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Article

The determinants of customer loyalty in the sharing economy: a study of the largest local food delivery apps in Indonesia

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The determinants of customer loyalty in the sharing economy: a study of the largest local food delivery apps in Indonesia

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ABSTRACT

The study examines the impact of customer-based value perception on customer loyalty with food delivery services applications provided by technology services companies in the sharing economy. The data were collected through an online survey from 310 customers of Gojek, Indonesia's largest food delivery services platform. This study shows that within the context of food delivery apps in the sharing economy, the value proposition design, value co-creation process, and value capture mechanism collectively play crucial roles in establishing the three types of customers' perceived value – perceived quality value, perceived price value, and perceived emotional value. Furthermore, the research demonstrates that both emotional and price values significantly impact customer loyalty to the food delivery services app. In contrast, the influence of quality value on loyalty is insignificant. The results indicate that it is essential for all culinary sellers or restaurateurs to consider partnering with the best multiservice platform provider company, that provides food delivery services to enhance customers' emotional value and price value, as customer loyalty is mainly influenced by the platform's ability to connect the users and service providers at a reasonable/economical price. The study contributes to the development of the theory by testing the robustness of the impact of platform values on customer loyalty using the service-dominant logic.

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Introduction

The sharing economy has become one of the fastest-growing businesses in history and has had a pervasive impact on society (Acquier et al., 2017; Miller, 2019). According to Acquier et al. (2017), the sharing economy rests on three foundations: 1) access economy or the sharing of underutilized assets to optimize their use; 2) platform economy or platform business model intermediates and decentralized exchanges among peers through the digital platform; 3) community-based economy or coordinating through contractual, non-hierarchical or non-monetized forms of interaction. Food delivery services are one of the growing services developed based on the sharing economy concept using a digital platform business model. The existence of food delivery services using a platform business model has changed the food industry in the world and is predicted to proliferate and reach USD 466.20 billion by 2027 at an average annual growth rate of 7.60% (CAGR 2022–2027) ('Online Food Delivery,' 2022). Early in the pandemic, lockdowns and physical distancing regulations significantly boosted the category, with delivery becoming a lifeline for the struggling restaurant industry (Ahuja et al., 2021). The platform-to-consumer delivery also outcompetes restaurant-to-consumer delivery with total revenue of USD 208 billion in 2022 compared to its competitor, which reached only US 115.30 in 2022 ('Online Food Delivery,' 2022).

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In the United States, the companies currently becoming the key players in the industry are Seamless, Grubhub, Uber Eats, Postmates and DoorDash (Rieck, 2019; Sudra, 2019). In the UK, Deliveroo, Just Eat, Hungry House and Uber Eats have become the key players providing mobile food ordering apps (Business Matters, 2018). In Southeast Asia, especially Indonesia, there are only two significant players, Go-Food and GrabFood; those two companies' core services are ride-hailing services ('GrabFood versus GoFood,' 2021). However, food delivery is the category that is proven to boost the company's profitability, as the profit margins of the service are higher than their core ride-hailing services (Freischlad, 2018).

The intense competition between service providers makes loyalty an essential factor affecting company profitability (McMullan & Gilmore, 2008). Many scholars have examined the determinants of customer loyalty for online food delivery services (Koay et al., 2022; Lee & Han, 2022; Mittal & Kaur, 2023; Pal et al., 2022; Prasetyo et al., 2021; Su et al., 2022; Suhartanto et al., 2019). Many theories have been applied by the above scholars, such as the service quality theory (Mittal & Kaur, 2023; Su et al., 2022; Suhartanto et al., 2019), extended theory of planned behavior (TPB) (Prasetyo et al., 2021), equity theory (Koay et al., 2022), uses and gratification theory (Pal et al., 2022) and Oliver's four-level customer loyalty model (Lee & Han, 2022).

Based on the research above, only a dearth of studies applied the service-dominant logic in examining food delivery services. Based on the literature, service-dominant logic offers many potential benefits for marketers. It sees economic activity as a service-for-service exchange rather than goods for goods or goods for money exchange (Vargo & Lusch, 2018). In addition, the theory also puts value as a central tenet for the theory. Thus, the theory is ideal to be applied in the sharing economy food delivery services as the transaction's characteristics are more 'service for service exchange'. Based on the above discussion, this study examines the antecedent of customer loyalty in the food delivery industry using the service-dominant logic approach.

Based on the literature review, one study in the sharing economic context that applied the service-dominant logic was conducted by Clauss et al. (2019). Based on the study, value determines customer loyalty (Clauss et al., 2019). Clauss et al. (2019) assessed the impact of values related to the platform developed by the sharing economy accommodation company that used the digital platform-based business model – Airbnb. The customers evaluated three types of platform value: the value (co-creation) process, value proposition design and value capture mechanism (Clauss et al., 2019). Those three values influence the formation of emotional value, quality value and price value, which later determine customer loyalty (Clauss et al., 2019). The study replicates the research model developed by Clauss et al. (2019) and applies it to the new research context – food delivery services in the sharing economic context.

The data were collected from GoFood customers. GoFood is a food delivery service operating across 74 cities in Indonesia (Cerdikiawan, 2024). GoFood is a part of Gojek, a prominent Indonesian technology company that operates in three countries in the sharing economy industry (Gojek.com, 2024). Gojek is widely recognized for providing a range of on-demand services through its mobile app, including ride-hailing, food delivery, digital payments and various other services. The company was founded in 2010 and has since become a major player in the Southeast Asian technology and ride-hailing industry (Afifa, 2022).

The study is expected to contribute to the development of the theory by testing the robustness of the impact of platform values on customer loyalty using the service-dominant logic. In addition, the study also provides empirical evidence on the relationship between platform value and customer loyalty in a new context, the food delivery services apps industry. Determining factors and indicators for each of the value capture mechanisms, value co-creation and value propositions are crucial for several reasons: (1) understanding customer preferences (Hussain et al., 2023) (2) customizing offerings (Zhang et al., 2020) (3) enhancing emotional connection (Nadeem et al., 2021) (4) ensuring service quality (Agarwal et al., 2022) (5) addressing price sensitivity (Åström et al., 2022) (6) building customer loyalty (Woratschek et al., 2020) (7) improving competitive advantage (Sahi et al., 2022).

The following section explores the literature, providing an in-depth examination of the service-dominant logic and loyalty theory. These concepts serve as the underpinning for developing hypotheses within the context of the sharing economy of food delivery apps. Subsequently, the research methodology, results, discussion, conclusion and future research directions are presented.

Literature review

Service-dominant logic

Services refer to the application of specialized competencies (knowledge and skills) through deeds, processes, and performances to benefit another entity or entity (Lusch & Vargo, 2006). Service dominant logic denotes the new dominant logic for marketing that emphasizes service provision as a foundation for economic exchange, which puts consumers at the forefront of co-creating value with the organizations (Lusch et al., 2008; Vargo & Lusch, 2016, 2004). Specifically, service-dominant logic focuses on intangible resources, value co-creation and relationships (Vargo & Lusch, 2004). Regarding value co-creation, service-dominant logic holds a premise that state value is co-created by multiple actors and always includes beneficiaries (Vargo & Lusch, 2016). Service-dominant logic puts the importance of the interaction not in the passing of ownership of the output (as in Goods-Dominant logic) but in the interaction itself, in meeting the needs of the customer as that customer experiences them (Lusch et al., 2008).

Loyalty and service dominant logic

Many scholars have examined the antecedents of customer loyalty in light of service-dominant logic (Blazquez-Resino et al., 2015; Fang, 2019; Flint et al., 2011; Woratschek et al., 2020). Fang (2019) concludes that value in use consisting of personalization, experience and relationship become the factors influencing loyalty. In the context of tourism, Blazquez-Resino et al. (2015) use the SDL concept to examine the impact of tourism experience propositions on tourist loyalty through the mediation of satisfaction and trust. Flint et al. (2011) found that the ability of the suppliers to anticipate the future value needed by the customers has a positive impact on customer loyalty. In the context of professional German soccer leagues, Woratschek et al. (2020) found that companies' activities have limited effects on customer satisfaction and loyalty. Therefore, the companies should identify a strategy to facilitate co-creation among actors.

Customer assessment of value proposition

By definition, value refers to something that provides an advantage to a party involved in or impacted by a service, like the client or customer (Groop, 2012). The value co-creation process is one of the central concepts discussed by the service dominant logic theory (Galvagno & Dalli, 2014). According to the Service-Dominant Logic theory, customers are central to value co-creation as the company can only offer a value proposition (Sandström et al., 2008). The customers had to determine the value and be involved in the creation of value through the consumption process by integrating their resources with the producer in the service ecosystem (Breidbach & Brodie, 2017; Vargo & Lusch, 2004).

One of the vital inputs to the value co-creation process is value proposition (Vargo et al., 2011). Customers' value proposition can be defined as the expected superior value that the customers get from engaging with the companies (Payne et al., 2017). According to Sandström et al. (2008), the empirical evidence primarily examines the customers' value proposition from the functional perspective or merely as the trade-off between quality and price. However, some scholars consider exploring the service experience from a functional standpoint insufficient (Berry et al., 2002). To comprehensively examine the total service experience, the emotional value must be included in the value examination (Berry et al., 2002; Sandström et al., 2008).

A previous study by Li et al. (2021) found that functional (quality and price) and emotional value catalyze innovative service experiences. To date, there is only a dearth of studies empirically examining the impact of value proposition on the customers' functional (quality and price) and emotional value in the sharing economic context, especially the food delivery apps. In the sharing economic context, the previous study examined the customers' value proposition in the context of transportation services (e.g. Uber) (Gao and Zhang, 2016) or Gig workers (Ilmudeen, 2019; Meilhan, 2019) and mixed C2C platform (Airbnb (property rentals), Blablacar (car sharing), Shpock (classified ads) and Kleiderkreisel (second-hand fashion)). The relationship between value proposition and customers' functional and emotional value has been examined by Clauss et al. (2019). Their study revealed that a strong value proposition significantly

affects customers' perceptions of both quality and overall value. Interestingly, they also found that customers' assessment of the value proposition did not directly influence their price perception. Building on this research, and considering the unique context of food delivery apps in the sharing economy, this study proposes the following hypotheses:

H1_a: *Value proposition design has a positive effect on perceived quality value.*

H1_b: *Value proposition design has a positive effect on perceived price value.*

H1_c: *Value proposition design has a positive effect on perceived emotional value.*

Customer assessment of value co-creation process

Value creation is frequently acknowledged as a fundamental aspect of the business model, serving as the foundation for meeting customer needs and preferences (Åström et al., 2022). As explained earlier, the value proposition becomes the value co-creation input (Vargo et al., 2011). In the context of the sharing economy, Zhang et al. (2018) argue that value co-creation, as the pre-consumption stage, can be associated with different types of customer values. Specifically, Clauss et al. (2019) examined the relationship between value co-creation activity and customers' perceived quality value, price value and emotional value. Again, the findings only support the relationship between customer value co-creation on two types of value: quality and emotional value (Clauss et al., 2019). Similarly, Uslu and Tosun (2024) also found a significant impact of value co-creation on customer emotions in a tourism context. The study examines the relationship between value co-creation processes and price value as it applies it in a new context despite one of the insignificant relationships. The relationship between value co-creation and price value needs to be explored further. Thus, the following hypotheses are developed:

H2_a: *Value co-creation processes have a positive effect on perceived quality value.*

H2_b: *Value co-creation processes have a positive effect on perceived price value.*

H2_c: *Value co-creation processes have a positive effect on perceived emotional value.*

Customer assessment of value capture mechanism

Value capture can be defined as a business's ability to generate profit from its transactions (Åström et al., 2022; Chesbrough & Rosenbloom, 2002). This concept is pivotal for the industry, enabling an assessment of what the company gains in value in return for the consumer value provided. In the context of a technology company, it is crucial for the organization to craft a business model that extracts latent value from technology, thus creating economic value (Chesbrough & Rosenbloom, 2002). Additionally, it is important for the technology company to explore how the selection of specific value capture or appropriability mechanisms shapes the distribution of value among consumers (James et al., 2013). Unfortunately, this concept remains underexplored in empirical research at present (Sjödin et al., 2020). Agarwal et al. (2022) found that flexibilities associated with value capture in digital offerings are perceived to provide greater value to customers compared to conventional offerings. Clauss et al. (2019) study examines the relationships between value capture mechanism and quality, price, and emotional value. Based on Clauss et al. (2019) study, the impact of the value capture mechanism on perceived quality is insignificant, while its effects on perceived price value and perceived emotional value are significant. Therefore, the following hypotheses are tested:

H3_a: *Value capture mechanisms have a positive effect on perceived quality value.*

H3_b: *Value capture mechanisms have a positive effect on perceived price value.*

H3_c: *Value capture mechanisms have a positive effect on perceived emotional value.*

Perceived quality, perceived price, and emotional value – loyalty relationship

Many studies have found that satisfaction becomes a mediating variable and simultaneously a significant determinant of loyalty (Lim et al., 2006). However, according to Neal (1999), it is not satisfaction but value that drives loyalty. As explained earlier, customer value can be classified into functional and emotional value (Li et al., 2021). The functional value itself consists of quality and price value (Li et al., 2021).

Perceived quality refers to the consumer's assessment of the superiority or excellence of a product (Zeithaml, 1988). Many previous studies have found a significant impact on perceived quality and loyalty. In the context of goods, Erdoğan and Büdeyri-Turan (2012) found that product quality significantly influences customer brand loyalty. In the context of services, Nguyen-Phuoc et al. (2021) found that perceived service quality significantly affects passenger loyalty to a bus service. A similar significant positive relationship between perceived quality and loyalty was also found in the education service in India (Annamdevula & Bellamkonda, 2016). According to Grewal et al. (2003), price becomes an influential factor in customer loyalty. The price itself can be categorized into several price values: acquisition value, transaction value, redemption value and in-use value (Grewal et al., 2003). Concerning emotional value, Yeh et al. (2016) found a significant impact of the variable on loyalty in the smartphone context. Their findings also support the previous study's result on the significance of functional value (quality and price) on loyalty.

In the sharing economy context, Lee and Wong (2021) investigated the impact of the previously mentioned customer value, which includes the technical value, economic (price) value, and emotional value in the ride-sharing context. The study found that the customers' value significantly influences word of mouth as one of the loyalty components. Clauss et al. (2019) also investigated the impact of customer value on loyalty. They found a significant effect of perceived price, emotional value, and loyalty. Based on the above arguments, the following hypotheses are developed (Figure 1) :

H₄: Quality value has a positive effect on customer loyalty.

H₅: Price value has a positive effect on customer loyalty.

H₆: Emotional value has a positive effect on customer loyalty.

Based on the above arguments, the following research framework is developed:

Research method

This research replicates the model previously developed by Clauss et al. (2019). This study applied the research model to the food delivery services application provided by Gojek, namely Go-Food. Gojek is Southeast Asia's leading on-demand, multi-service tech platform, providing access to a wide range of

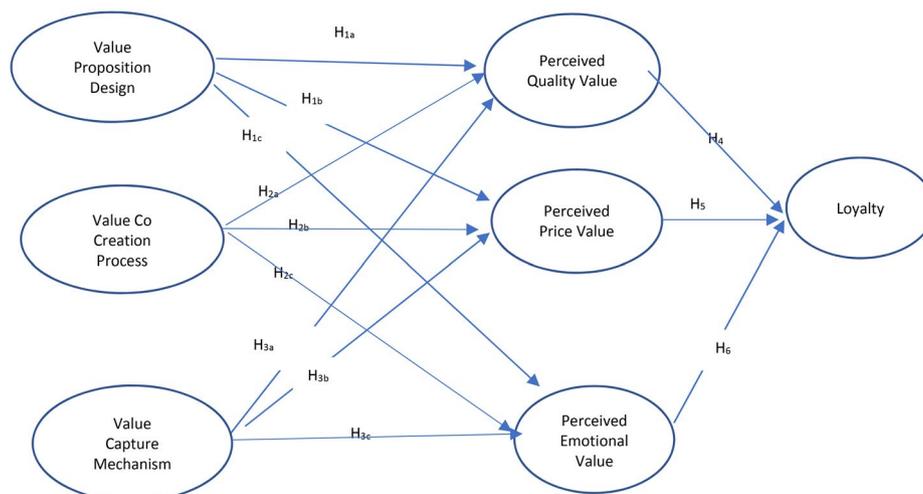


Figure 1. Research framework.

services, including transport, payments, food delivery, logistics and many more ('Gojek Tech,' 2022). In 2019, the total number of drivers who became Gojek partners reached 300,000 workers in Jakarta alone and around 2 million all over Indonesia. The figures represented approximately 1.5% of the whole Indonesian working population ('Gojek,' 2019). Go-Food itself is the largest single-market food delivery service application and among the most prominent food-tech start-ups in the world. It has more than 500,000 merchants and delivers more than 50 million orders per month.

To justify the application of the model in this research, the researcher would like to point out two similarities between Airbnb and Uber and the Go-Food platform. Both Airbnb and Uber provide technologies that create value by enabling interactions between two or more participants (app user, driver/house owner), as both platforms are referred to as multi-sided platforms (MPs) ('The Complete Guide to the Revolutionary Platform Business Model,' 2022). This case also goes the same with Go-Food, which enables interaction by providing an online platform to connect more than two participants (food seller, app user and driver). Uber and Airbnb utilize the network effect concept ('The Complete Guide to the Revolutionary Platform Business Model,' 2022), as are the effects of one type of participant on other types of participants. For example, in the case of Uber. Drivers and passengers are on different sides of the platform. Uber would create very little value for a passenger if there were hardly any drivers. Waiting times would be frustratingly long. Equally, the platform would have little value for drivers without sufficient riders. Idle times for drivers would render the platform of little value. This concept goes the same with Go-Food, as the number of drivers, app users, and food merchants determines the long-term success of the network effect.

The measurement was adapted from the study of Clauss et al. (2019) and its original source (e.g. Srinivasan et al., 2002; Sweeney & Soutar, 2001; Yang & Peterson, 2004). All the variables and dimensions of the study are similar; however, the items were adapted to the context of food app services. The complete instrument to measure the variables can be seen in Table 1.

The data was collected using a self-administered online survey collected from 310 Go-Food customers in Indonesia. The questionnaire was targeted at those who have previously used Go-Food delivery services within the past three months. The questionnaire utilized a Likert-type scale, which required the respondents to rule out the level of agreement or disagreement with each of the scales, ranging from '1' for strongly disagree to '6' for strongly agree.

In measuring the inner model (measurement model), the validity and reliability tests were conducted using the composite reliability (CR) and average variance extracted (AVE) analysis. According to Hair et al. (2014), the threshold for each test is 0.6, 0.8 and 0.5, respectively. In this research, the value of all the first-order constructs and the latent variables showed high validity and reliability, as the value in the table is above the threshold.

Analysis

Demographic profile

Based on the collected data (see Table 2), the majority of respondents were female, with 167 respondents (54%), and male, with 143 respondents (46%). However, the difference between the amount of male and female respondents is relatively small. Therefore, the proportion is relatively balanced between the two (2) genders. Regarding age, most respondents are 20–34 years old, with 80% of respondents belonging to that age range. However, respondents from other age ranges are also well represented, as 15% are 35–54 years old, and the last 5% are more than 54 years old. Most of the respondents came from a high level of education, with respondents who graduated from college were 186 persons (60%). The second-largest demographic is the senior high school graduate, accounting for 34% of the population. Based on their occupation, most respondents are employees, with (48%) representing the employment occupation. The majority of the respondents had a monthly expenditure of IDR. 1.5–3 million (38%), followed by the people with a monthly income below IDR 1.5. The most significant expenditure, however, represents only 9% of the total population.

As this study's theoretical framework is categorized as a formative model, the researchers analyzed the data using Structural Equation Modelling with the SmartPLS program (Hair, 2010). The main reason this

Table 1. Measurement of items.

Variable	Items	Adapted source	CR	VE
Value proposition design				
Customization of offers	<i>The food delivery app</i> Makes purchase recommendations that match my needs Advertisements and promotions sent to me are tailored to my situation. Is customized to my needs	Srinivasan et al. (2002)	0.911	0.774
Product/service portfolio	The food delivery app provides most of the service functions that I need The food delivery app provides products/services with the features I want The food delivery app provides a wide range of product/service packages. All my needs are included in the food delivery app's offerings.	Yang and Peterson (2004)	0.874	0.634
Food delivery app design	The food delivery app design is attractive to me For me, using the food delivery app is fun. The food delivery app does not look appealing to me (Reverse)	Srinivasan et al. (2002)	0.904	0.758
Value co-creation process				
Ease of use	It is easy to get access to the food delivery app in which I obtained online services The food delivery app is user-friendly. Navigation on the food delivery app is easy. It is easy to find my way around the food delivery app.	Srinivasan et al. (2002)	0.886	0.662
Privacy protection	The food delivery app will use my personal information for other purposes without my authorization (Reverse) I am concerned about the privacy of my personal information during a transaction (Reverse)	Kim et al. (2008)	0.902	0.821
Reliability	<i>The food delivery app is:</i> Always available for business Launches and runs right away. Does not crash	Parasuraman et al. (2005)	0.874	0.699
Food delivery app security	<i>The food delivery app</i> Verifies/certifies the authenticity of the users. I feel safe in my transactions with the food delivery app. The food delivery app has a mechanism for user certification.	Rauniar and Rawski (2009)	0.874	0.634
Transaction insurance	The food delivery app compensates me for potential problems it creates The food delivery app compensates me when transactions do not fit my expectations. I feel safe when processing transactions through the food delivery app.	Hamari et al. (2017)	0.902	0.755
Information transparency	As part of transactions, information is provided to participants about each other As part of transactions, information is provided to participants to reduce uncertainty regarding the quality and nature of the goods and services being exchanged. The food delivery app enables participants to make informed decisions. Transactions are transparent: Flows and use of information, services, and goods can be verified.	Zott and Amit (2017)	0.891	0.671
Information quality	<i>The food delivery app</i> Provides correct information about the item that I want to purchase Provides reliable information Provides timely information on the item	Kim et al. (2008)	0.895	0.74
Value capture mechanism				
Payment methods	Accepts a variety of payment methods Easy ordering and payment mechanisms exist. Accepts my preferred payment methods	Bart et al. (2005)	0.907	0.766
Pricing fairness	Fees are fair Fees are inappropriate because they are unfair to some users (Reverse) Fees are a fair way of collecting revenue from those who use the resource the most. The fee program is inappropriate (Reverse)		0.891	0.673
Price relative to competitor	<i>Compared to alternative companies, this food delivery app:</i> The pricing policies are fair Offers attractive product/service costs Charges me fairly for similar products/services Provides more free services Provided me with good value	Yang and Peterson (2004)	0.897	0.685

(Continued)

Table 1. Continued.

Variable	Items	Adapted source	CR	VE
Perceived quality value	Go-Food has delivered consistent quality	Sweeney and Soutar (2001); Walsh et al. (2014)	0.909	0.77
	Go-Food is well delivered.			
Perceived price value	Go-Food has an acceptable quality standard.	Sweeney and Soutar (2001); Walsh et al. (2014)	0.895	0.739
	Go-Food services are reasonably priced			
Perceived emotional value	Go-Food offers value for money.	Sweeney and Soutar (2001); Walsh et al. (2014)	0.914	0.779
	Go-Food is a good product for the price.			
Loyalty	The Go-Food food delivery app is one that I enjoy	Cai and Xu (2006); Gefen (2002)		
	Go-Food makes me want to use it.			
	Using Go-Food Using makes me feel good.			
	Using Go-Food Using makes me feel good.			
	Using Go-Food Using makes me feel good.			
	I will use the Go-Food food delivery app in the future if I need a comparable service.			
	I arrange more than 50% of similar transactions with the Go-Food food delivery app.			

CR: composite reliability; VE: variance extracted

Table 2. Demographic profile.

	Variable	Frequency	Percentage (%)
Gender	Female	167	54
	Male	143	46
	Total	310	100
Age	20–34 years old	248	80
	35–54 years old	47	15
	>54 years old	16	5
	Total	310	100
Education	≤ Senior high	109	35
	Bachelor's degree	186	60
	Postgraduate degree	16	5
	Total	310	100
Occupation	Freelancer	43	14
	Employee	149	48
	Entrepreneur	31	10
	Homemaker	6	2
	Unemployed	81	26
	Total	310	100
Monthly Expenditure	< IDR 1.5 million	90	29
	IDR 1.5–3 million	118	38
	IDR 3–5 million	47	15
	>IDR 5 million	28	9
	Total	310	100

study utilizes PLS-SEM is particularly due to the ability of PLS in measuring second-order measurement models and its proficiency in handling both reflective and formative indicators (Lowry & Gaskin, 2014).

To assess discriminant validity, the study applied the HTMT ratio criterion, which should be lower than 0.85, as suggested by Hair et al. (2017, 2021). Based on Table 3, all the ratios are lower than 0.85, demonstrating good discriminant validity.

The measurement model that estimates the relationship between the 1st-order construct and the 2nd-order construct can be seen in Table 4.

Hypotheses testing

Below are the *t*-values for each hypothesis in this research. For a one-tailed hypothesis with a significance level of 5%, a *t*-value above 1.65 is considered significant.

Based on the statistical results (Table 5), hypothesis H_{1a} was supported as the relationship between the customer assessment of value proposition design and quality value had a *t*-value of 7.7, which is greater than the threshold of 1.65. Hypothesis H_{1b} was also accepted as the relationship between the customer assessment of value proposition design and price value had a *t*-value of 1.914 (also above the same threshold). Hypothesis H_{1c} was also accepted, showing the positive relationship between the customer assessment of the value proposition design and emotional value had a *t*-value of 4.756, which was again above the necessary threshold ($\alpha=5\%$, one-tailed).

Table 3. Discriminant validity (HTMT ratio).

	1	2	3	4	5	6	7
1. Loyalty							
2. Perceived emotional	0.711						
3. Perceived price value	0.472	0.461					
4. Perceived quality value	0.623	0.694	0.612				
5. Value capture	0.571	0.540	0.506	0.570			
6. Value co-creation	0.553	0.536	0.663	0.589	0.567		
7. Value propositions Design	0.526	0.609	0.660	0.654	0.530	0.537	

Note: Discriminant validity is established at HTMT < 0.85.

Based on the statistical analysis, hypotheses H_{2a} and H_{2b} had a t -value above the thresholds of 5.653 and

Table 4. Measurement model.

No	Relationship between 1st order construct with the 2nd order construct	t -Statistics (p values)	Path weight
1	Information quality to value creation process	2.952 (0.003)	0.231
2	Information transparency to value creation process	1.831 (0.003)	0.145
3	Ease of use to value creation process	4.882 (0.000)	0.399
4	Reliability to value creation process	1.278 (0.201)	0.089
5	Privacy protection to value creation process	3.144 (0.002)	0.242
6	Transaction insurance to value creation process	0.054 (0.957)	0.004
7	Platform security to value creation process	2.772 (0.006)	0.218
8	Customization of offers to value proposition design	5.064 (0.000)	0.344
9	Platform design to value proposition design	6.473 (0.000)	0.414
10	Product/service portfolio to value proposition design	6.485 (0.000)	0.383
11	Pricing fairness to value capture mechanism	5.409 (0.000)	0.352
12	Price relative to competition to value capture mechanism	8.441 (0.000)	0.495
13	Payment methods to value capture mechanism	6.277 (0.000)	0.342

3.523, respectively, meaning that both were supported. For the relationship between customer assessment of value co-creation processes and emotional value perception, the t -value was 2.099 (>1.65). As such, hypothesis H_{2c} was accepted, which clearly shows that a high customer assessment of the value co-creation processes will result in a high emotional value perception toward the food delivery service platform.

The study hypothesis stated that the higher the customer assessment of the value capture mechanism of food delivery services, the higher the customer's quality, price, and emotional value. The t -values for quality and price value variables were 2.337 and 7.401, respectively. Thus, H_{3a} and H_{3b} were supported. The relationship between the assessment of the value capture mechanism of the food delivery services and emotional value had a t -value of 3.711, greater than the 1.65 threshold ($\alpha=5\%$, one-tailed). Thus, H_{3c} was supported.

The current study predicted that the higher the quality value perception of the food service delivery platform, the higher the customer loyalty. The relationship between the quality value and customer loyalty toward the service delivery application platform had a t -value of 1.097, lower than 1.65 ($\alpha=5\%$). This result shows that emotional value perception does not significantly affect customer loyalty toward the platform. Therefore, hypothesis H_4 was not supported.

Hypothesis H_5 posited that the higher the price value perception of the food delivery service platform, the higher customer loyalty. The statistical analysis showed the effect of emotional value on customer loyalty to the service platform with a t -value of 5.106, greater than 1.65 ($\alpha=5\%$, one-tailed).

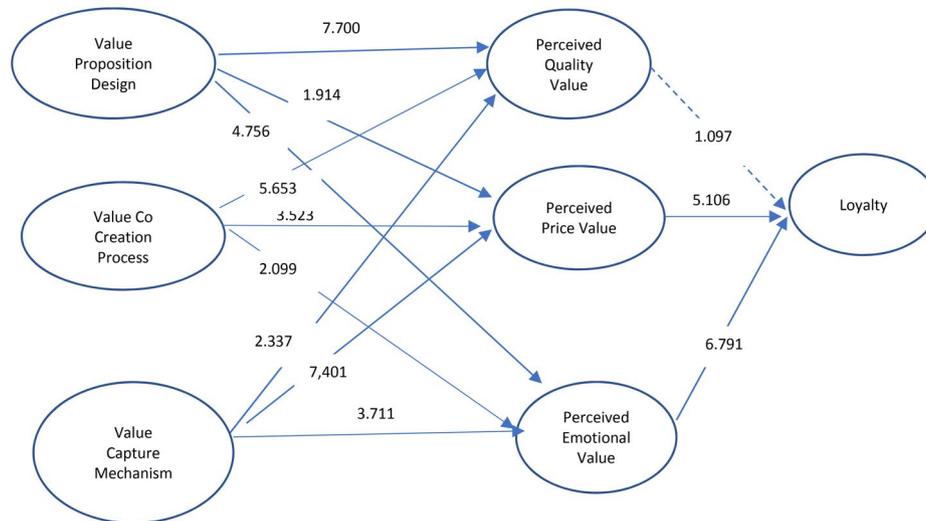
Hypothesis H_6 stated that the higher the emotional value perception of the customers toward the food delivery service platform, the higher their loyalty toward the platform. The relationship between emotional value and loyalty had a t -value of 6.791, which was again greater than the 1.65 threshold ($\alpha=5\%$, one-tailed). Thus, H_6 was supported. The results of the overall hypothesis testing are depicted in Figure 2.

Discussion

In this context, this study contributes to the understanding of value proposition design in the sharing economy, specifically within the food delivery app sector. The empirical evidence presented supports the

Table 5. Structural model *t*-value (inner constructs).

No	Hypothesis	Value	Significance
H _{1a}	Value proposition design has a positive effect on quality value.	7.700	Significant
H _{1b}	Value proposition design has a positive effect on price value	1.914	Significant
H _{1c}	Value proposition design has a positive effect on emotional value.	4.756	Significant
H _{2a}	Value co-creation processes have a positive effect on quality value	5.653	Significant
H _{2b}	Value co-creation processes have a positive effect on price value	3.523	Significant
H _{2c}	Value co-creation processes have a positive effect on emotional value	2.099	Significant
H _{3a}	Value capture mechanisms have a positive effect on the quality value	2.337	Significant
H _{3b}	Value capture mechanisms have a positive effect on the price value	7.401	Significant
H _{3c}	Value capture mechanisms have a positive effect on emotional value.	3.711	Significant
H ₄	Quality value has a positive effect on customer loyalty	1.097	Not Significant
H ₅	Price value has a positive effect on customer loyalty.	5.106	Significant
H ₆	Emotional value has a positive impact on customer loyalty	6.791	Significant

**Figure 2.** Hypothesis testing results.

hypotheses developed based on the relationships between value proposition design and customers' perceived quality, price and emotional value (Li et al., 2021). The findings of the study align with the work of Clauss et al. (2019), who explored the impact of value proposition on perceived quality and value. In this study, hypothesis H_{1a} is supported, indicating that value proposition design has a significant positive effect on perceived quality value (Li et al., 2021). This result underscores the importance of a well-crafted value proposition in shaping customers' perceptions of service quality. Similarly, hypothesis H_{1b} is supported, revealing that value proposition design also has a significant positive effect on perceived price value (Li et al., 2021). This finding suggests that customers perceive value not only in terms of quality but also in relation to the price they pay, emphasizing the economic aspect of value proposition design. Moreover, hypothesis H_{1c} is supported, demonstrating a positive relationship between value proposition design and emotional value (Li et al., 2021). This result reinforces the argument for considering emotional aspects in the value examination process (Berry et al., 2002; Sandström et al., 2008). The emotional dimension of value proposition design appears to play a crucial role in influencing customers' overall value perception. The significant impact of customers' value proposition on the three variables – customers' perceived quality, price, and emotional value – aligns with the argument presented by Payne et al. (2017) that the role of the value proposition is central in driving customer engagement with the company.

Hypotheses H_{2a} and H_{2b}, which explore the relationships with perceived quality and price values respectively, were both supported. This finding is consistent with previous research emphasizing the positive influence of value co-creation on quality and economic aspects (Clauss et al., 2019). Customers, perceiving a higher value in the co-creation processes, are likely to associate the service with both superior quality and a reasonable price. Furthermore, hypothesis H_{2c}, examining the relationship between customer assessment of value co-creation processes and emotional value perception, was also supported.

This result reinforces the notion put forth by Uslu and Tosun (2024) in a tourism context, suggesting that a robust value co-creation process positively impacts emotional value. In the context of food delivery apps, a high customer assessment of value co-creation processes contributes to a heightened emotional value perception toward the platform.

The study's hypotheses were all supported, revealing a significant relationship between customer assessment of the value capture mechanism and their perceptions of quality (H_{3a}), price value (H_{3b}) and emotional value (H_{3c}). This partially aligns with the findings of Clauss et al. (2019), who identified a significant impact of the value capture mechanism on both price and emotional value, but not on perceived quality. However, our results strongly emphasize the impact of value capture mechanisms on all three aspects of customer perception, suggesting a more nuanced role in shaping their overall experience. This aligns with the broader understanding of value capture mechanisms playing a crucial role in shaping consumers' emotional experiences.

The study intricately examines the dynamics of customer loyalty in the context of a food service delivery platform, focusing on the effects of quality, price and emotional values. Hypothesis H_4 , anticipating a positive and significant impact of quality value on customer loyalty, aligns with established literature emphasizing the role of perceived quality in loyalty across various industries (Erdoğan & Büdeyri-Turan, 2012; Nguyen-Phuoc et al., 2021; Annamdevula & Bellamkonda, 2016). However, the statistical analysis challenges this notion, indicating that perceived quality value may not significantly influence customer loyalty toward the food delivery platform.

Moving to hypothesis H_5 , predicting a positive and significant effect of price value on customer loyalty, the study aligns with the recognition of price as a pivotal factor in customer loyalty (Grewal et al., 2003). The statistical results affirm this hypothesis, revealing a significant impact of price value on customer loyalty, underscoring the influential role of economic considerations in shaping customer loyalty within the unique dynamics of the food delivery service platform.

Lastly, Hypothesis H_6 posited a positive and significant effect of emotional value on customer loyalty, drawing inspiration from prior studies emphasizing emotional value's role in loyalty, especially in technology-related contexts (Yeh et al., 2016). The statistical outcomes strongly support this hypothesis, emphasizing that the emotional value created by the food delivery service platform significantly contributes to fostering customer loyalty. In conclusion, the findings challenge conventional wisdom about the exclusive role of perceived quality in driving loyalty, highlighting the multifaceted nature of customer values and their distinct impacts on loyalty within the specific context of the food delivery service platform.

Conclusion

This study shows that in the context of food delivery apps in the sharing economy, all three variables: the value proposition design, value co-creation process and value capture mechanism are essential in establishing the three types of customers' perceived value. The most significant factor for the perceived quality value is value proposition design, followed by the value co-creation process and value capture mechanism. The value capture mechanism is the most critical factor for the perceived price value, followed by the value-co-creation process and value proposition design. In perceived emotional value, the value proposition becomes the most significant factor to the variable, followed by the value capture mechanism and value co-creation variable.

The study shows that emotional value becomes the most significant driver of loyalty. While for functional value, price becomes the second most influential factor determining customer loyalty. Thus, when the customer of the food delivery service platform has a high positive price value perception, it will influence their loyalty toward the platform. The study found no significant impact of perceived quality value on loyalty. The result indicates that even though the consumer exerts a high level of quality value, customers rely more on emotional and price value in determining their decision to reuse the app's services.

Theoretical, managerial and policy implications

The study contributes to theoretical knowledge by examining the impact of customer value assessment on loyalty within the unique context of food delivery applications in the sharing economy. It further

advances our understanding of the factors influencing perceived quality, price and emotional value, shedding light on their distinct roles in customer loyalty. The findings suggest that emotional value emerges as a significant driver of loyalty, while perceived price value becomes crucial for functional loyalty. The absence of a significant impact of perceived quality value on loyalty challenges traditional assumptions, highlighting the need for a more nuanced understanding of customer decision-making in this domain.

From a managerial perspective, the study underscores the critical role of value proposition design, value co-creation, and value capture mechanisms in shaping customers' perceived value in the context of food delivery apps. Managers of food delivery services need to prioritize the enhancement of these variables to ensure a positive customer experience. Specifically, the study emphasizes the importance of maintaining a well-crafted value proposition design, efficient value co-creation processes, and effective value capture mechanisms. To address the challenge of price battles in the industry, managers should focus on providing value-for-money services while also nurturing emotional connections with customers.

The study's insights have policy implications for the food delivery services industry. Policymakers should consider the potential impact of price-centric strategies on customer loyalty, as revealed by the study. Encouraging fair competition and discouraging overly aggressive pricing tactics can contribute to a healthier marketplace. Additionally, policies promoting transparency in value proposition communication and setting standards for the quality of service may further enhance customer satisfaction and loyalty. Policymakers may collaborate with industry stakeholders to establish guidelines that prioritize both competitive pricing and emotional engagement, fostering a balanced and sustainable ecosystem within the sharing economy.

Limitations and future research directions

Despite the valuable insights gained from this study, there are certain limitations that should be considered. First, the research focuses solely on a specific food delivery services platform (Gojek) in Indonesia, which may limit the generalizability of the findings to other platforms or regions. Additionally, the study relies on self-reported data from customers, which might introduce response bias and subjective interpretation. The cross-sectional nature of the data collection method may also restrict our ability to establish causal relationships. Furthermore, external factors such as cultural nuances or economic conditions could impact customer perceptions and loyalty, and these aspects were not deeply explored in this study.

Building on the current study that solely focuses on one brand – Go-Food, future research could employ a comparative approach by examining multiple food delivery platforms across diverse geographical locations to enhance the external validity of the findings. According to Mingione et al. (2020), the brand may influence the producer-consumer interaction during value co-creation. Therefore, subsequent studies should apply the research model to other brands within the same industry or explore other products in different sectors to test the robustness of the research model. Additionally, since value is a subjective construct that varies between customers, cultures and over time (Gallarza & Sánchez-Fernández, 2023), future researchers can investigate the impact of value on customer loyalty to mobile delivery apps in different cultures or countries. Longitudinal studies could be employed to explore how customer perceptions and loyalty evolve over time. Investigating the influence of cultural factors and economic conditions on customer perceptions in the context of food delivery services would provide a more comprehensive understanding. Furthermore, employing mixed-methods research approaches, such as combining survey data with qualitative interviews, could offer richer insights into customer experiences and motivations. Exploring the role of technological advancements and emerging trends, such as artificial intelligence or sustainability practices, could also contribute to a more nuanced understanding of the evolving dynamics within the sharing economy.

Author contributions statement

Renaldi: Conceptualization, Introduction, Writing – Original draft preparation. Hati: Writing – Reviewing and Editing. Ezlika: Formal analysis. Sumarwan: Reviewing and Final Editing Ramayah: Methodology, Reviewing and Editing.

Ethics approval and consent to participate

We confirm all relevant ethical guidelines have been followed, and any necessary ethics committee approvals have been obtained. We confirm that all necessary respondent consent has been obtained and the appropriate institutional forms have been archived.

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Availability of data and material

The primary data used in this article are available upon request.

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