activity

(Bagozzi and Dholakia, 2006). Customer involvement as the intensity of individual participation in interaction, communication, and knowledge sharing related to organizational offerings and activities will lead to RI (Yoong and Lian, 2019). Such customer participation can explain group behavior, i.e., activities carried out by consumers with a group of members, such as shared consumption. When an actual result of using SEP is customer loyalty which shows customer intention to maintain a long-term relationship, then customer participation is a crucial factor that must be considered. Therefore, H4 is proposed as follows:

H4: CP of SEP has a positive effect on RI.

Second, Consumer views on internet use, including SEP, can vary. They can think of SEP as a medium that provides convenience and economic benefits. Still, on the other hand, it is a medium that carries ethical risks, such as privacy, security, compliance/reliability, and non-fraud risks (Lee et al., 2018; Nadeem et al., 2020). Consumers' ethical perceptions in online settings relate to consumers' perceptions of the responsibility and integrity of the company behind the online platform in its efforts to deal with consumers in a safe, honest, fair, and confidential manner which ultimately protects the interests of consumers (Nadeem et al., 2019). According to Agag (2017), the ethics perceived by buyers from e-commerce websites will positively affect the buyer's intention to repurchase; this is similar to the findings of Yang et al. (2019), that there is a positive influence on consumers' perception regarding the ethics of online retailers on RI. Also, similar to the findings of Shah et al. (2019), there is a positive effect of Consumer perceived ethicality on RI in the fast-food sector. Therefore, H5 is proposed as follows:

H5: CEP of SEP has a positive effect on RI.

Third, in the context of online communities, social networking sites are platforms for users to exchange support. Online SS encourages consumers to share experiences, information, and knowledge with others, and information directly influences other colleagues to make purchasing decisions (M. Nick Hajli, 2014; Makmor et al., 2018; Riaz et al., 2020). Emotional support is focused on articulating individual concerns to help them resolve their problems. At the same time, informational support provides clarity, explanation of issues, provision of solutions, and implementation of plans. The intense SS online enables consumers to connect with friends and other partners in the community to make well-informed purchasing decisions (M. Nick Hajli, 2014; Makmor et al., 2018; Riaz et al., 2020). Therefore, H6 is proposed as follows:

H6: SS of SEP has a positive effect on RI.

Fourth, this study follows the research of Zhang et al. (2019), that there is a positive impact of several dimensions of customer value (technical, economic, social, and emotional value) on repurchase intention and also follows the research of See-To and Ho (2014) regarding the positive impact of the joint value creation process on product purchase intention on social networking site users, this study considers that VCCI also has a positive impact on Indonesia. SEP is a neutral platform as a marketplace for value creation with service providers and customers. A company created a fan page on SEP to offer and develop product brands and disseminate marketing information as input to consumers to create shared value. When consumers start using fan pages to get information about a product, they will leave comments about the product. Positive comments given into E-WOM circulating in online communities will generate consumer value by collecting and disseminating their experiences as needed. Positive e-WOM on fan pages enhances product image and encourages consumer engagement in valuable co-creations. Against this backdrop, researchers assume that beneficial co-creation on fan pages impacts purchase intention (See-To and Ho, 2014).

H7: VCCI has a positive effect on RI.

Mediating Role of Customer Value Co-Creation Intention

Several studies explain the indirect relationship between CP, CEP, and SS with purchase intention. For example, Chih-Cheng Volvic Chen and Chen (2017) explain that three variables must be passed so that customer participation impacts purchase intention: relational customer value, customer satisfaction, and affective commitment. Trust is an essential mediator in social support relationships in emotional and informational support (Makmor et al., 2018) and consumer engagement (Liao and Chung, 2019) with purchase intention. Consumer trust and perceived uncertainty are two variables that must be passed so that consumers' perception regarding the ethics of online retailers affects repurchase intention (Yang et al., 2019). This study offers VCCI as an essential mediator in the relationship between CP, CEP, and SS with RI. The assumption is that customer attitudes in participating in SEP, subjective norms adopted by customers in the form of customers' ethical perception of SEP, and customer behavior control perceptions

(PBC) reflected by social support (emotional and informational support) will determine the extent to which customers are willing to create value co-creation together. This involvement drives their more significant interest in repurchasing. Therefore, three additional hypotheses are proposed as follows:

H8: Customers value co-creation intention mediates the relationship between consumers' participation in SEP and purchase intention

H9: Customers value co-creation intention mediates the relationship between customers' ethical perception in SEP and purchase intention

H10: Customers value co-creation intention mediates the relationship between social support in SEP and purchases intention

Research Method

The research object selected in this research is the Sharing Economy Platform (SEP) customers in Indonesia. The data is obtained directly from SEP customers in Indonesia, such as Gojek, Grab, Shopee, Tokopedia, Traveloka, Bukalapak, and so forth. The degree of representativeness of the sample used is determined based on guidelines of at least five times the estimated number of parameters adopted according to the view of (Hair et al., 2010). In this study, the number of parameters to be evaluated is 64, so the minimum number of samples required is 320. The data analysis technique used in this study is Structural Equation Modeling (SEM) with AMOS 22.0. For two months, data were collected through online surveys on consumers who rely on sharing economy platforms in Indonesia, such as Gojek, Grab, Shopee, Tokopedia, Traveloka, Bukalapak, and other SEPs. Nearly 500 responses were obtained by online websites based in Indonesia, combining social media and google forms. This survey was conducted on SEP customers at least 16 years old. At that age, they are generally used to using SEP for joint consumption activities. A total of 376 responses met the standard criteria for this study (Table 1).

Table 1. Sample profiles

Variable	Percentage (%)
Gender	
Male	33
Female	67
Age	
16-26 years old	73
26-35 years old	9
35-45 years old	6
> 45 years old	12
Frequency of SEP Utilization	
Less 5 times	17
Between 5 to 10 times	30
Between 10 to 15 times	11
More than 15 times	41
Subscription duration	
Less than 1 year	28
Between 1 to 3 years	49
Between 3 to 5 years	16
More than 5 years	7
The most favorite SEP	
Grab	32
Gojek	25
Shopee	19
Tokopedia	7
Traveloka	6
BukaLapak	5
others ^{a)}	5

Measurement

This study used several measurement items developed by (Nadeem et al., 2019) and some previous literature. In addition, a 10-point agree-disagree scale was used to determine the quality of the measurement items, ranging from 1 (strongly disagree) to 10 (strongly agree). Each measurement item is adapted to the

SEP research context. All measurement items for the variables of CP, CEP, SS, and VCCI were adapted from Nadeem et al. (2019), while RI was adapted from (Pee et al., 2018; Sullivan and Kim, 2018).

Skewness statistic is used to measure the normal distribution of the 376 data used. The results show no problem in the standard distribution because the skewness value is between -3 and +3 (Table 2) (Hair et al., 2010). When data are collected from the same population simultaneously, general method bias problems can occur and affect the validity and reliability of items and covariance between latent constructs (Podsakoff et al., 2012). Therefore, the Harman single factor score test was used for this problem. If the total variance for one factor is less than 50%, then the CMB does not affect the data used. The test results show that the variance explained by a single element is about 17.82%, which is less than the 50% threshold value; no single factor exceeds the 50% threshold value, so the current data set does not suffer from the problem of general method bias.

Result and Discussion

Factor analysis

Data analysis for this study used Structure Equation Modeling (SEM) with Amos version 23.00. Confirmatory factor analysis was conducted to determine the reliability and validity of the latent construct (Arbuckle, 2014). This analysis is used to carefully examine the items that contribute to the appropriate model; the factor with the small loading factor will be removed. The final investigation of the item factor used resulted in six items for CP, CEP, and SS; and four for VCCI and RI. Therefore, in total, 26 articles were used for further analysis purposes (see Table 2). The assessment of each measurement scale turned out to be reliable because a) all loading factors were significant, and their values exceeded 0.6; b) Cronbach's alpha is higher than the 0.70 thresholds; and c) the goodness of fit statistic from the measurement model shows an acceptable fit, namely the Comparative Fit Index (CFI) > 0.90; Tucker-Lewis Index (TLI) > 0.90, Goodness of Fit Index (GFI) > 0.90; Adjusted Goodness of Fit Index (AGFI) > 0.90; Root Mean Square Error of Approximation (RMSEA) < 0.08, and Chi-square value per degree of freedom (CMIN/DF) < 2.0 (Hair et al., 2010) (see Table 3).

Validity and reliability

This study conducted complete reliability and validity tests following the recommendations by (Hair et al., 2010). The test results show that the empirical model of this study is supported by good construct validity and reliability because a) all loading factors of the selected items are significant, and the value exceeds 0.6; b) the variance extracted (AVE) value for each latent construct from CP, SS, CEP, VCCI, and RI exceeds the threshold of 0.5; c) The value of Cronbach alpha (CA) exceeds 0.6; d) construct reliability (CR) exceeds 0.7, and e) the discriminant validity value of each construct exceeds the correlation between constructs (see Table 4).

Hypothesis testing and structural model

Structural equation modeling (SEM) through Amos version 23 was used to estimate the hypothesized relationships. The results of the hypothesis test prove that CP influences the VCCI of the sharing economy platform ($\beta = 0.183$, $p < 0.01$) and CEP ($\beta = 0.199$, $p < 0.01$). However, SS was not the determinant of VCCI ($\beta = -0.118$, $p > 0.05$). Therefore, this study supports H1 and H2, while H3 is not supported. In addition, repurchase intention for sharing economy customers is supported by CP ($\beta = 0.185$, $p < 0.01$), CEP ($\beta = 0.195$, $p < 0.01$), SS ($\beta = 0.327$, $p < 0.01$), and VCCI ($\beta = 0.171$, $p < 0.01$). Therefore, H4, H5, H6, and H7 are also supported.

Especially for the indirect path analysis, this study used the Sobel test to help in generating p-values. The indirect path coefficient from CP to RI through VCCI is determined by multiplying the path coefficient from CP to VCCI ($\beta = 0.182$) by the path coefficient from VCCI to RI ($\beta = 0.171$); the result is = 0.031. The results of the Sobel test showed a p-value of 0.050, concluding that VCCI is an essential mediator in the relationship between CP and RI. Then, the indirect path coefficient from CEP to RI through VCCI is determined by multiplying the CEP to the VCCI path coefficient ($\beta = 0.199$) with the VCCI to RI path coefficient ($\beta = 0.171$), that is = 0.034. The results of the Sobel test showed a p-value of 0.048, concluding that VCCI also plays a vital role as an essential mediator in the relationship between CP and RI. Meanwhile, because SS does not affect VCCI, it is clear that VCCI is not a necessary mediator in the relationship between SS and RI. Therefore, H8 and H9 are also supported, but H10 is not supported.

This study aims to create and test a holistic model that explains the formation of value co-creation intention and purchase intention in SEP. The model of this study directly examines the relationship between the main consumer behavior components in the use of SEPs, namely CP, CEP, and SS and the VCCI; the direct relationship of the four variables with RI; and the indirect relationship between CE, CEP, and SS

with RI via VCCI. Empirical data analysis has confirmed most of the hypothesized relationships. Ten hypotheses were proposed, and the test results showed that eight beliefs were accepted, namely H1, H2, H4, H5, H6, H7, H8, and H9, while H3 and H10 were rejected. In the following, we describe these findings.

Table 2. Construct and measurement items

Constructs and measurement items	Std. loading	Skew
<i>Customer Participation of SEP</i>		
I often provide useful information online to other members (CP1)	0.726***	-0.022
I frequently post messages and provide feedback online at SEP (CP2)	0.747***	0.220
I actively participate online in SEP activities (CP3)	0.696***	0.212
I spend a lot of time online participating in SEP activities (CP4)	0.716***	0.227
I think participating in this SEP will be good for me (CP5)	0.714***	0.075
I think participating in this SEP will be beneficial for me (CP6)	0.735***	0.142
<i>Customer Ethical Perception of SEP</i>		
This electronic payment system from SEP is secure and verified (CEP4)	0.693***	-0.165
This SEP guides me to correct and secure payment steps (CEP5)	0.689***	-0.083
I received the correct product/service item and the quantity ordered online (CEP6)	0.724***	-0.140
I received the product/service ordered online, according to the description in this SEP (CEP7)	0.723***	-0.154
SEP respects my business values (CEP9)	0.700***	-0.085
SEP adheres to the highest level of business ethics in all its transactions (CEP11)		
<i>Social Support of SEP</i>		
When faced with difficulties, some people at SEP stood by me (SS1)	0.714***	-0.227
When facing difficulties, some people at SEP cheer me up (SS2)	0.735***	-0.231
When facing difficulties, some people at SEP listen to talk about my personal feelings (SS3)	0.684***	-0.287
When faced with difficulties, several people at SEP expressed interest and concern for my health (SS4)	0.693***	-0.135
In the SEP I usually use; some people will offer advice when I need help (SS5)	0.720***	0.106
When faced with difficulties, several people at SEP will help me find the cause and give advice (SS6)	0.728***	-0.044
<i>Value Co Creation Intention (VCCI)</i>		
I am willing to share experiences and suggestions with friends through the commonly SEP used (VCI1)	0.686***	0.117
I need some suggestions from my friends to buy something from the SEP they usually use (VCI2)	0.655***	-0.003
I am willing to buy products/services recommended by friends through the SEP they usually use (VCI3)	0.689***	-0.065
I consider the experience of my friends through SEP which is usually used when they want to use services on this platform (VCI4).	0.661***	0.074
<i>Repurchase Intention</i>		
I tend to choose my favorite SEP next time (RI1)	0.732***	-0.226
Future, I prefer my favorite SEP over other SEPs (RI2)	0.739***	-0.224
I have the opportunity to choose my favorite SEP in the future (RI3)	0.720***	-0.246
I continue to gather information from various sources to make online purchases at SEP I usually use (RI4).	0.726***	-0.251

***) p-value < 0.01; **) p-value < 0.05

Table 3. Goodness of fit indices of the measurement model

Chi Squares	DF	p-value	GFI	AGFI	CFI	TLI	RMSEA	CMIN/df
300.551	289	0.308	0.941	0.928	0.997	0.996	0.010	1.040

Notes: CFI= Comparative Fit Index; TLI=Tucker-Lewis Index; DF = Degree of Freedom, GFI = Goodness of Fit Index; AGFI = Adjusted Goodness of Fit Index; RMSEA=Root Mean Square Error of Approximation, CMIN/DF = Chi-square value per degree of

Table 4. Validity and reliability measurement

	CA	AVE	DV	CP	CEP	SS	VCCI	RI
CP	0,867	0.774	0.880	<i>0.868^a</i>				
CEP	0.853	0.741	0.861	0.176^b	<i>0.853</i>			
SS	0.858	0.759	0.871	0.005	0.269	<i>0.861</i>		
VCCI	0.767	0.600	0.775	-0.064	0.199	-0.064	<i>0.768</i>	
RI	0.820	0.708	0.842	0.369	0.349	0.369	0.229	<i>0.820</i>

^aCR is on the diagonal (marked by italic bold font).

^bCorrelation Coefficient of Exogenous Construct is marked in bold font

Table 5. Path estimates and hypothesis results

Relationship	Hypothesis	Std. estimates (t-value)	P- value	Results
CP → VCCI	H1	0.182	0.005	Accepted
CEP → VCCI	H2	0.199	0.004	Accepted
SS → VCCI	H3	-0.118	0.072	Rejected
CP → RI	H4	0.185	0.002	Accepted
CEP → RI	H5	0.195	0.002	Accepted
SS → RI	H6	0.327	0.000	Accepted
VCCI → RI	H7	0.171	0.007	Accepted
CP → VCCI → RI	H8	0.031	0.050	Accepted
CEP → VCCI → RI	H9	0.034	0.048	Accepted
SS → VCCI → RI	H10	-0.020	0.133	Rejected

SP=Social Support; CP = Customer Participation; CEP = Consumer's Ethical Perceptions of sharing economy platforms; VCCI = Value Co-Creation Intention; RI = Repurchase Intention.

First, VCCI and RI are very sensitive to CP. This shows that the active participation of customers in using SEPs not only increases VCCI but also increases PI both directly and indirectly. According to [Yi and Gong \(2013\)](#), the active participation of customers in the formation of value co-creation occurs through information-seeking activities, sharing; information, being in charge, and personal interaction; this reflects the active role of the customer as a supplier of activities and inputs in the transaction process. Companies will learn from customers and collaborate to create value according to their individual needs and dynamics ([Chih-Cheng Volvic Chen and Chen, 2017](#)). Therefore, value co-creation intention highly depends on the extent to which customers actively share or disclose personal information; provide advice to the SEP, and engage in decision-making to gain knowledge and improve relationships. Customer participation leads to making offerings that are more aligned with the customer's value creation environment, ultimately helping them to create superior value ([Mustak et al., 2013](#)). Active participation of customers in providing helpful information online to other members, consistency in posting messages and providing online feedback on SEP, being active online in SEP activities, spending a lot of time online participating in SEP activities, and thinking positively about the goodness and benefits of SEPs; will enable customers to contribute more in VCCI and RI at the same time.

The mediating variable analysis of this study used the Sobel test showed that VCCI was an essential mediator in the relationship between CP and RI (p-value < 0.05). The Sobel test is used to calculate the estimated indirect effect of the independent variable on the dependent variable through the mediator ([Sobel, 1982](#)). This analysis concerns partial mediation and complete mediation. Partial mediation occurs when there is a direct relationship between the independent variable and the dependent variable and an indirect connection through the mediating variable ([Rucker et al., 2011](#)). Complete mediation occurs when there is no direct relationship between the independent and dependent variables, while the indirect relationship through the mediating variable is significant ([Rucker et al., 2011](#); [Jogaratanam, 2017](#)). The mediating variable test helped identify the presence of an essential intervening mechanism of VCCI in the association between CP, CEP, and SS with RI. The results showed a significant direct relationship between

CP and RI, CP with VCCI, and VCCI with RI. This relationship produces a total effect more important than the immediate effect, so the VCCI becomes a partial moderator in the relationship between CP and RI.

Second, VCCI and RI are also very sensitive to CEP. The findings of this study showed that CEP affects VCCI, which in turn affects RI. CEP also has a direct influence on RI. This relationship between CEP and VCCI aligns with the finding by Nadeem et al. (2020) that CEP is a determining factor for the value co-creation of SEP in developed countries such as the United States. At the same time, the findings of the effect of CEP on RI confirm recent discoveries about a positive relationship between CEP and RI (Shah et al., 2019; Yang et al., 2019). When the customer's ethical perception of privacy, security, non-deception, and reliability of the SEP is excellent, VCCI and RI will be very easy to create. The logic is that when a customer encounters difficulty in the SEP community, several other customers are on his side, willing to cheer and encourage, listen to conversations about personal feelings, express concern for them, offer suggestions for improvement, and help solve the problems; this will promote interest customers be willing to contribute to the creation of value co-creation and increase repurchase intention.

Meanwhile, the Sobel test analysis found that VCCI became an important partial mediator in the relationship between SEP and RI (p -value < 0.05). The results showed a significant direct relationship between CEP and RI, CEP with VCCI, and VCCI with RI. This relationship produces a total effect more important than the immediate effect, so VCCI becomes an essential mediator in the relationship between CEP and RI.

Third, based on this theoretical study, it is concluded that SS affects VCCI and RI; this indicates that customers who receive social support in SEP will have a better interest in making repurchase intentions; it is by the research by Riaz et al. (2020) and M. Nick Hajli (2014) that social support in the form of informational and emotional is an important part that increases RI. This finding confirms that more and more SEP customers are not only searching for information online but also producing content and are ready to support their peers in online purchasing decisions. Nowadays, it seems that customers are highly dependent on the knowledge and information shared by others and thus influence the buying decision-making process (Bai et al., 2015). However, unexpectedly and surprisingly, customers with social support are not always willing to be invited to build value co-creation. It may be because customers who take advantage of certain SEPs do not always write good reviews and provide feedback or recommendations that other customers or the SEP service providers can take advantage of. Another possibility is that the emotional and informational support that led them to trust the SEP does not interpret into further sharing their experiences or providing advice to other customers. Many respondents indicated a preference for using certain SEPs but did not necessarily contribute to the user community around them. They are only passive participants in SEP; this is an exciting finding as it reveals the role of individualism rather than the social role that customers play in developing value co-creation in today's socially focused and connected world due to technological advances.

Because the requirement for a successful Sobel test is the relationship of the independent variable to the mediator variable, the independent variable must be shown to influence the dependent variable. The mediator variable must affect the dependent variable (Baron and Kenny, 1986); an insignificant relationship between SS and VCCI indicates that VCCI is not an essential mediator in the relationship between SS and RI.

Thus, this research contributes to the development of science in two ways. First, the findings of this study add a new perspective to the extant research on SEP related to customer behavior in purchasing decisions. Understanding how to increase purchase intention in a world connected by technological advances based on customer engagement, customer ethical perception, and social support is an essential but neglected aspect of network marketing research. Besides, the findings of this study enrich the TPB by placing customer participation as part of the customer's attitude in using SEP, customer perception ethic as part of the behavioral control perception (PBC) of SEP, and social support as part of the subjective norm in the use of SEP. Of the three variables, two of them, CP and CEP, are not only essential drivers for VCCI but also RI. At the same time, SS is only a driver for RI and not for VCCI. Therefore, this study confirms that attitudes, social norms, and PBC of customers, which are realized in the form of CP, CEP, and SS, are needed to increase RI. However, it is exciting and unexpected when CP and CEP become drivers of VCCI and RI; SS is not the part that defines VCCI. Thus, it is likely that antecedents involving attitudes, social norms, and customer perceptions will influence behavioral intentions (such as purchase intention) through VCCI; this may not be warranted if social support is truly not beneficial for value co-creation. These findings are interesting to theoretical advances in the consumer behavior literature. Second, the results contribute to the SDL literature by demonstrating the benefits of engaging consumers in the context of SEP. Although positive, adverse, and insignificant effects of CP, CEP, and SS on VCC have been documented in the marketing literature, there is still little research available on the holistic impact of these three variables

on VCC and RI within the scope of SEP. Given that SEP is a new business model in a technology-connected social world, it is essential to provide empirical evidence of the impact of CP, CEP, and SS on VCCI and RI.

Companies involving customers in product marketing through SEP are inevitable today. Companies can leverage customer co-creation to enrich knowledge and relationships, reduce spending, improve innovation capacity, and empower brand image. It may be challenging to organize and direct a large number of individual customers towards a common goal, but motivating them to stick to the purpose of developing value co-creation for a long time is very much needed by the company. Executives should realize that customer participation and ethical perception are very important in supporting VCCI, while VCCI is also crucial for RI improvement. In addition, although SS is not very important for VCCI, it plays a vital role in increasing RI. If executives can capture the right customers, the company will find intrinsically motivated customers to be part of the co-creation process. This opportunity will increase customer repurchase intention and, at the same time, support their loyalty. When customers seek information and provide feedback, they should be supported with information about the value co-creation process and given appropriate opportunities and means to share their comments. When customers have problems using SEP, they should be backed with facilities that allow other customers in the same community to provide emotional and informational support. When customers have doubts about privacy, security, non-deception, and reliability in using SEP, they must be supported by facilities that ensure that customers are kept private, safe in transactions, reliable, and do not commit fraud. Then last, but not least, managers must find a way that includes as much of the customer's contribution as possible because this perception influences their purchase intention of co-made products.

Conclusion, Suggestions and Limitations

In general, this study has limitations. First, this study focuses only on SEP customers in Indonesia. It limits the results of global generalizations. Researchers need to understand the buying and consumption behavior of a particular country (such as Indonesia) with specific cultural characteristics; focusing on them only provides a partial picture of the entire SEP landscape. It is important to note that data from SEP consumer segments in other countries with different cultural characteristics may offer different results; it means studies that provide a broader perspective on the global SEP phenomenon from an international, cross-cultural, and global point of view are still very much needed. Second, as expected in theory building, this study succeeded in ensuring that CP and CEP are influential proponents of VCCI. However, this study failed to prove that SS positively affected VCCI; this raises a new knowledge gap that requires further studies on social support in forming value co-creation intention. Existing research has identified other factors that may offer new insights into social support in social e-commerce environments, such as SEP.

This study encourages future research to investigate further the role of CP, CEP, and SS in social e-commerce, such as SEP. For example, since this study reveals that CP and CEP have an impact on VCCI, while SS has no effect, but all three variables have an impact on RI, further research is needed to examine the importance of this relationship in general and concerning global consumers in the context of social e-commerce such as SEP. In addition, because CP, CEP, and SS are multidimensional concepts, this study only used six factors, so future research is needed to test whether the construct can cover more aspects. In particular, the role of social support requires further investigation. The results of this study prove that there is no relationship between SS and VCCI, even though the existing research shows a significant positive relationship between SS and VCCI. The researchers of this study call for further research to close this gap, along with new ideas to further examine the role of SS in forming value co-creation and repurchase intention in sharing economics.

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