



ABSTRACT

Ride-sourcing, a type of sharing economy activities, has been showing remarkable growth nowadays. As an indicator, the number of users of this service has increased significantly. However, this condition does not guarantee a sustainable growth, as the business may face market saturation hence the firms may lose their customers. Therefore, thinking about the growth is one thing, but making every effort to keep the existing customers in the future is also very important. Understanding customer perceived value can help the firms maintain their customers and it will potentially lead to the sustainable growth. The objectives of this study are to identify the key determinants of perceived value and to examine the practical implication of the relationship between perceived value dimensions and customers' future intention in the ride-sourcing context.

In order to unravel the significant determinants of customers' future intention in the ride sourcing context, the customer perceived value, future intention, and perceptions related to the determinants of perceived value were assessed using the adopted items from previous research. The data were collected from customers in Indonesia by the online survey. Higher order model and partial least squares structural equation modeling were chosen as the modeling approach and the tool for analyzing the model. Furthermore, importance performance map analysis was done to provide the practitioners with the managerial insights.

Perceived benefits, perceived price fairness, and perceived risks were found to have significant relations with the perceived value. Perceived value was also found to be significant to the future intention. The significant perceived benefits dimensions are perceived service quality, hedonic benefit, economic benefit, and sustainability. On the other hand, performance risk and psychological risk are the significant dimensions of the perceived risks. The practical implications and managerial prioritization are also discussed in this study

Keywords: ride-sourcing, perceived value, sharing economy



INTISARI

Ride-sourcing, salah satu bentuk kegiatan *sharing economy*, sedang tumbuh dengan pesat. Hal ini salah satunya ditunjukkan dengan penambahan jumlah pengguna secara signifikan. Meskipun demikian, tidak ada jaminan bahwa bisnis seperti ini akan tumbuh secara berkelanjutan, karena bisnis dapat mengalami kondisi *saturated market* dan memiliki potensi untuk kehilangan pelanggan yang sudah mereka miliki. Oleh sebab itu, selain usaha untuk menumbuhkan pasar, usaha untuk mempertahankan pelanggan supaya tetap menggunakan layanan di masa yang akan datang merupakan hal yang juga penting untuk dilakukan. Pemahaman mengenai bagaimana pelanggan menerima nilai layanan dapat membantu perusahaan untuk mempertahankan pelanggan dan menjaga kesuksesan perusahaan dalam jangka panjang. Tujuan dari penelitian ini adalah mengidentifikasi faktor-faktor penentu dalam *perceived value* dan mengeksplorasi implikasi manajerial atas hubungan dimensi penentu *perceived value* dengan intensi penggunaan di masa depan dalam konteks *ride-sourcing*.

Dalam rangka mengidentifikasi faktor-faktor yang signifikan, *customer perceived value*, *future intention*, dan persepsi mengenai determinan dalam *perceived value* dinilai menggunakan butir pertanyaan dari penelitian-penelitian terdahulu. Data dikumpulkan dari pengguna layanan di Indonesia dengan survey online. *Higher order model* dan *partial least squares structural equation modeling* digunakan untuk menganalisis model. Selanjutnya *importance-performance map analysis* dilakukan untuk kepentingan manajerial.

Dari studi ini diperoleh bahwa *perceived benefits*, *perceived price fairness*, dan *perceived risks* memiliki hubungan yang signifikan dengan *perceived value*. *Perceived value* juga memiliki hubungan yang signifikan dengan *future intention*. Lebih mendetail, *perceived service quality*, *hedonic benefit*, *economic benefit*, dan *sustainability* merupakan faktor yang signifikan dalam *perceived benefits*. Sedangkan *performance risk* dan *psychological risk* adalah faktor yang signifikan dalam *perceived risks*. Implikasi manajerial juga didiskusikan dalam studi ini.

Kata kunci: *ride-sourcing*, *perceived value*, *sharing economy*