

The effect of co-creation attitude, entrepreneurship self-identity on entrepreneurship intention based on service-dominant logic approach

Mario Istar

Lecturer, Business Entrepreneurship Center
Bina Nusantara University
Jakarta, Indonesia
mario.istar@binus.ac.id

Stefanus Rumangkit*

Lecturer, Business Entrepreneurship Center
Bina Nusantara University
Jakarta, Indonesia
stefanus.rumangkit@binus.ac.id

Abdullah Bilman

Lecturer, Business Entrepreneurship Center
Bina Nusantara University
Jakarta, Indonesia
Abdullah.bilman@binus.ac.id

Abstract

This article reviews and tests the relation between co-creation attitude, entrepreneurship self-identity, and entrepreneurship intention. Furthermore, this research also explores the antecedent of the co-creation attitude which are consist of an interaction attitude, a responsive attitude, and knowledge sharing. The research model that is being constructed is leading to the Service-Dominant Logic (SDL) Theory. This study uses a quantitative approach, an online questionnaire is used to collect the data. The sample of this research consists of 100 respondents, purposive sampling is used to take the sample. Respondents are college students who took the entrepreneurship subject. Data analysis and hypothesis testing are using Structural Equation Modelling (SEM) software namely Smart PLS. The findings of this research are that interaction attitude, a responsive attitude, and entrepreneurship self-identity are positively related to a co-creation attitude. Nevertheless, knowledge sharing has no effect on the co-creation attitude. Another finding from this study is that the co-creation attitude influences entrepreneurship intention. However, entrepreneurship self-identity has no effect on entrepreneurship intention.

Keywords

Co-creation attitude, Entrepreneurship Intention, Entrepreneurship Self-Identity, Service-Dominant Logic

1. Introduction

The number of studies examining entrepreneurship intention has grown quickly. The theory of planned behavior (TPB) was used by most earlier studies to forecast entrepreneurial intention (Al-Mamary & Alraja, 2022; Tseng et al., 2022). An antecedent of entrepreneurship intention is TPB, which is comprised of attitude, subjective norm, and perceived behavioral control, according to very clear findings from prior research (Doanh & Bernat, 2019; Yasir et al., 2021). The limitation of earlier study is that it was unable to explain in detail the type of attitude, which eventually plays a

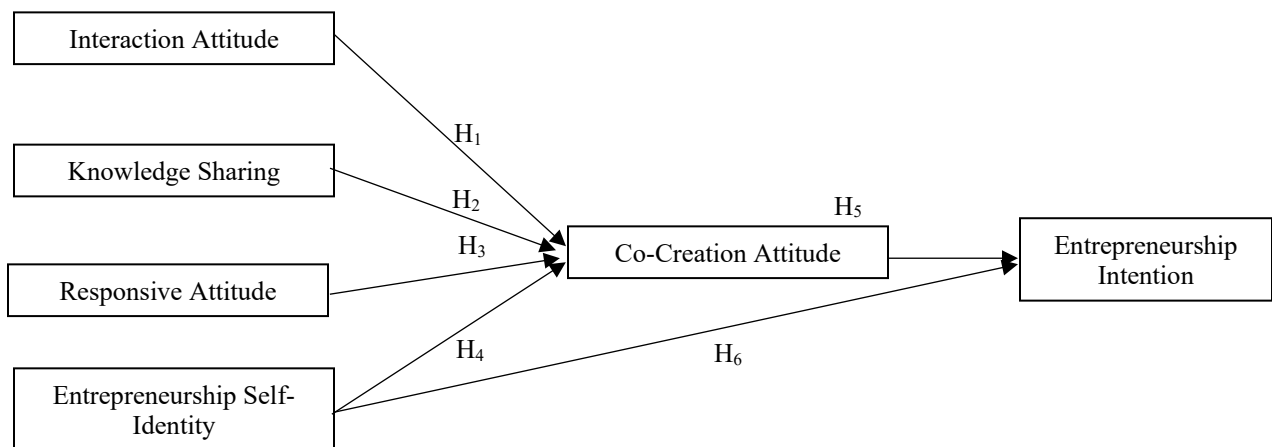
significant role in forecasting entrepreneurial intention. TPB, however, only provides a generic explanation of the antecedents of entrepreneurship intention (Re & Magnani, 2022).

There are still a very small number of prior studies in the field of entrepreneurship research that apply the service dominant reasoning. To forecast entrepreneurship intention, the service dominant logic method will serve as the foundation. Value co-creation is referred to by service dominating reasoning (VOC). The sharing of information and the interaction of economic entities were essential for the VOC (producers and consumers). VOC demonstrates how businesses produce goods and services in collaboration with customers rather than just for them (Ahn et al., 2020). Co-creation attitudes, such as interaction attitude, information sharing, and responsive attitude, must be considered while using VOC (Ahn et al., 2020). The purpose of this study is to investigate the impact of entrepreneurship intention and co-creation mindset. Additionally, this study will work to support the idea that interaction attitude, information sharing, and responsive attitude all contribute to the formation of VOC.

2. Literature Review

Naturally, there are several things that must be done in order to successfully run a firm. Co-creation is one of the initiatives to involve customers or consumers in adding value. The corporation will feel benefited if the co-creation concept implemented in this business may be successful (Storbacka, 2019). They can strive to boost client loyalty, which could improve long-term revenues. Because consumers are active and help lower the danger of new items failing, businesses can also cut costs. One of the newest marketing techniques is the idea of co-creation. when a third party participates in the product's development (Misiak-Kwit et al., 2021). When research and development in a department gets too costly, Co-Creations is another option. On the one hand, integrating customers in a product's development may have a psychological impact on consumers' perceptions of the final product. Additionally, it is anticipated that a deep relationship in the form of loyalty will develop between consumers and products. To recognize the value of benefits during interaction as an active, creative, and social process in accordance with cooperation between linked stakeholders, the notion of co-creation is required (Torfing et al., 2021).

The idea of co-creation alludes to the theory of service-dominant logic. The three types of behavior that attitude co-creation in its application is conceived as are interaction attitude, information sharing attitude, and responsive attitude. This study will look into how co-creation mindset and entrepreneurship intention interact. Additionally, this study looks at the impact of co-creation mindset and entrepreneurship ambition on entrepreneurship self-identity. Additionally, the subsequent research model will be examined:



The hypotheses proposed in this study are:

- H1 : Interaction Attitude has a positive effect on co-creation attitude
- H2 : Knowledge sharing has a positive effect on co-creation attitude
- H3 : Responsive attitude has a positive effect on co-creation attitude
- H4 : Entrepreneurship self-identity has a positive effect on co-creation
- H5 : Co-creation attitude has a positive effect on entrepreneurship intention
- H6 : Entrepreneurship self-identity has a positive effect on entrepreneurship intention

3. Methods

The method of research used in this study is quantitative. Primary data in the form of a questionnaire made up the utilized data. methods for gathering data through internet polls. In this study, there were 100 respondents, and purposive sampling was used as the sampling technique. Students pursuing bachelor's degrees who have taken or are presently enrolled in entrepreneurship courses were the respondents who answered the questionnaire. The evaluation of value co-creation attitude, entrepreneurial self-identity, and entrepreneurial ambition makes use of measurement instruments created by earlier research, specifically: 1) interaction attitude, knowledge sharing, and responsive attitude using measuring tools developed by Ahn et al (2020) with 11 questions, 2) co-creation attitude using a measuring tool developed by Casper Ferm and Thaichon (2021) with 6 questions, 3) entrepreneurship self-identity using a measuring tool developed by Musona et al (2021) with 2 questions, and 4) entrepreneurship intention to use a measuring tool developed by Lukman et al (2021) with 3 questions. Before testing the hypothesis, validity and reliability will be tested by looking at the factor loading and Cronbach's alpha values. For hypothesis testing using SmartPLS version 3.0.

4. Results and Discussion

100 surveys were distributed online. Additionally, data from all questionnaires can be used to test the validity, reliability, and hypotheses of any survey. The respondents' demographic profile is shown in Table 1. The majority of responders (52%) were male, and 70% of them were between the ages of 15 and 20. A significant portion of respondents (45%) are also interested in launching a business in the culinary industry. (Table 1)

Table 1. Demographic Characteristics of Respondents

Demographic		Frequency	Percentage
Gender	Male	52	52%
	Female	48	48%
Age	15 – 20 years old	70	70%
	21 – 25 years old	27	23%
	25 – 30 years old	3	3%
	31 – 35 years old		
	above 35		
Business Fields	Automotive	15	15%
	Culinary	45	45%
	Fashion	20	20%
	Technology	15	15%
	Trading	5	5%

The validity and reliability tests were then run following a descriptive analysis. The validity and reliability tests are displayed in Table 2. The measuring device utilized in this study is valid and reliable, according to the findings of the validity and reliability testing. This is demonstrated by the fact that every questionnaire question has a loading factor value and a 0.5 Cronbach's alpha. According to Hair et al. (2018), the loading factor value and Cronbach's alpha 0.5 are the prerequisites for the validity and reliability test. The next step is to use Smart PLS to test the hypothesis after validating and verifying it. Additionally, Figure 1 displays the statistical outcomes of the hypothesis test.

Table 2. Validity and Reliability Test

Observed Variable	Result of Validity Test	Result of Reliability Test	
	Standardized factor loading ≥ 0,5	Cronbach's Alpha ≥ 0,7	Composite Reliability (CR) ≥ 0,7
Interaction Attitude			
IA1	0.783	0.862	0.907
IA2	0.892		
IA3	0.827		
IA4	0.861		
Knowledge Sharing			
KS1	0.913	0.836	0.902
KS2	0.878		
KS3	0.810		
Responsive Attitude			
RA1	0.820	0.802	0.868
RA2	0.666		
RA3	0.796		
RA4	0.865		
Entrepreneurship Self-Identity			
ESI1	0.795	0.560	0.818
ESI2	0.855		
Co-Creation Attitude			
CO1	0.825	0.908	0.930
CO2	0.785		
CO3	0.865		
CO4	0.903		
CO5	0.875		
CO6	0.712		
Entrepreneurship Intention			
EI1	0.829	0.813	0.889
EI2	0.855		
EI3	0.874		

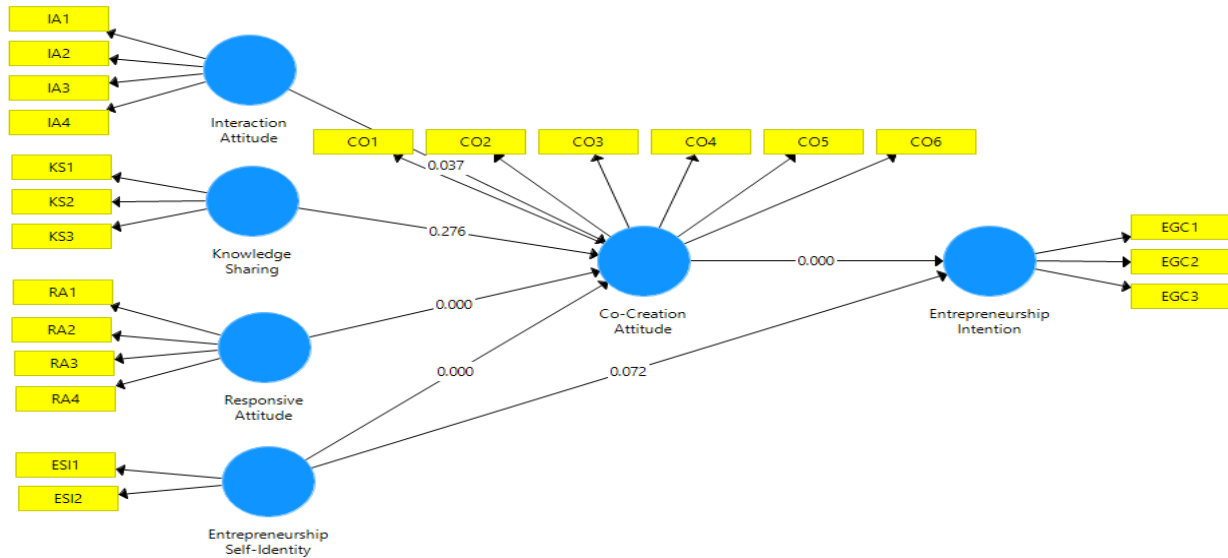


Figure 1. Statistical hypotheses testing

The conclusions drawn from the hypothesis testing data are displayed in Table 3:

Table 3. Summary of Hypotheses Testing

Hypothesized	P Value	Conclusion
H ₁ : Interaction Attitude → Co-Creation Attitude	0.037	Supported
H ₂ : Knowledge Sharing → Co-Creation Attitude	0.276	Not Supported
H ₃ : Responsive Attitude → Co-Creation Attitude	0.000	Supported
H ₄ : Entrepreneurship Self-Identity → Co-Creation Attitude	0.000	Supported
H ₅ : Co-Creation Attitude → Entrepreneurship Intention	0.000	Supported
H ₆ : Entrepreneurship Self-Identity → Entrepreneurship Intention	0.072	Not Supported

The service dominant logic theory method serves as the foundation for the models in this study. The co-creation attitude proposed by the service dominant logic theory consists of interaction attitude, knowledge sharing attitude, and responsive attitude. As a result, this study examines how co-creation attitude affects entrepreneurial intention. This study will also attempt to determine how one's self-identity as an entrepreneur affects one's intention to pursue entrepreneurship.

The study's initial conclusion is that co-creation attitude is influenced by interaction attitude. The behavior of persons who like interacting with others is the topic of interaction attitude. People with strong interaction attitudes enjoy interacting with others, especially those who share their objectives. Through these connections, people will pick up ideas, viewpoints, and views that can encourage acting creativity. When seen in the context of entrepreneurship, those who want to start their own business would typically engage with other business owners to gain new ideas, which will impact how they behave when it comes to innovation. Additionally, this study's findings indicate that responsive attitude influences co-creation attitude. Being adaptable to changes or acting fast in response to them is referred to as having a responsive attitude towards customer recommendations and criticisms. When people behave in a responsive way, they will adjust to changes and use those changes as an incentive to act creatively and foster the co-creative attitudes that already exist inside them (Ahn et al., 2020). This study also demonstrates the impact of entrepreneurial self-identity on co-creation mindset. This indicates that persons with strong entrepreneurial self-identities will have confidence, self-assurance, and optimism, and this might encourage people to interact with other entrepreneurs in a positive manner (Musona et al., 2021). The findings also demonstrate a relationship between co-creation attitude and entrepreneurship intention. People with a strong sense of co-creation will like interacting with the entrepreneurial community in order to gain fascinating experiences that will fuel their ambition to start their own business (Zadeh et

al., 2019). This is consistent with the service dominant logic theory, which holds that people will act in ways that help them achieve their goals (Brodie et al., 2019).

The study's intriguing conclusion is that the attitude toward co-creation is unaffected by knowledge sharing. The findings of this study are at odds with those of Guan et al. (2018), Markovic, and Bagherzadeh, among others (2018). This outcome is brought about by the tendency of those who are interested in starting their own business to learn a lot, pay close attention to what other entrepreneurs have to say, and listen more than they speak. This is due to the fact that the person still feels he is unable to impart knowledge to others since he lacks experience and knowledge. This study's finding that entrepreneurship self-efficacy had no impact on entrepreneurship intention is another finding that conflicts with earlier studies. Entrepreneurship self-identity is the conviction that one can launch their own business. Previous studies have demonstrated that while entrepreneurial self-identity does not directly influence entrepreneurial intention, it does strengthen the link between the two. When people are confident and self-assured about starting their own business, it might pique their interest in following through on their entrepreneurial goals.

5. Conclusion

The findings of the research mentioned above serve as the foundation for making conclusions, and in this study, the conclusion is that the co-creation attitude is influenced by the interaction attitude and responsive attitude. However, the attitude toward co-creation is unaffected by knowledge sharing. An additional finding from this research is that both entrepreneurial ambition and co-creation attitude are influenced by entrepreneurship self-identity. The study's last finding is that the goal to become an entrepreneur is unaffected by one's self-identity as an entrepreneur. However, the connection between a co-creative mindset and entrepreneurial intention is further strengthened by entrepreneurial self-identification.

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Biography

Stefanus Rumangkit completed a bachelor's degree at Sanata Dharma University and a master's degree at Gadjah Mada University. At this time, he works as a faculty member at Bina Nusantara University and also serves as an assistant professor. Apart from being a lecturer, he is the co-founder of Bina Desa Indonesia which is a non-profit organization that aims to empower rural communities. Through Bina Desa Indonesia, he contributes to providing training to village residents, to create new businesses in order to improve the family economy. While working as a lecturer, he taught courses on human resource management and operations management. Stefanus Rumangkit's contribution to the development of science in his field has been published in several publications, namely: *International Journal of Supply Chain Management*, *International Journal of Psychosocial Rehabilitation*, *Diponegoro International Journal of Business*, *Technobiz: International Journal of Business*, and *Darmajaya Business Journal*. In 2020 and 2021, he was trusted by the Ministry of Education and Culture of the Republic of Indonesia to conduct research related to the tourism village model based on community-based tourism and total quality management for education-based tourism villages. Currently, he is also a reviewer of several journals, namely: *Bisnis Manajemen Informatika Journal*, *Ilmu Kesehatan dan Konsumen Journal*, *Widya Cipta Journal*, and *Ilmiah Administrasi Journal*.

Mario Istar, currently is a Faculty Member at Binus Entrepreneurship Center (BEC). Prior to joining Binus University, he was working for PT. ICDX (Indonesia Commodity & Derivative Exchange in 2009). Mario worked as Research Assistant (RA) at the Center of Economic and Development Studies (CEDS) at Parahyangan Catholic University (Unpar) from 2012-2013. Mario holds a Bachelor of Economics with a concentration in natural resource and regional economics from Unpar. He then continued his studies to pursue a master's in business administration from the School of Business Management Bandung Institute of Technology (SBM ITB) Jakarta Campus. After graduating from SBM ITB, he moved back to his hometown City of Tomohon, North Sulawesi Province. He was actively contributing to a local NGO namely “Punya Harapan” (www.punyaharapan.com). Mario was also an area manager of ‘waste bank’ in Tomohon. While in his hometown, he set up a small business in culinary. Mario Istar is at present pursuing a Doctor of Research in Management degree, at Binus University Business School. His area of research is in Entrepreneurship, Innovation, and Economic Development.

Abdullah Bilman, is currently actively working as a permanent lecturer in entrepreneurship courses at Bina Nusantara University. Started his career as a teacher after completing education in 2009 with a Bachelor of Education degree then worked as a professional in the world of human resources in various types of corporate fields and was a lecturer in the Office Administration Procedure course with part-time status at the Tarakanita College of Communication and Secretariat in from 2019 to 2021. My educational background includes a bachelor of education from the State University of Jakarta and continuing my master's education in management at Mercu Buana University, Jakarta in 2013.