

# Co-Creation Experience-Based Modeling in E-Commerce Business:

## Entrepreneur Survival Strategy

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**Abstract**—The development of e-commerce has posed challenges and opportunities to women entrepreneurs who deal with e-commerce business, especially those in Small Medium Scale companies. It is important to drive women entrepreneurs for economic development because it improves competitiveness, increases the number of women in labour force (social equality), encourages innovation and widens market coverage. This study aims to evaluate the success of e-commerce business managed by women entrepreneurs by offering experience aspect to consumers through the model of co-creation experience (antecedent and consequence). The study employs verification and descriptive design. It involved 321 participants who bought online products produced by SMEs in market places (BukaLapak.com and Tokopedia.com). By utilizing SEM-Lisrel, the model of this study proves that the level of technologization and the level of connectivity have a strong effect on co-creation experience that can encourage the degree of co-creation and satisfaction as well as behavioral intention. For further research, women entrepreneurs who run e-commerce business must consider how far customer readiness can become an obstacle that can affect intention to repurchase through co-creation which in this study has insignificant effect.

**Keywords:** *co-creation experience, degree of co-creation, satisfaction, behavioral intention, e-commerce*

### I. INTRODUCTION

E-commerce business has spread widely in Indonesia. It becomes a solution for small and medium entrepreneurs to develop their business. E-commerce is a new system or paradigm in business world which shifts traditional commerce paradigm to electronic commerce by utilizing ICT technology (Information and Communication Technology) or digital technology [1]. Economic Census Data 2016 from Statistics Indonesia (BPS) indicate that in the past ten years, the Indonesian e-commerce industry has grown about 17% with total businesses reaching 26.2 million units [2]. Das et al. in a report entitled 'Unlocking Indonesia's Digital Opportunity' also mentions that the transition to digital domain would also increase economic growth to US\$ 150 billion dollars in 2025. This provides an opportunity for Indonesia to be the biggest e-commerce player in South East Asia and the third largest e-

commerce market after China and India [1]. The number of e-commerce transaction in Indonesia is related to several reasons including: 1) the largest users of smartphones in South East Asia (70% of total population); 2) the emergence of private businesses that are able to compete with large retailers; 3) increasingly developing rural areas; 4) Indonesians who love social media (92 % of Indonesian people have Facebook accounts).

E-commerce businesses are dominated by women entrepreneurs whose businesses are related to creative industry. Today, women entrepreneurs dominate around 51% of total SMEs in Indonesia, which comprises 55 million companies; 60% of the SMEs have utilized e-commerce (online commerce). The movement of e-commerce sector has positive effects on business performance, such as increasing competitiveness, increasing the number of women in labour force (social equality), encouraging innovation and increasing market coverage. To be able to take advantages of the business opportunities, business players (start-up entrepreneurs and Small Medium Enterprises/SMEs) face some challenges. Das et al. states that challenges "[define] customer-centric experiences to differentiate on design and agility". Customer experience can become a weapon to win competition [1]. Strategies of business players in maintaining consumers to repurchase become an important factor for the business continuity in e-commerce [3]. To identify the extent to which businesses of women entrepreneurs succeed in offering experience in e-commerce business that they run, co-creation modelling can provide important information and reference for those who apply sustaining innovation (satisfaction and repurchase intention).

Conceptually, co-creation experience takes into account the role of consumers as co-creators, meaning consumers and business players interact to create a shared experience. Consumers can be involved in business process so that they can create shared values and provide different unique experience for every consumer with preferences, needs, and capacity of heterogeneous benefit consumers. Prahalad and Ramaswamy proposed that "co-creation experience [is] the basis for value creation", where business players must accommodate "high

quality interactions” and competitive advantage can be established if there is an optimal joint interaction between both parties. The point is that business players must be able to create experience environment where consumers can establish dialogues and create their own personalized experiences of products/services. Prahalad and Ramaswamy mentioned 4 important factors to create “uniqueness of the co-created experience” which consist of dialogue, access, risk-benefit, the co-created experience and transparency [4]. Several experts proposed the benefits perceived from value co-creation, which are pleasure, knowledge/skills, social, economy, and personal [5,6]. The benefits perceived by consumers will be able to increase the degree of co-creation that shows.

The level of success on co-creation experience is highly affected by driving factors- antecedents, which are from consumer side as co-creator actors [7,8] and co-creation environment [7]. Customer readiness underlies individuals’ motivation and skills to be involved in corporate business processes [9]. Customer readiness leads to mental readiness to accept new technology known as technology readiness (TR). Liljander et al. adopted TR that consists of 4 dimensions [10], which are innovativeness, optimism, discomfort and insecurity [11,12]. Another driving factor that is thought to influence co-creation experience is environment. Several studies have explained about co-creation environment that can facilitate the process of co-creation such as technologization and connectivity [13,14]. Technologization is the availability of technological facilities and infrastructures to support the sustainability of co-creation experience, meanwhile connectivity is the availability of facilities so that consumers can interact with each other.

It is suspected that strong driving factors in co-creation experience increase consequence variables such as behavioural outcomes in online purchasing, namely satisfaction, and repurchase intention. Previous studies support the statement above that there is a strong relationship between those variables [15-18]. It means that satisfaction perceived by consumers will affect the desire to repurchase. Although the relationship between variables has been fully validated by Theory of Planned Behaviour/TPB [19] and Theory of Reasoned Action/TRA [20], a study by Fang et al. found that the relationship between satisfaction and repurchase is highly affected by the effectiveness of various conditions that can affect technical aspect (technology) in the context of online shopping [16]. At the same time, this finding addresses the gap highlighted in this study that is represented in the use of moderating variable of degree of co-creation. It is suspected that the high degree of co-creation experience reflecting the effectiveness of supporting factors on e-commerce will affect behavioural outcomes. This also answers the study gap proposed by Grisseman and Sauer that “...companies must establish proactive measure of how to assess the effect of co-creation toward performance...” [21].

From the explanation above, this paper will explain the research results of co-creation experience modelling investigation from antecedent aspects (customer readiness and environment) and consequences (behavioural outcomes) which

in the context of e-commerce still becomes a study gap that requires evidence. This study was conducted in e-commerce context in Indonesia on the ground that challenges of business players particularly women entrepreneurs who manage small and medium businesses in taking the market opportunities are still constrained by consumer buying behaviour that has not been fully comfortable and confidence in conducting transactions on e-commerce due to several aspects including trust, privacy, insecurity, online payment system, privacy, and hacking [22,23].

## II. PROPOSING MODEL: ANTECEDENT AND CONSEQUENCES CO-CREATION EXPERIENCE

In the past five years, business activities utilizing technology, known as e-commerce, have developed rapidly. The activities are able to increase the growth of GDP in many sectors and economic participation in every population segment in a country. Since e-commerce has IT-related service characteristic, then the business success is highly influenced by the ability of business players to offer customer experience in service processes. Co-creation experience becomes an important factor so that interactions between companies and consumers occur that are expected to provide good benefits for consumers.

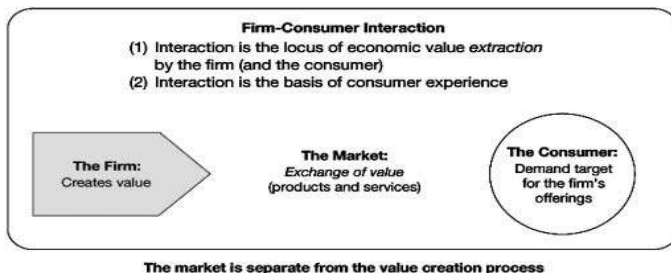
### A. Antecedent of Co-Creation Experience

Co-creation experience can provide benefits including pleasure, knowledge/skills, social, economy and personal benefits. The benefits perceived by consumers will be able to increase the degree of co-creation that can show high quality interaction, so that it affects satisfaction and encourages high repurchase intention. Co-creation experience is a core concept in SDL and becomes the main premise of customer interaction which provides a good value/experience for the consumers themselves or the companies [8,24].

Co-Creation Experience developed along with the shifting of the marketing paradigm from Good Dominant Logic (GDL) to the new mindset of Dominant Logic (SDL) Service initiated by Vargo and Lusch [24,25]. Prahalad and Ramaswamy stated that Co-Creation Experience is the basis for the creation of values and innovation in the future. SDL introduces a new approach that is Value Co-Creation, which is then developed by Prahalad and Ramaswamy with the idea of a joint production process that involves companies and consumers, namely the co-creation experience [4]. In this new approach, the company (supplier) applies knowledge and capacity to the production and branding of products/services and consumers apply their knowledge and capacity to meet their needs [26]. The point is that the co-creation experience will occur if both parties (consumers) and the company (service provider) are involved and work together to create a better product / service offer.

Prahalad and Ramaswamy asserted that the classic "Market" concept, namely "Company Centric" is a concept that emphasizes the importance of building relationships with consumers through targeting and managing "the right customer" (Figure 1) [4]. The company focuses on

"interaction" and "the exchange", so that consumers become a separate part in creating value.

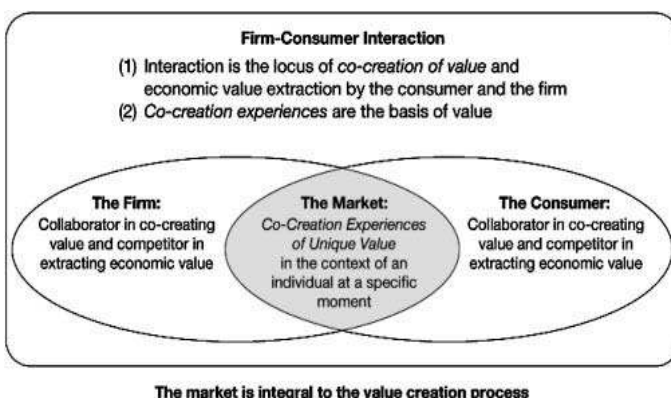


Source: Prahalad and Ramaswamy [4]. The next practice in value Creation.

Fig. 1. The traditional concept of a market.

In its development, consumers become clever and more demanding for the fulfilment of needs that exceed expectations and wish for price negotiations with service providers. In addition, the pressure of strong external factors such as globalization, outsourcing and rapid technological development has made it difficult for companies to differentiate their offerings. On the other hand, if consumers do not see product/service differentiation, they will prioritize low prices. This condition is a dilemma and will further trigger the companies to carry out super-efficient reductions formerly known as "Walmartization: Everyday low price" which eventually led to bankruptcy.

Various changes to the external situation require companies to change their business landscape towards creating "value" which is an agreement between companies and consumers (implicit negotiation). The market becomes an integral part of the value creation process, namely the occurrence of "**Co-creation Experience of Unique Value**". Prahalad and Ramaswamy asserted the concept of "Co-creation experience as the basis for value creation" [4], where companies must accommodate the occurrence of "high quality interactions" and competitive advantage can be built if there is a joint interaction between companies and consumers (Figure 2). The point is that companies must be able to create experience environments where consumers can actively have dialogues and create their own personalized experiences of desired products/services.



Source: Prahalad and Ramaswamy [4]. The next practice in value Creation.

Fig. 2. The emerging concept of the market.

Consumer involvement contributes to the formation of value co-creation. Prahalad and Ramaswamy suggested 4 important factors for creating "Value Co-creation" which are known as personal meaning and to the uniqueness of the co-created experience known as DART, which stands for: dialogue, access, risk-benefit the co-created experience and transparency. Prahalad and Ramaswamy essentially stated that companies must move from "firm centric" to "co-creation perspective on value creation" by means of informed, connected, empowered, and active communities of consumers and abandoning old practices that cause cost pressure (low prices) which makes it difficult for the companies to build sustainable competitive advantage [4]. The companies and consumers work together in creating value and play a role in the value extracting, producing and extracting. Future success will be determined by companies/service providers who succeed in creating a co-creation experience.

Based on the views of various experts, the definition of co-creation experience used in this study is shared value creation between companies and consumers that can create unique and memorable experiences in e-commerce. To be able to measure the co-creation experience, some experts described in various dimensions that are contextually related to the object of their research. This study adopted the dimensions of the co-creation experience of several experts which are reviewed appropriately in the context of e-commerce, namely: 1) Hedonic benefits: getting a pleasant experience in the online purchasing process; 2) Cognitive benefits: gaining knowledge and skills; 3) Social benefits: the ability to connect with other consumers/buyers so that interactions can occur and for information sharing; 4) Personal benefits: obtaining status related to lifestyle; 5) Economic benefits: benefits in the form of compensation, financially [5,6,9,12].

**In order for co-creation experience** to be able to run well, it needs to be supported by consumer active participation. It means customer readiness becomes an important aspect so that consumers are motivated to be involved in co-creation value together with the company. According to Auh et al., the role of customer readiness highly depends on the ability to meet what is expected by the company [27]. Then, the level of technologization is also an important factor so that the formation of shared experience can run well. Technologization shows the availability of online facilities and helpful tools in finishing the co-creation tasks [28,29]. Next, the level of connectivity needs to be supported by technological infrastructures that are reliable and easy to operate to facilitate connectivity between the company and consumers; consumers themselves must be able to provide better experience to other consumers so that consumers succeed in becoming co-creators [28,30]. Based on the explanation above, previous studies and theories can explain the relationship between customer readiness, level of technologization and the level of connectivity with Co-creation Experience.

Based on the explanation above, a proposition that shows the relationship between antecedent factors with co-creation experience is made.

**Proposition 1:** *Co-creation is affected by customer readiness, the level of technologization and the level of connectivity*

#### *B. Consequences of Co-Creation Experience*

Co-creation experience depends on the level where benefits expected can be fulfilled [31]. The point is to increase the degree of co-creation, a strong motivation from the company is required in order to facilitate and support an optimal value co-creation with consumers. As Payne et al. state, "company has to provide relevant information and necessary resources" [8]. Thus, communication and interaction aspects as well as follow up between both parties can increase co-creation and further strengthen the relationship between the consumer and the company, resulting in increased satisfaction and loyalty.

Technologies have given so much information and the ability to communicate between consumers and companies. Technologies have provided "the sense of empowerment", that can form engagement behaviour. Consumers can provide innovative product/service ideas which can fulfil their wants which have not been met by the market or may be able to add new product offers. Consumers can easily communicate various ideas to companies through websites, e-mail, and social networks. Qiao and Lu proposed a model of degree of co-creation in the B2C environment by identifying factors that can affect the degree of co-creation [32]. In order for co-creation value to provide positive and significant effects, companies are required to manage various factors effectively.

According to Qiao and Lu, the degree of co-creation is highly affected by consumer motivation [32]. Besides motivation factor, both positive and negative incentives affect the degree of co-creation. Some co-creating customers are motivated by financial aspect through intellectual property if possible. Some are in the form of social benefits such as improving status, social esteem, good citizenship and strengthening relationship with other consumers. Some might be motivated by the desire to acquire technology knowledge through participation in forums and learning processes. The last, consumers participate because of psychological reasons, such as increasing self-expression.

Not only the positive aspects of the consumer (attitude and behaviour), companies also often find limitations and obstacles in the form of negative attitudes and behaviours from consumers in value co-creation, namely: 1) transparency is needed where the company has confidential things that cannot be known by consumers (property rights); 2) co-creation process that can obtain inputs from many consumers often causes overload of information which creates difficulties for "screening millions ideas" whereas on the other hand new product development often faces a tight schedule; 3) another challenge is that there are many ideas from consumers whose idea might be "infeasible" - cannot be used by the company. This condition causes potential co-creation that is not optimal.

The point is, to improve the degree of co-creation, a strong motivation from the company is required in order to facilitate and support the occurrence of value co-creation with

consumers optimally. As Payne et al. state, "company has to provide relevant information and necessary resources" [8]. So, the aspects of communication and interaction as well as the follow-up between the two parties can increase co-creation and further strengthen the relationship between consumers and companies that can increase satisfaction and loyalty. In the context of IT-innovation, several studies emphasized that several aspects such as supporting facilities and technologies (technology base) and communication between companies and consumers can provide a significant boost to the degree of co-creation [27,33]. Furthermore, Grisseman and Sauer stated that the higher support provided by companies to consumers will further increase consumers' desire to maintain exchange relationships with the companies that can further enhance the degree of co-creation [21].

Although there are many consumers who are interested in co-creation, only a few of them are willing to contribute to and give skills and knowledge in the co-creation process. Therefore, companies must be able to identify consumer participation to cooperate, mainly to find "good customer". Currently, companies can identify consumers who are willing to participate in the co-creation activity, from the adoption process to a product/service innovation, namely those who are included as group of innovators, lead users and market mavens (adoption process). Innovators are consumers who quickly want to adopt new products. Lead users are consumers in general who want to accept new products to meet their needs. Market maven refers to consumers whose decisions are based on information and discussions with other consumers. Although the possibility of participation in co-creation is high, not all consumers are willing to do it. Consumers will make a decision whether or not they will join by considering several factors such as economic, social, technical and physical factors. Based on this explanation, a proposition that shows the relationship between consequence factors of co-creation experience, namely the degree of co-creation, is proposed.

**Proposition 2:** *The degree of co-creation is affected by co-creation experience*

#### *C. The Degree of Co-Creation Experience Triggering Behavioral Aspect (Satisfaction, and Repurchase Intention)*

Generally, the success of a company can be identified from consumer satisfaction and other behaviour measurements, which affect financial aspect of the company (profit) [34]. Theories on consumer satisfaction emphasize the paradigm confirmation – disconfirmation, meaning that the satisfaction perceived by consumers is the comparison between expectation and reality [35]. In general, consumer satisfaction construct is closely related to consumer behaviour. Van Doorn et al. stated that social identity of a person can be formed and enhanced with co-creation activities [36]. If a company can manage the needs of consumers as social creatures who need attachment with the community, this will increase positive perception and expected actions. If consumers are involved in the process of service development, it will give rise to the feeling that they are part of the company that will surely affect satisfaction. This

condition will also encourage positive behaviours, increasing the desire to repurchase. It can be stated that if consumers in e-commerce business are involved in value co-creation process with a company, then the consumers will repurchase and recommend to other people [37].

Based on the explanation above, propositions that show the relationship between consequence factors of the effect of the degree of co-creation toward behavioural aspects (satisfaction, repurchase intention) are proposed.

**Proposition 3: Satisfaction is affected by the degree of co-creation**

**Proposition 4: Behavioural intention is affected by the degree of co-creation**

### III. HOW THE PROPOSED MODEL WORKS FOR ONLINE COMMERCE BUSINESS RUN BY WOMEN ENTREPRENEURS

The method used in this study is verification [38]. Verification method uses explanatory research to explain the nature of causal relationship through hypothesis testing. To obtain research data, survey method was used by taking samples from population comprising consumers who have conducted e-commerce transactions (electronic shopping) in various regions in Indonesia. To clarify hypothesis testing proposed, research variables need to be operationalized: 1) **Customer readiness** is defined as clarity of role, motivation and ability to carry out tasks required by companies in the process of value co-creation [7,8]. Indicators used to measure this variable include: motivation, role clarity and ability. 2) **The level of technologization** is the availability of technological facilities that can facilitate co-creation, which can provide unique experiences for consumers [13,29,39]. Indicators used to measure this variable are accessibility, user friendly and easy to use. 3) The **Level of connectivity** is the availability of facilities and infrastructures for consumers in order to be connected, both with companies or other consumers [28,40]. Indicators used to measure this variable are facilities and infrastructure. 4) **Co-creation experience** is the creation of shared value between the company and the consumer that can create unique and impressive experiences on e-commerce [5,6,9,12]. Indicators used to measure this variable are: Hedonic benefit; Cognitive benefit; Social benefit; Personal benefit and Economic benefit. **The degree of co-creation** is defined as the intensity of interaction between companies and consumers to increase co-creation experience [21,27,33]. Indicators used to measure this variable are communication intensity and interaction. **Satisfaction** is the satisfied feeling perceived by consumers when conducting e-commerce transactions (shopping, buying and delivery) [41]. Indicators used to measure this variable are: feeling, evaluation, cost, quality and fulfilment. **Repurchase intention** is the willingness or strong desire to conduct repeated transactions through e-commerce [35,42]. Indicators used for this variable are: site revisit, enjoyment, layout and uniqueness.

The target population of this study comprised all electronic shopping consumers, particularly those in urban areas. The sampling of this study was conducted using convenience

random sampling technique. The research samples were determined based on the recommendation of Rose et al. [15]. The analytical methods used in this study are descriptive and verification. The research hypotheses were tested using statistical method of **SEM-LISREL** with reflective measurement model stating that the alteration from latent variables will be reflected from the change of indicators. The number of samples participating in this study was **312 people** compiled since June-October 2018 by using questionnaires. Respondents in this study were e-commerce consumer's particularly online shopping consumers who carried out transaction in market places.

The profiles of respondents show that most respondents are female (64%) and the rest are male. In terms of age, the majority of the respondents were in the range of 21-30 years (58%), followed by the age range of 31-40 years (20%). Judging from the occupation, most of the respondents were private employees and entrepreneurs (41%) followed by civil servants (22%) and self-employed participants (14%). The number of other respondents is quite large (23%) including online shopping consumers who were still students and housewives. The respondents were from various regions, such as Jabodetabek, Malang, Surabaya, and Jogjakarta. The types of products purchased online were fashion products (bags, septum, clothes, accessories, cosmetics, watches, shoes, perfume), electronics, food, beverages and tickets. The vendors used were Bukalapak and Tokopedia, which are market places accommodating products/services from SMEs. To make transactions, most respondents (90%) used a Smart Phone; the rest used a PC. The frequency of online shopping within 1 month ranges from 1 to 5 times (98%); the rest of the respondents shopped online up to 6 to 10 times a month.

Descriptively, by using the mean in the scale of 1-5, the answers of the respondents show mean values that are quite good (Table 1).

TABLE I. MEAN VALUES OF RESEARCH VARIABLES

Antecedent	Co-Creation Experience	Consequence
Customer Readiness: 4.09	Mean: 3.88	Degree of Co-creation: 3.94
Technologization: 4.06		Satisfaction: 4.01
Level of Connectivity: 3.97		Repurchase Intention: 3.66

**Antecedent co-creation experience** in this study comprises customer readiness, level of technologization and level of connectivity. Customer readiness to access e-commerce could be said very good (4.09), meaning that customer readiness in online shopping is good because it is supported by IT skills that they had so it was easy for them to access service applications. From the level of technologization, in general the study results show a very good score with mean value of **4.06**. This indicates that applications provided by vendors made it easy for consumers to use online service applications suitable with the consumers' needs. In general, the level of connectivity of this study shows a good score with mean value of **3.97**. This indicates that service providers are

considered able to provide facilities and infrastructures to facilitate interactions between consumers and vendors so that they can mutually provide input and share experiences.

Co-creation experience, which is the *primary construct in this model*, shows a fairly good score, reaching **3.88**. Co-creation experience is a value co-creation process between companies and consumers that can create unique and memorable experiences. This finding indicates that online shopping consumers perceived impressive experiences when carrying out activities through several activities that involved them as consumers such as being able to interact with vendors, being able to compare products/services offered from various vendors, interacting with fellow consumers and increasing social relations with online communities.

*Consequence co-creation experience* in the model consists of 3 variables: degree of co-creation, satisfaction and intention to repurchase. With regard to degree of co-creation, generally the results of this study show great values with mean value of 3.94. This finding indicates that while conducting online transactions, consumers were highly involved such as proposing questions, sharing with fellow consumers, giving

suggestions to vendors, where all of them are solely made personally without being forced. The level of satisfaction from the shared experience creation could increase the degree of co-creation that affects satisfaction, showing great scores with mean values of **4.01**. This finding indicates that the e-commerce consumers (online shopping) were satisfied in doing online transactions because there were application features that made it easier for them to navigate and do various activities (searching and comparing products/services needed, the availability of browsing for efficiency); they could interact with vendors, consumers and community members. For repurchase intention, generally the results of this study show a quite good score of 3.66. This finding indicates that the satisfaction perceived by online shopping consumers were supported by the facilities that enable active interactions between consumers and vendors that become a medium for giving input to each other and sharing idea, impacting on the intention to repurchase and recommend certain products to friends and surrounding to shop online.

The result of Inner Model (Table 2) can be used to see the relationships between constructs and can be summarized to detect the hypothesis test results (effects between variables).

TABLE II. THE RESULT OF INNER MODEL

Path Coefficient	Path. Coef	R <sup>2</sup>	t	t-table	Conclusion
The role of customer readiness toward Co-creation experience	0.118	1.39%	1.55	1.96	Not significant
The level of technologization toward Co-creation experience	0.373	13.91%	5.422	1.96	Significant
The level of connectivity toward Co-creation experience	0.368	13.54%	6.653	1.96	Significant
Co-creation experience toward degree of co-creation	0.638	40.70%	16.969	1.96	Significant
The degree of co-creation toward Satisfaction	0.536	28.73%	8.402	1.96	Significant
The degree of co-creation toward repurchase intention	0.467	21.81%	1.612	1.96	Not significant
Satisfaction toward repurchase intention	0.452	20.43%	7.755	1.96	Significant

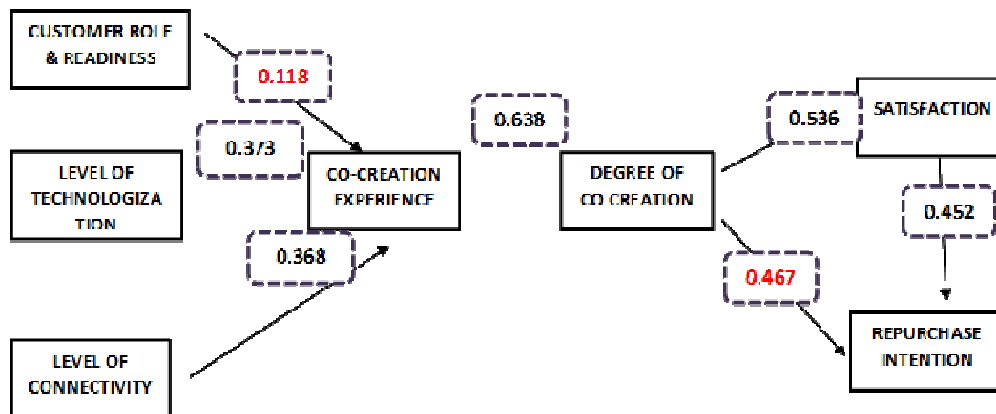


Fig. 3. Results of hypotheses test.

**Results** of the analysis show that the greatest change is the effect of co-creation experience to the degree of co-creation and the degree of co-creation to customer satisfaction with the influence of 0.638 and 0.536 respectively (Figure 3). The effect of customer satisfaction to the intention to repurchase is quite strong, followed by the effect of dependent variables (level of

connectivity and level of technologization) to co-creation experience (0.368 and 0.373).

The results of hypothesis test show that out of 3 antecedent variables of co-creation experience, the level of technologization and the level of connectivity have a positive

effect on co-creation experience, meaning that technology ability owned by e-commerce users can affect the co-creation experience represented from several aspects including: getting pleasant experience, the ability to interact with vendors, the ability to interact socially, the ability to compare services and prices, the ability to increase transaction skills, and the ability to meet the needs and wants compared to conventional shopping. Then, the level of connectivity shows a positive effect on co-creation experience, meaning that the level of connectivity provided in online application can affect the co-creation experience represented from several aspects including: getting pleasant experience, the ability to interact with vendors, the ability to interact socially, the ability to compare services and prices, the ability to increase skills in making transaction, and the ability to meet the needs and wants compared to conventional shopping.

**However**, customer readiness does not show a positive influence on co-creation experience, meaning that customer readiness cannot affect co creation experience represented by several aspects: not getting pleasant experience, not really interacting with vendor, not really interacting socially, and inability to compare services and prices, inability to increase skills in making transaction, and inability to meet the needs and wants compared to conventional shopping.

The effect of co-creation experience on the degree of co-creation provides a significant result. This study has proven that co-creation experience has a strong effect on the degree of co-creation. Co-creation experience can increase the degree of co-creation on e-commerce users represented by the active involvement in transactions, having experiences that can make activities faster, personal ideas, fast adaptation when using websites or services from vendors and the ability to support the process of purchasing decision because of the opportunity to propose questions and provide suggestion to vendors. Then, the degree of co-creation has a positive impact on satisfaction, meaning active involvement in transaction. The degree of co-creation can increase online satisfaction represented by several aspects, including feeling satisfied because operational systems are easy to use and do not waste too much time to comprehend, feeling fun because browsing function can increase shopping efficiency, feeling satisfied because there is search option feature that makes it easier to find services/products needed, feeling happy because consumers can socialize with fellow consumers to get accurate information, feeling satisfied because consumers can expand their friendship network with community members, feeling happy because consumers can actively involve in purchasing decision process, feeling happy because consumers can provide inputs for vendors, and feeling happy because consumers get impressive experiences when shopping online.

An interesting finding of this study is that the degree of co-creation towards repurchase intention does not have a significant impact on repurchase intention. This means that the degree of co-creation cannot affect repurchase intention of e-commerce users represented by several matters, including: not having intention to shop online, not having intention to become e-commerce customers, not recommending shopping experience to others, not encouraging relatives or friends to shop online, and not repurchasing. Regarding the effect of

satisfaction to behavioural intention, the findings of this study support previous research, that satisfaction significantly affects behavioural intention. The point, online shopping satisfaction can affect repurchase intention of e-commerce consumers that are represented by several aspects, including having intention to shop online, having intention to become e-commerce customer, recommending shopping experience to others, encouraging relatives and friends to shop online, and repurchasing.

The different results of this study with those of previous studies can be explained as follows: 1) This study was conducted in the context of online shopping in Indonesia, while previous studies were conducted abroad where demands of consumers for online shopping were high and there was a strong support of applications; 2) this study explored consumer behaviours (behavioural: intention to revisit) which has not been widely explored and the results of this study are valid and can be used as a reference for the development of future research model; 3) the novelty of this study is the consideration of consumer side (readiness and IT ability) that become the determining factors to create an impressive shared experienced. Co-creation experience becomes an important variable in the context of e-commerce (online shopping) by involving consumers in the purchasing decision process that can encourage the formation of co-creation intensity (degree of co-creation).

#### IV. CONCLUSION AND RECOMMENDATION FOR FUTURE RESEARCH

The strengthening of the customer readiness (the level of technologization and the level of connectivity) can affect co-creation experience and the degree of co-creation which impacts on satisfaction and intention to repurchase. The results of this study can be used as feedback for women entrepreneurs who become e-commerce players. Customer readiness which is not optimal can affect co-creation experience. Another factor that needs to be considered by women entrepreneurs is the degree of co-creation which has not been able to affect repurchase intention.

Future research should consider several important things: a) the unit of analysis can be developed to include a broader scope by considering the following matters; b) the modelling of future studies need to consider a more concrete co-creation experience and customer readiness associated with e-commerce so that more constructive indicators can be developed, which can be used to measure based on the facts in the field. To develop future research models, it is better to consider the following aspects: a) integrating website variables so that it is easier for consumers in searching for complete information about services offered; b) strengthening the formation of communities that can intensify the network construction of consumers and producers (demand & supply); c) strengthening the role of consumers in the process of value co-creation so that consumers feel happy being involved when using online transportation services.

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