

Sustainable Use of the Sharing Economic Platform in Improving Quality of Service and Trust in Aceh, Indonesia

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ARTICLE INFORMATION

Publication information

Research article

HOW TO CITE

Sari, N., Irawati, W., Anwar, F., Zikran, G., & Amanda, S. (2022). Sustainable Use of The Sharing Economic Platform in Improving Quality of Service and Trust in Aceh, Indonesia. *Journal of International Conference Proceedings*, 5(4), 195-205.

DOI:

<https://doi.org/10.32535/jicp.v5i4.1940>

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Received: 05 October 2022

Accepted: 15 October 2022

Published: 15 November 2022

ABSTRACT

Economics is a crucial research topic because in the future the economy may be one way to support the economy. The objective of this study is to analyze the variables that affect the use of economic platforms that share primary data sources. The data was obtained through a questionnaire of 144 respondents, the data were then subjected to a multiple regression analysis. The findings revealed that one of the three exogenous variables, namely brand image did not affect creation, while service quality and trust had a strong and significant impact. Simultaneously shows significant outcome on the shared use of the platform economy. Quality makes the biggest contribution to influencing, so optimizing the implementation of quality and trust will help the development of the platform without harming users.

Keywords: Aceh, Brand Image, Service Quality, Sharing Economy, Sustainability, Trust.

INTRODUCTION

The sharing economy is a crucial research topic because in the since sharing economy may be one way to promote economic sustainability. The success of businesses such as Grab, Gojek, Maxim, and so on as the content of the sharing economy has become a current trend. The increasing number of populations in the world provides an increase in resource users. Service quality and trust in the sharing economy must be studied more research was done to clarify the picture. It is the developers of this platform who have to optimize deployments to build trust in the sharing economy platform without harming users.

The sharing economy has several benefits, namely: making assets and goods more affordable (Leung, Xue, & Wen, 2019; Schor, 2016) and providing solutions for making money (Schor, 2016). Digital platforms can also lessen the asymmetry of information (Thierer, Koopman, Hobson, & Kuiper, 2016; Zloteanu et al., 2018) and are more structured (Schor, 2016), and are better ecologically than traditional businesses (Bocken, Short, Rana, & Evans, 2014; Martin, Upham, & Klapper, 2017). Bocken et al., (2014) identify distinct archetypes, such as underutilized assets and capabilities, social enterprises, second-hand shops, and model collaboration. This archetype forms a crucial component of the sharing economy.

Sharing economy platforms utilize technology as a business model in various sectors in economic exchange (Dabija, Csorba, Isac, & Rusu, 2022). The sharing economy is able to break down business processes and industrial sectors and make them a translucent market on an international scale due to rapid expansion including Gojek, Grab, and Maxim for ride-hailing and Airbnb for accommodation (Kauffman & Naldi, 2020). Many of the benefits that come with sharing are practical and economical for consumers, the environment, and communities. Sharing economy platforms are also quite flexible, innovative, and forward-thinking businesses (Belk, 2014).

The influence of sharing economy platforms can change categories in the grade of already-offered goods and services. For example, sharing economy platforms offer goods and services together without requiring formal approval to use them (Acosta, Tello-Castrillón, Londoño-Cardozo, & Pasiminio, 2022). When using transportation services such as Gojek, Grab, or Maxim, we only need to use a smartphone, and service transactions occur with the consent of each party. There is little understanding of continued use of sharing economy platforms as to whether users intend to continue using them after first use (Cheng, 2020). The importance of sustainable use is important to research, this can be seen from the phenomenon of sharing economy platforms in Indonesia. Uber is a former sharing economy service platform that stopped operating in Indonesia. Previous researchers have examined the role of network externalities and service quality (Cheng, 2020).

This study intends to examine how service quality, brand perception, and consumer trust in the services provided by the platform for the sharing economy affect the sustainability of use. This study's integration of service quality sets it apart from earlier studies. This study adds other factors, such as trust and brand image because the results are still varied. In order to comprehend better the concept of the relationship between service quality, trust, and brand image, researchers attempted to look at three more variables in this study. To encourage a more sustainable way of life, solutions are required. One way to promote sustainability is through the sharing economy.

This research consists of the first part of the introduction, further literature review, then analyzing the methodology and research design. It then discusses the results and discussion of the research, and in the last section analyzes the theoretical and managerial implications of the results obtained, along with the limitations of the current research and research perspectives in the field.

LITERATURE REVIEW

The sharing economy is a novelty built on the concept of shared resources. In the context of sustainable innovation, a sharing economy can be seen of as a technology method that incorporates sustainable components (Schot & Geels, 2008). Meanwhile, In keeping with Botsman's (2013) description, Bendel (2014) describes the sharing economy as "the systematic borrowing and borrowing of objects, notably by private individuals".

The development of the sharing economy is happening very quickly and is increasing all over the world. The sharing economy phenomenon has changed business actors in terms of the proportion of value offered and how humans meet their needs (Putri, Iqbal, & Sanawiri, 2018). One of the companies engaged in the sharing economy concept in Indonesia is Gojek, which is a start-up company that provides transportation services in the form of motorcycle taxis using cars, motorcycles, and bicycles. Although engaged in transportation services, this Gojek company does not have transportation as a company's fixed asset. Service providers and consumers are determinants of service supporters who can continue to grow in maintaining their success to continue to provide services (Kumar, Lahiri, & Dogan, 2018). Therefore, the sharing economy service platform is a necessary business solution to support a more sustainable way of life.

Continuity of use is a situation when consumers have the drive and intention to return to using the sharing economy service platform. The best variable in the direct correlation between attitudes and consumer behavior is intention (Hozhabri, Raeesi, Nor, Salimianrizi, & Tayebiniya, 2014). Continuing to use a product or service is an attitude of consumer loyalty to continue using the same product a company (Basu, 2018). Continuity of use is also about system users who continue to use the service (Chen, Jong, & Lai, 2014). Consumers will always choose a business that has the highest value or benefit so that consumers make repeat purchases because they are satisfied with the value or benefit (Kim, Kim, Lee, & Youn, 2014).

Depending on how they used the information system before, they may or may not use it again. Therefore, consumers will continue their usage habits, if they believe it is useful or genuinely beneficial (Bhattacharjee & Premkumar, 2012), and have positive attitudes toward those products and services based on past experiences (Dharmayana & Rahanatha, 2017).

Any action or activity that is provided to another person intangibly and does not result in ownership is referred to as a service (Kotler & Keller, 2008). Likewise, according to Handoko (2001), Durability, independence from other goods or services, and convenience are only a few examples of the applications and functions that go into determining a product's quality. Likewise, Supranto (2006) conveys service quality as a word that service providers can do what must be done well. How far is the distinction between reality, and consumer requirements for the services they get?

Service quality can encourage clients' commitment to a brand's goods or boosting the market share of a product through the provision of services (Aryani & Rosinta, 2010). It also determines customer loyalty (Taan, 2019). The quality of service is extremely

important for keeping customers for a long time. Meanwhile, Lovelock and Wright (2007) stated that service quality is a consumer's long-term cognitive assessment of a company's service delivery, so consumers will always judge a product for the sustainability of its use (Kotler & Keller, 2008).

Trust is a person's psychological state in carrying out an activity, so trust plays an important role in conducting transactions, namely by providing support in the process of buying and selling products or services (Liempepas & Sihombing, 2019). This is supported by research by Pavlou (2003). Research by Gong, Liu, Zheng, and Wu (2018), To trust is to be willing of consumers or a party to accept actions from other parties in the hope that those parties will take certain actions that are important and appropriate to consumer expectations. According to research by Usman, Mulia, Chairy, and Widowati (2020) the ability to work with business partners who are trustworthy, reliable, and have integrity. Therefore, consumer trust is a conviction in the moral character, cooperation, dependability, and expertise of the business. The key to preserving the longevity of the relationship between customers, service supporters, and service providers is trust, which is a deep believe in something (Chiu, Hsu, Lai, & Chang, 2012; Han & Hyun, 2013).

RESEARCH METHOD

Primary data are the type of information used in this investigation. Primary data was obtained from observations in the field using the field research method. According to Hair Black, Babin, Anderson, and Tatham (2006), a good sample for multivariate analysis should be 5-10 times larger than the number of indicators in the study, because the number of indicators in this study amounted to 24 indicators, then 24 times 5 equals 120 samples (minimum). To produce proportional answers, the sample of this study amounted to 144 correspondents from Banda Aceh City.

A sample of users of the sharing economy service platform that has the same characteristics according to the purpose of the study. The sample criteria for filling out this research questionnaire are 1) People who live in Banda Aceh City, 2) Have used sharing economic service platforms (grab, maxim and, gojek). The selected area as the sample of this research is Banda Aceh City. The method used in this research is multiple linear regression. The data was processed using the Software Statistical Package for Social Science (SPSS) version 25. The research equation took the reference from the Gujarati formula (2004):

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon \quad (1)$$

This initial model is formulated into the research formulation as follows:

$$KP = \alpha + \beta_1 KL_1 + \beta_2 CM_2 + \beta_3 KC_3 + \varepsilon \quad 2)$$

Where are KP (Sustainability of Use), KL (Quality of Service), CM (Brand Image), and KC (Trust). In this study, the dependent variable is user sustainability, while the independent variables are service quality, brand image, and trust. Data collection in this study used a questionnaire with a Likert scale in the form of intervals with 5 categories of choices, namely Strongly Disagree (STS = 1), Disagree (TS = 2), Moderately Agree (CS = 3), Agree (S = 4), and Strongly Agree (SS=5) which were distributed to the people of Banda Aceh City online.

RESULTS

The results of questionnaires that have been conducted to respondents in Banda Aceh City, there are characteristics of respondents in the study as shown in the table below:

Table 1. Characteristics of Respondents

No.	Description	Frequency	Percentage (%)
1.	Gender:		
	Man	51	35,4
	Women	93	64,6
2.	Age:		
	17-25 years	103	71,5
	26-32 years	17	11,8
	33-39 years	12	8,3
	40-47 years old	12	8,3
3.	Banda Aceh	144	100,0
Amount		144	100,0

Source: Primary Data Processed Using SPSS Software, 2022

Evaluating the outcomes, of the questionnaire that has been carried out to 144 respondents in Banda Aceh City, the results can be seen in Table 4.1 above, it is known that most of the respondents are dominated by the female sex as many as 93 people or 64.4 percent and the male sex as many as 51 people. or 35.4 percent. Furthermore, based on the age of the respondents, it is known that most of the respondents are between the ages of 17 and d. 25 years as many as 103 people or 71.5 percent. Furthermore, based on the domicile of the respondents, it is known of the respondents are from the city of Banda Aceh.

Furthermore, to see the feasibility of the questionnaire used in this study, a validity test was carried out. All question items for the dependent variable, namely Sustainability of Use (KP), and the independent variables, namely Quality of Service (KL), Brand Image (CM), and Trust (KC) have a correlation value of count > table with a value of 0.163. Thus, it can be concluded that all variables in this study are true and suitable for further analysis. Furthermore, the reliability test, the results of the reliability test show that Cronbach's alpha value on all variables exceeds Cronbach's alpha standard value, which is 0.60. Therefore, all statement items from each variable deserve to be used to continue the research.

Furthermore, the regression results must be Best Linear Unbiased Estimator. Therefore, it is required to test the classical assumption. The test results can be seen in Table 2:

Table 2. Classical Assumption Test Results

Normality test		
Variable	Normality test	Description
Test Statistic	0,060	Normal distributed residual
Asymp. Sig. (2-tailed)	0,200	
Heteroscedasticity test		
Variable	Unstandardized Residual	
Service Quality	0,544	
Brand Image	0,544	
Trust	0.404	
multicollinearity test		
Variable	VIF	Description
Service Quality	3,337	Free of multicollinearity
Brand Image	3,021	
Trust	3,056	

Source: Own Data

The table above explains that the results of the Normality test using the Kolmogorov-Smirnov show that the value of the p-value is 0.200. This value is greater than (5%) or $0.200 > 0.05$. Thus, it can be said that the error term is normally distributed then H_0 is rejected. Furthermore, the heteroscedasticity test uses the Spearman rank test. Based on the significance value or Sig. (2-tailed) service quality is 0.544, brand image is 0.544, and trust is 0.404. Because of the value of Sig. the three independent variables > 0.05 value. Thus, it can be said that the model is free from problems. Finally, a multicollinearity test was conducted with a VIF value greater than 10. Thus, it can be said that the model is free from multicollinearity problems.

The results of the regression using multiple linear regression in Table 3 show that service quality and trust have a positive and significant effect on sustainability of use. In this study, brand image has no effect on sustainability of use. Because service quality has a greater value than brand image and trust, it can be concluded that service quality has a dominant influence on the sustainability of using the sharing economy service platform. Through the results of statistical calculations as in Table 3, the following multiple regression equation is obtained:

$$KP = 4,337 + \beta_1 0,318 KL + \beta_2 0,035 CM + \beta_3 0,154 KC + \varepsilon \quad (3)$$

Table 3. Results of Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
C	4.337	1.254		3.459	0.001
KL	0.318	0.123	0.311	2.585	0.011
CM	0.035	0.062	0.065	0.563	0.574
KC	0.154	0.060	0.294	2.552	0.012
R Square	0.392				
Adjusted R Square	0.379				
Std. Error of the Estimate	1.960				

Source: Primary Data Processed Using SPSS software, 2022

To strengthen the explanation of the results of this regression, it is also necessary to know the ability of the independent variables in the study to explain the dependent variable of the coefficient of determination (R^2). By using the measurement of

independent variables from the characteristics of the respondents, it can be seen that the coefficient of determination is moderate (Chin, 1998). According to Chin (1998), the R-Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33.

DISCUSSION

Partially, the regression results show that when the other variables are constant, service quality and trust tend to increase over time according to increasing needs. This is supported by the theory put forward by Brady and Cronin (2002) that service quality has an effect on increasing the value obtained by customers. This assumption explains that when a person's service quality is improved, the consumer's continued use will also be higher. Service supporters must be able to maintain their platform in providing a fast response because it affects the sustainability of consumer use. Meanwhile, when improving their services in a timely manner and with high commitment, consumers feel the effectiveness and ease of the sharing economy platform. Therefore, it is important for platform companies to maintain service quality in order to maintain the continuity of service use going forward.

The results of this study also support Chen (2009) which states that customers who feel they have received good service in terms of the quality of interaction, the quality of the physical environment and the quality of the results match or exceed expectations, mean that customers feel they have obtained value according to or exceeding their expectations. The research by Shao and Ge (2018) looks at the impact of service quality on the sustainability of using Bicycle-Sharing applications. Bicycle-Sharing, a form of public transportation that provides short-term use of bicycles, has grown in popularity in China as an important travel scheme in recent years. The results prove that consumer confirmation of service quality is positively associated with satisfaction, which in turn promotes the consumer's sustainability intentions.

Zhou's (2013) research conducted research on the sustainability of the use of mobile payments. The purpose of this study is to see how companies can retain consumers and facilitate their continued use as providers of these services. The results of the study indicate that service quality is a factor that affects trust, so trust determines the intention to continue using mobile payments. Furthermore, research with the discussion of sustainability of use has also been studied by Agag and El-Masry (2016), the results of the study show that trust can explain consumer intentions to participate.

Likewise with trust, trust is the strongest factor in influencing the sustainability of use. Consumers feel confident when they try the service and continue to subscribe. According to Delgado-Ballester and Munuera-Alemán (2005), Munuera-Alemán (2005), Veloutsou (2015), and Veloutsou, Christodoulides, and de Chernatony (2013), trust is a crucial component of the marketing approach in relational preconditions for establishing long-term relationships between businesses and consumers, intermediaries, and suppliers, as well as all other participants in the business environment. An analysis of Duara Travels, a novel travel company that arranges for visitors to reside with and get along with people in remote areas in developing nations. The business handles all of the marketing and reservations while making sure that all of the families and villages taking part in the plan are safe for visitors. Duara Travels is failing because it has not developed a sufficient consumer base, despite the fact that supporting responsible tourism in developing nations seems effective (Duara Travels, 2020). The project's motivation is that businesses in the economy are reluctant to share their services or products, which

impedes its positive benefits and increases the risk of failure (Chasin, von Hoffen, M., Hoffmeister, & Becker, 2018; Cherry & Pidgeon, 2018).

Therefore, Companies may reinforce people's decisions to utilize the sharing economy platform and increase the beneficial impact by fostering more trust in the platform (Arteaga-Sánchez, Belda-Ruiz, Ros-Galvez, & Rosa-García, 2018; Edbring, Lehner, & Mont, 2016; Hawlitschek, Teubner, & Gimpel, 2018). However, In the sharing economy, the importance and mechanics of trust-building are mainly unexplored (Cohen & Munoz, 2016). In Noor's research (2020) the results of his research show that trust and perceived benefits have a positive effect on the sustainability of using OVO services. Meanwhile, research by Rizky (2020) research results support previous research, which shows that trust has a positive effect on sustainability of use. Support and attention to service supporters must increase public trust by providing education or more knowledge about the service.

CONCLUSION

The results of this research discussion can be concluded that service quality has a positive and significant impact on the sustainability of the use of the sharing economy service platform in Banda Aceh City. The service quality variable gives the largest contribution to the sustainability of the use of the sharing economy service platform compared to the brand image and trust variables. Furthermore, brand image has a negative and insignificant effect on the sustainability of using the sharing economy service platform in Banda Aceh City. The trust has a positive and significant effect on the sustainability of the use of the sharing economy service platform in Banda Aceh City. Furthermore, service quality, brand image, and trust together affect the sustainability of using the sharing economy service platform in Banda Aceh City.

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