

ERASMUS UNIVERSITY ROTTERDAM

Erasmus School of Economics

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**The Effect of Social Benefits on Customers' Satisfaction, Commitment,
Loyalty and WOM in The Sharing Economy: Ridesharing and P2P
Accommodation Types**

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Abstract

The sharing economy industry is growing prominently each year, leading to a higher competitive market. Firms in the two biggest sharing economy types, ridesharing and P2P accommodation, must create strategies to ensure their current customers are loyal and also to attract new profitable customers, to keep the business thriving. One of the eminent factors is to create a valuable experience for the customers through social interactions with the resource providers, known as Social Benefits. This study aims to analyze the effect of social benefits on the desired consumer behaviors. It is found that social benefits indeed have a positive effect on customers' satisfaction, commitment, loyalty, and word-of-mouth activities. Furthermore, this study investigates whether the two different sharing economy sectors, ridesharing and P2P accommodation, moderate the relationship between social benefits and satisfaction and also commitment. Although there is no statistically significant interaction effect between the types and social benefits, another interesting discovery is found which shows that within the P2P accommodation type, the customers are more satisfied compared to the ones in the ridesharing type. The analysis of the outputs is further enriched with conclusions with academic relevance and managerial implications. Finally, limitations of the study and future research recommendations are given.

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1. Introduction

1.1 Sharing Economy Background

The growth of the sharing economy industry has been aggressive this past decade. Its role in the market is becoming more prominent each year, with funding injection of over US\$23 billion from venture capitals all over the globe (Wallenstein and Shelat, 2017). Much market research supports the fact that this innovative business model will continue to thrive in the future. A report by PriceWaterhouseCoopers (2015) shows that in 2014, sharing economy has a sales revenue of US\$ 15 billion and is predicted to grow by 22 times in 2025 with US\$ 335 billion in revenue. Likewise, Juniper Research (2017) forecasts that in 2022 the sharing economy platforms will have revenue of US\$ 40.2 billion, a 116% increase from 2017. The biggest sectors of the sharing economy are the transportation sector like car-sharing or other types of ridesharing and travel or tourism sector, such as holiday accommodation (PWC, 2015). The sharing economy's transportation sector mainly serves regular mobility within a relatively short distance (e.g. using Uber for daily commute from home to office compared to going to traveling to another city that will take 4 hours by car). While travel or tourism in the sharing economy is best known for providing travelers away from their current residence with other people's places for temporary use.

The sharing economy's growth is supported by digitization such as the use of the internet and mobile applications. Based on Statista (2020), global internet penetration is more than 50% and predicted to grow in the upcoming years. There's also a 40% rise of mobile phone users from 2016, reaching 61.62% of the world's population in 2020, which are also believed to grow substantially within the next 3 years (O'Dea, 2020). On top of that, it is becoming a trend to use shared products or services provided by the sharing economy platforms, rather than to buy and own the goods themselves (Roof, 2019; PWC, 2018). People think that joining and contributing to the sharing economy is more efficient, sustainable, and cost-saving (Tabcum, 2019). Besides that, Boston Consulting Group (2017) reveals that one of the most important benefits consumers are looking for in using sharing economy platforms is the unique experience (Wallenstein and Shelat, 2017), such as the peer-to-peer interactions in the consumption process. This interpersonal relationship built on the transaction process, involves and stimulates emotional feelings of the customers (Hennig-Thurau, Gwinner, and Gremler, 2002).

1.2 Research Problem and Questions

With the growing market and vast opportunity, sharing economy firms, or so-called platforms, will have tighter competition amongst each other. Firms need to retain their current customers by maintaining and increasing their loyalty, as well as attracting new customers. Therefore, it is critical to enhance customers' experience in order to win customers. One of the main aspects that could encourage customer experience is through customer-employee interactions and relationships (Elcom Technology, 2015). Research also proves that the social aspect of a transactional relationship greatly affects customer loyalty (Hennig-Thurau et al., 2002). However, unlike other traditional services, the sharing economy firms rely on the resource providers to manage the customer experience, as they are the "employees" that are directly in contact with consumers, and the "physical representation" of the platform (Eckhardt, et al., 2019).

Furthermore, there are different sharing economy platforms that offer different solutions to consumer needs. From two of the biggest sharing economy sectors, transportation and accommodation, ridesharing and peer-to-peer (P2P) accommodation platforms offer different consumption experiences, which could affect consumers' emotional state, experience and attitudes (such as satisfaction and loyalty) toward the platform (Yuksel, Yuksel, and Bilim, 2010). Based on those problems, this thesis investigates the research question mentioned below:

Main Research Question

"What is the impact of social interaction between customer and resource providers on customer satisfaction, commitment, loyalty, and word-of-mouth (WOM) in the ridesharing and P2P accommodation type of the sharing economy?"

Sub-Research Questions

- I. What is the effect of social interaction between customer and resource providers on customer satisfaction and WOM towards the sharing economy platform of ridesharing and P2P accommodation?
- II. What is the effect of social interaction between customer and resource providers on customer commitment and loyalty towards the sharing economy platform of ridesharing and P2P accommodation?

- III. What managerial marketing insights and recommendations can be given to the ridesharing and P2P accommodation sharing economy platforms regarding customer and resource provider's social interactions?

1.3 Academic Relevance

With the rise of sharing economy, many have done academic research about this phenomenon in the past decade analyzing the determinants of joining and participating (Hamari and Ukkonen, 2013; Zhang, Gu, and Jahromi, 2019; Boateng, Kosiba, and Okoe, 2019; Pappas, 2017) and also the factors affecting customer experience, such as quality, trust, safety, pricing and social aspects (Cheng, Fu and Vreede, 2018; Kong, Wang, Hajli, and Featherman, 2019; Zhang, et al., 2019; Pappas, 2017). In terms of social aspects, most researches focused more on the interaction or relationship between users of the platform (Bardhi and Eckhardt, 2016; Habibi, Kim, and Laroche 2016) rather than with the resource providers that might affect the experience and attitude toward the platform itself (Eckhardt, et al., 2019). Along with that, no research to the best of my knowledge takes two different types of sharing economy into considerations (e.g. transportation versus accommodation sharing economy platforms). Preceding studies mainly investigate only one type of the sharing economy, either the ridesharing or P2P accommodation (Yang, Song, Chen and Xia, 2016; Cheng et al, 2018; Zhu, So and Hudson, 2016; So, Xie, and Wu, 2019; Pappas, 2017). To contribute to existing literature, this research will investigate whether the benefits of the social interaction between the customer with the resource provider will have an impact on customers satisfaction, commitment, loyalty and word-of-mouth (WOM) toward the platforms within two different sharing economy types, ridesharing and P2P accommodation, as the moderators.

1.4 Managerial Relevance

This thesis will mainly study consumer behaviors in the sharing economy settings regarding the social benefits they get with the resource provider or host. Marketers of the sharing economy platforms will get a deeper understanding of how social interactions will affect customer satisfaction, commitment, loyalty, and WOM on the platform itself. This will help marketers make decisions on how to retain current customers and also attract new ones from a relational marketing point-of-view while focusing on the relationship itself. In addition, this paper will also investigate whether the two different sharing economy types, ridesharing, and P2P accommodation, have an influence on the relationship between social benefits and the customer's attitude. Hence, rather than a fit-for-all insight, marketers from the different sharing

economy types will get a clearer comprehension of their own sector, where they can make better strategies for the platform.

1.5 Thesis Structure

The structure of this study will be as follows: Chapter 2 covers the existing literature on the research topic and related variables, as well as the hypothesis development and its conceptual model. Chapter 3 clarifies the research methods, such as the research design, data collection method, and variables operationalization. Chapter 4 explains and analyzes the research's results to answer the research problem and questions. Chapter 5 discusses the conclusion of the research and the marketing implications for business and for academic purposes. Finally, it will explain the research limitations and future research recommendations.

2. Theoretical Framework

2.1 Theoretical Background

2.1.1 Sharing economy

Based on previous works of literature, sharing economy can be defined as an economy model or system where consumers are in a collaborative consumption activity of sharing goods or services with temporary access that is enabled by the technology and the internet (Lessig, 2008; Kathan, Matzler, and Veider, 2016; Habibi, Kim, and Laroche, 2016). The sharing economy is also identified as an on-demand transaction with a non-transfer ownership consumption (Kathan et al., 2016; PricewaterhouseCoopers (2015) that involves physical assets and services (Christoforou, 2016) for monetary and non-monetary benefits (Bardhi and Eckhardt, 2016; Christoforou, 2016). This means the resource provider is using their own private goods or resources which are “shared” with the customers. Customers in the sharing economy model are unique, as they are not only consuming the product or service, but they are also the ones who produce or provide it. Scholars called this term as “prosumers” or “prosumption”, where both producers and consumers are involved in the co-creation of goods and services (Ritzer and Jurgenson, 2010; Ritzer, 2013). In the nature of a consumer-to-consumer (C2C) sharing economy, during the transactions process, end-consumers will be faced with prosumers who act as a resource provider instead of the platform’s official employees (e.g. an Uber rider is riding with the car’s owner, in contrast with a taxi rider who is driven by a licensed taxi driver). This is why this economic system is also called “peer-to-peer” platform, transaction or sharing (Bardhi and Eckhardt, 2016; Yang et al., 2016). The demand and supply of the consumers are met and enabled by the development of technology and internet that the platform provides. Where firms such as Airbnb and Uber serve as the digital intermediaries who provide the online platform for the prosumers’ supply and demand (Weber, 2014). The C2C sharing economy business model and the relations between customers and the platform are shown in Figure 1. The advancement of information technology (IT) and internet also facilitate consumers to have a peer-to-peer conversation or interaction across the globe, without needing to be in the same place or a face-to-face condition (Killeen, 2015; Santana and Parigi, 2015).

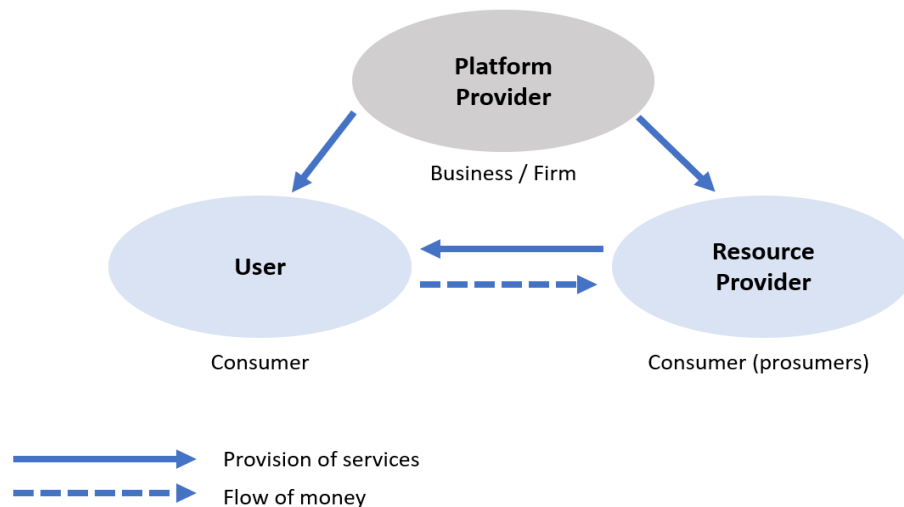


Figure 1: C2C Sharing Economy Business Model adapted from PricewaterhouseCoopers' Consumer Intelligence Series: The Sharing Economy

Source: PWC, 2015

Earlier literature has identified several essential drivers of participating in the sharing economy. The first one is economic reasons, such as the need to save money and increase efficiency and convenience (Barnes and Mattsson, 2016; Edbring, Lehner and Mont, 2015). Compared to purchasing their own products, consumers can have the same consumer experience in a more affordable way with sharing economy services. The second driver is social connection and community building (Christoforou, 2016). Sharing is said to be one of human nature (John, 2013), so even in this economic context, a social interaction between the parties involved in the transaction is imminent. A study about product swapping in the market by Albinsson and Perera (2012), which has a close concept with the sharing economy, mentioned that the users are indeed motivated by the desire to socialize. Another important reason for participating in the sharing economy is consumers' ideology and political views. Some consumers think that by using the sharing economy, they are going against the culture of capitalism, consumerism, and individualism (Bardhi and Eckhardt, 2016; McLaren and Agyeman, 2016). Finally, environmental issues are also considered as one of the main drivers, where in the sharing economy, resources are utilized more efficiently (Tussyadiah and Pesonen, 2016).

PricewaterhouseCoopers (2015) mentioned in their sharing economy report that several main sharing economy sectors have the potential to thrive in the next decade, two of the leading industries are P2P transportation (ridesharing) and P2P accommodation.

2.1.2 Ridesharing

Ridesharing is a driven-demand market where it connects people who need to go somewhere in a relatively short distance, called riders, with people who provide the vehicle and transportation service for a certain amount of profit (PWC, 2015). One of the global examples of this sharing economy platform type is Uber, which provides P2P ridesharing in over 60 countries and more than 700 cities (Uber, 2019). The ridesharing market itself began to explode in 2010-2011, where it reached one million users (Waszkowski, 2019). In 2016, it amounted to approximately 10 million users and is predicted to have 36 million users by 2025 (Frost and Sullivan, 2016). Furthermore, Jeremy Rifkin, an economist (2018), stated that in the next 25 years, ridesharing will be standard practice for the society and that owning a personal car will be an anomaly. Recent data also shows that car ownership has declined, where 5 to 15 personal cars are replaced with 1 shared car in the market (Bondorová and Archer, 2017). Few studies are focused on P2P ridesharing, such as consumer behavior research by Cheng et al. (2018) which highlights the positive relationships between the offline and online service quality between drivers and passengers with customer satisfaction and loyalty on the ridesharing platform. Also, the important factors determining why customers would want to adopt the P2P ridesharing to fulfill their transportation needs are studied by Zhu, So and Hudson (2016), where they found interesting results showing that, despite earlier beliefs, perceived risk of using P2P ridesharing is not statistically affecting the adoption of this specific type of sharing economy.

2.1.3 P2P Accommodation

Nowadays, for traveling or holidays, people are starting to move from traditional hotels to P2P accommodation (Dogru, 2019). It is a platform where people can rent their spaces in their home, such as bedrooms, the whole apartment/house, or even couch, to the tourist or traveler for a certain amount of money (PWC, 2015). Based on a PwC report (2015), the world's leading P2P accommodation platform, Airbnb, had users and guest night growth by 150% in every country from all regions they have. To compare, Airbnb was valued at 24 billion USD, while the worldwide Marriott hotel chain was valued at 21 billion USD. It can be said that P2P accommodation is the future travel or tourism accommodation since it's already eroding the traditional hotel shares in the market. Therefore a few research about this type of sharing economy has been done, especially about the possible factors of the customers' adoption. It's intriguing that Yi, Yuan and Yoo (2019) found that consumers' perceived risks, such as financial and privacy risks, indeed have statistically significant effects on the behavioral intention to adopt the P2P accommodation. The results are in contrast to what is found in the ridesharing studies regarding the

customers' motivation to adopt the sharing economy platform. Hence, supporting the potential theoretical differences between P2P ridesharing and P2P accommodation that will be further discussed in this thesis.

2.1.4 Relational Benefits

Relationship marketing is a study and activity which involves analyzing, planning, activating and managing the relationship between the business with its stakeholders, such as the customers and the employees, to create shared value (Bruhn, 2004). It mainly aims to build and retain a strong customer relationship with firms to create a direct effect on the customer like loyalty and also indirect effects such as word-of-mouth. Relational benefits is one approach in the relationship marketing literature that explains why customers stay with a certain service firm through an individual-level relationship of the customers and the service providers, which later results in the relational marketing outcomes, such as loyalty (Gwinner, Gremler, and Bitner, 1998; Hennig-Thurau et al., 2002; Yang et al., 2016). The relational benefits that the customers experience from a transactional relationship or interaction are divided into three types, confidence benefits, special treatment benefits and social benefits (Gwinner et al., 1998; Hennig-Thurau et al., 2002; Yang et al., 2016). Confidence benefits are the outcome feelings of the customers such as reduced anxiety and increased comfort in using the service provider, special treatment benefits are the tangible benefits customers get such as discounts and personalized additional service, and social benefits are the customer's perceived benefits of the emotional part of the relationship such as friendly conversations and interactions (Gwinner et al., 1998).

2.1.5 Social Benefits

Social benefits are part of the relational benefits framework that focuses on the emotional part of the interaction or relationship between customer and service provider (Gwinner et al., 1998; Hennig-Thurau et al., 2002; Yang et al., 2016). It emphasizes on the customer's mental affective responses (feelings) on the relationship, from the happiness of feeling recognized to the comfortable feeling like talking to a friend (Gwinner et al., 1998). This benefit especially occurs in a service transaction setting where the interpersonal interaction between the service provider and customer are high. The social interaction benefits between the consumer and the resource provider will hereafter be simply referred to as social benefits (SB).

A sharing economy consumption can be one example, where an hour long Uber ride “forces” a social conversation between the rider and the driver. This can be compared to a restaurant setting, where the waiter just has a limited amount of time to talk to the customer considering the nature of the service is just to deliver the products (the food) instead of sharing the product or service itself (as in the Uber setting). Previous literature highlights that social benefits have positive effects on the customers' experience, resulting in positive attitudes that may persuade them to maintain the social relations and therefore become committed and loyal to the service providers (Schor, 2014; Goodwin, 1997). Berry (1995) added that if customers are enjoying the social bonds with the service provider, then they will also have a stronger dedication towards the service organization.

2.1.6 Satisfaction

After experiencing a product or service, customers tend to analyze and compare their perceived performance against their initial expectations. The result of this act is a feeling of fulfillment and pleasure called customer satisfaction (Kotler, Armstrong, Wong, and Saunders, 2008). If customers feel that their social needs are fulfilled then they are most likely to feel satisfied (Hennig-Thurau and Klee, 1997). Veloutsou (2005) found that there's a difference between customer satisfaction towards a product and a service, where for the latter, customers often have difficulty separating the production and the consumption activities. However, the service sector could induce satisfaction by utilizing the social dimension that takes part in the presumption process, like connecting socially with customers, that is said to be powerful in the building of satisfaction (Fournier and Mick, 1999). Further, this paper focuses on the overall satisfaction feeling customers have regarding the service platform (Dimitriades, 2006).

2.1.7 Commitment

In relational marketing, commitment is a customer's long-term positive attitude towards a service provider based on emotional feelings. It shows where the relationship is going to go, such as whether they want to continue to use the platform (Newman and Werbel, 1973; Geyskens et al., 1996). Customer commitment is the affective element that can lead to the firm's desired behavior, such as loyalty and word-of-mouth (Johnson et al., 2001). The preceding study confirms that commitment can be developed through a peer-to-peer relationship that is built during the consumption of services (Yang et al., 2016). Customers might engage and take pleasure in the personal conversations with the service providers which leads them to be committed to the relationship and become loyal to the service platform (Dimitriades, 2006; Yang et al., 2006; Hennig-Thurau et al., 2002; Johnson et al., 2001).

2.1.8 Relationship Marketing Outcomes: Loyalty and Word-of-Mouth

All marketing activities done by firms are part of the effort to improve their performance and profitability. In a study of relationship marketing outcomes, Hennig-Thurau et al. (2002) provide knowledge that in a service sector, loyalty and WOM are the key outcomes that need to be achieved to contribute to the firm's financial health (Helgesen, 2006; Hennig-Thurau et al., 2002).

Loyalty is one of the most discussed and researched consumer behavior constructs in the marketing sector. It can be defined as customers' willingness to use the firm's product or service for a long period while also recommending it to others (Wirtz and Lovelock, 2016). A loyal customer's behavior is to do repeat purchases of a certain product or service in the long run (Hennig-Thurau et al., 2002; Dimitriadis, 2006). However, loyalty is not only about active behavior, but it also takes into account the customer's favorable attitude and preferences towards a brand. This makes loyal customers tend to be less price-sensitive compared to the non-loyal customers because they have stronger feelings and commitment to the brand and therefore will do whatever it takes to keep using it (Davis, 2002). Seeing the importance of loyal customers to the long-term performance of the firm, it is crucial to develop it. Therefore, firms must create values for the customers to encourage their loyalty. In the service industry, Wirtz and Lovelock (2016) stressed that relationship with customers is eminent for encouraging their loyalty.

In previous literature by Hennig-Thurau et al. (2002), another relationship marketing outcome is Word-of-Mouth (WOM). WOM is an informal communication between consumers that contains information, recommendation or reviews about certain products or services (Wang and Yu, 2017; Godes et al., 2005). It can be established in both online and/or offline settings. For example, one Uber customer tells her friends face-to-face at school about her certain experience of riding the car with a friendly and talkative driver, while another customer "tweet" about it on his social media platform Twitter. Generating WOM is proven to be more effective in aiding consumers' purchase decisions compared to traditional marketing efforts done by the firm, resulting in a significant influence on sales (Rosario, Sotgiu, Valck, and Bijmolt, 2016), as it is seen to be more truthful and reliable by the consumer (Whitler, 2014; Berger, 2020). Customers' WOM could induce the other consumers within the customers' reach to have an intention to purchase and use the related platforms. Especially for a service firm, it is highly important to have customers spreading positive WOM related to their service or platform. Because of the intangible nature of the offerings (Zeithaml, Parasuraman, and Berry, 1985), potential customers' decisions are more dependent on what their peers are saying about a specific service provider (Cialdini 1993).

2.2 Hypothesis Development

Social benefits are considered to be important for customers' experiences, one of them being their satisfaction (Harris, 2007; Srivastava et al., 2017). Research by Gremler and Gwinner (2000) displayed a similar concept of social benefits of customer and employee (customer-employee rapport) that proves to have a significant positive effect on satisfaction with the service provider. "Commercial friendship" is another idea that reflects the positive relationship of social interactions with customer satisfaction (Price and Arnould, 1999). Customers who experience social benefits in the sharing economy settings might take it as part of their satisfied feelings. Social interactions can also affect customer satisfaction towards the firm itself.

Previous marketing studies have stressed that getting new customers is one of the desired outcomes of relationship marketing (Hennig-Thurau et al., 2002; Morgan and Hunt, 1994). One of the most powerful marketing communication tools in persuading new customers is Word-of-Mouth (WOM) (Hennig-Thurau et al., 2002). Earlier studies show that in general satisfied customers will do positive WOM communication (Hennig-Thurau et al., 2002; Yürük, Akyol, and Şimşek, 2017; Verkijika and Wet, 2019), as it is one of their ways to reciprocate their satisfaction from having interaction with the product/service (Wu, Fan, and Zhao, 2018). Further, research on the service field shows that customers are willing to spread positive information and recommend certain services when they are satisfied (Konuk, 2019; Huang, Chang, Yeh, and Liao, 2014; Saha and Theingi, 2009). However, there is limited sharing economy research highlighting WOM through customer satisfaction, therefore based on the premises mentioned earlier this study argues the following hypothesis:

H1: Social benefits are positively affecting customer satisfaction towards the sharing economy platform.

H2: Customer satisfaction towards the sharing economy platform is positively affecting customer's WOM.

Customers who have social relations with their service providers are shown to be more likely to have a better commitment because of the increased dependence that is formed through the interactions (Berry, 1995; Dagger, David, and Ng, 2011). Likewise, more literature also found a positive impact of social benefits on customer commitment whether it is in a non-sharing economy or a sharing economy industry (Hennig-Thurau, et al., 2002; Yang et al., 2016). To be more specific, Yang et al. (2016) found that, in a P2P setting, when customers have personal interactions with the service's hosts, they become committed to the resource provider and their relationship. Furthermore, customer commitment is believed to drive the

customer's loyalty (Yang et al., 2016, Dimitriadis, 2006; Hennig-Thurau et al., 2002). Where it is common knowledge that customer loyalty is a critical marketing objective for firms to achieve, as studies found that there's a positive relationship between loyalty and the firm's profitability (Kumar and Shah, 2004; Helgesen, 2006). It is also proven that loyalty induces positive WOM, one of the key relational marketing outcomes (Ferguson, Paulin, and Leiriao, 2007; Soderlund, 2006; Jones and Reynolds, 2006; Gruen et al., 2006).

Hence this paper would like to prove the relationship between social benefits, commitment, and loyalty with the following hypothesis:

H3: Social benefits are positively affecting customer commitment with the resource providers.

H4: Customer commitment is positively affecting customer loyalty towards the sharing economy platform.

H5: Customer loyalty towards the sharing economy platform is positively affecting WOM.

In different economic situations, consumers can also have different considerations and feelings towards the service they consume. Yuksel et al. (2010) stated that when facing different consumption settings and environments, consumers may have a distinctive attitude (e.g. satisfaction) concerning the product/service. To be specific, consumers in the sector of transportation and traveling/tourism have different goals to achieve in consuming the service, therefore they also differ in terms of factors affecting their consumer behaviors (Kavoura and Stavrianea, 2016). From previous literatures discussed, it is assumed that this also applies to sharing economy type ridesharing versus P2P accommodation (Zhu, So and Hudson, 2016; Yi, Yuan and Yoo, 2019).

For example, an experimental study by Goor and Grinstein (2019) shows that in a lodging situation, another term of peer-to-peer travel accommodation, people feel less satisfied when they have social encounters with other people on their stay compared to just having the place by themselves. In contrast, in a car-sharing ecosystem, the impact of social interactions on consumers' experience is considered to be less intrusive than in the hospitality sector, thus reducing the consumer's social anxiety and improving their positive attitude towards the platform. Regular usage of transportation is believed to bring more satisfaction to people if it could aid their social needs through interactions (McCarthy and Habib, 2018). To add, it is a common marketing knowledge that customer's satisfaction and commitment are correlated to

each other (Hennig-Thurau et al., 2002; Zhao, Lu, Zhang, and Chau, 2012; Kumar, Dalla Pozza, and Ganesh, 2013; Lee, Moon, Kim, and Mun, 2015; Cheng et al., 2018).

From these previous findings, this study proposes the following moderation hypothesis that customer's satisfaction and commitment might be moderated by different type of sharing economy they've experienced, measuring P2P accommodation as the dummy gender:

H6a: The effect of social benefits on customer's satisfaction could be moderated by the sharing economy type, where it is negatively reinforced by the P2P accommodation type.

H6b: The effect of social benefits on customer's commitment could be moderated by the sharing economy type, where it is negatively reinforced by the P2P accommodation type.

2.3 Conceptual Framework

The conceptual model in figure 2 outlines the proposed hypothetical relationships. The customers' Social Benefits are predicted to affect their Satisfaction, Commitment, Loyalty and Word-of-Mouth (WOM) in a positive way. And the P2P Accommodation sharing economy type is predicted to be negatively reinforcing the relationship between Social Benefits, Satisfaction, and Commitment.

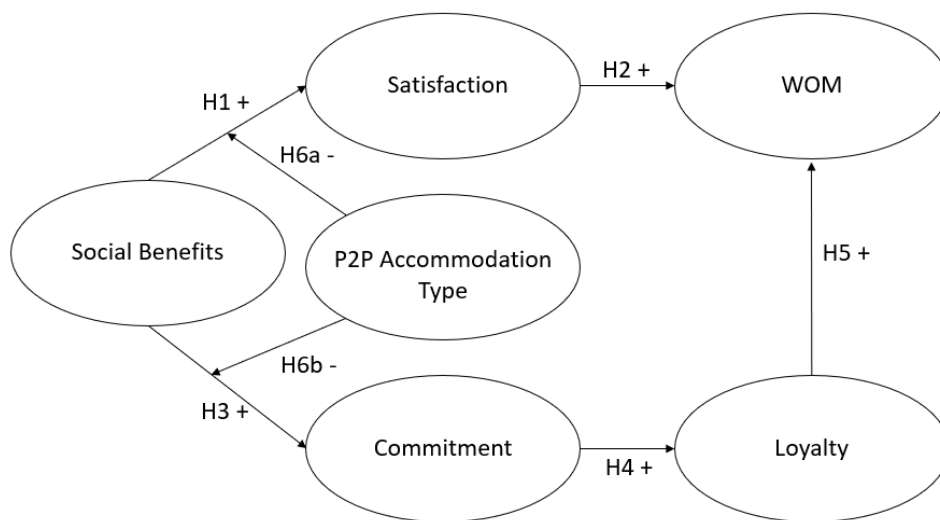


Figure 2: Research Conceptual Model

3. Methodology

3.1 Research Design and Methodology

According to Malhotra (2010), a research design is a blueprint in doing marketing research that explains the details on how to get relevant information needed to answer the research problems. This study tries to describe a certain market characteristic, which is consumer behavior in the sharing economy market. Therefore, the research uses the conclusive - descriptive research design (Malhotra, 2010). It will also adopt the quantitative research design with a deductive approach, which fits the research objective that is to do theory tests, describe certain market situations and establish and explain causal relationships between the tested measurable variables (Edmonds and Kennedy, 2016). This method allows the writer to analyze whether the hypotheses are supported or rejected, therefore aiding in answering the research questions (McLeod, 2017). This quantitative research will be done by distributing questionnaires to respondents in order to get the data and information on the research variables. Then the research results will be analyzed with regression since the independent and dependent variables are both interval and continuous variables (Mazzocchi, 2008). The moderator variable will also be tested using regression using the PROCESS macro for SPSS.

3.2 Data Collection and Research Sample

The primary data that will be used for this research are obtained with self-administered questionnaires with a 5-point Likert scale distributed through online platforms such as Facebook and WhatsApp. The sampling method of the respondents will be a judgmental non-probability sampling technique, in which the population elements are chosen based on the researcher's criteria that are believed to represent the needs to reach the research's objectives (Malhotra, 2010). The respondents' criteria are Indonesian who have used either transportation and/or P2P accommodation sharing economy platforms in the past six months and have had a social interaction with the resource provider. Further, the respondents should be between the age of 15 and 29 because people within this age range of Millennials and Gen Z generations are actively using internet and mobile apps to do transactions (Dimock, 2019). The reason for this is that these two generations are currently the biggest contributors to the usage of the sharing economy and will be the "future" of the economy (Forbes, 2019; Euromonitor International, 2019). Besides North America and Europe, economic experts predict that Asian countries will soon surpass the numbers of participation in the sharing economy (Waszkowski, 2019). Furthermore, Southeast Asian countries like Indonesia have the biggest growth in terms of sharing economy, supported by their rapid internet usage and development

- being the 6th top internet user's country in the world (eMarketer, 2018) and high population of Millennials (33.75%) and Gen Z generation (29.23%) (Deloitte, 2019). According to Field (2009), research that uses multiple regression analysis must have at least 50 respondents to achieve effective results. Therefore, the minimum number of respondents that are needed for this research is 50 users for each of the sharing economy types; ridesharing and P2P accommodation. Besides, this research will also use secondary data to enrich the theoretical aspect and for assisting in the analysis of the results, such as previous research and studies, scholarly articles and journals, and news.

3.3 Measures (Questionnaire Design and Systematic)

In the first part of the questionnaire, there are screening binary questions to filter the relevant respondents for this research. The questions are asking whether the participants are Indonesian with the age of 15 - 29 years old, have they used P2P ridesharing or accommodation platforms and have had a social interaction with the resource providers (driver/host) for the past 6 months. The respondents that are fit to these conditions are allowed to continue to fill in the rest of the research questionnaire. In the second part, the questionnaire focuses on asking the main questions to answer the research hypothesis, using a 5-point Likert Scale to measure the research variables such as Satisfaction, Commitment, Loyalty, and Word-of-Mouth. In order for them to answer the scales' questions, respondents were asked to remember the social interaction/relationships they have had with the relevant resource provider. The third part asks about the respondents' demographic profiles including gender, age, domicile, and degree of education, as these variables possibly play a role in satisfaction, commitment, loyalty, and word-of-mouth. The full online survey that was distributed to respondents can be seen in Appendix 1.

3.3.1 Types of Sharing Economy Platform

To determine which sharing economy type the respondents have used and had an interaction with the resource provider, the questionnaire used a binary question for the respondents to choose between ridesharing or P2P accommodation. In the data analysis, this will be treated as a dummy variable to be the moderator in the research model.

3.3.2 Social Benefits

In this research, Social Benefits translate to how customers are feeling in regards to having a social interaction or relationship with a service provider in a service setting. To measure this variable, five questions were formulated and adapted from Hennig-Thurau et al., 2002 and Yang et al., 2016.

Respondents were asked to indicate in which state they were in the 5-point Likert Scale from 1 (Strongly Agree) to 5 (Strongly Disagree) for the 5 questions (SB1 - SB5) shown in Appendix 1.

3.3.3 Satisfaction

For this scale, three questions were adapted from Cheng et al., 2018 to see to what extent the customers are satisfied with the sharing economy platform in which they experienced social interaction. Respondents were asked to indicate in which state they were in the 5-point Likert Scale from 1: Strongly Agree to 5: Strongly Disagree for the questions: "I think that I made the correct decision to use this sharing economy platform" (Sat1), "The ridesharing/accommodation platform satisfied my needs" (Sat2), and "In general, I am satisfied with the customer service I have received from this platform" (Sat3).

3.3.4 Commitment

The questions used to measure the commitment were adapted from Yang et al., 2016, which aimed to see customers' commitment regarding their social interactions with the resource provider. Respondents were asked to indicate in which state they were in the 5-point Likert Scale from 1 (Strongly Agree) to 5 (Strongly Disagree) for questions: "The social interaction that I had with the service provider is something I'm very committed to" (Com1), "The social interaction that I had with the service provider is something I intend to maintain" (Com2) and "The social relationship that I had with the service provider is something that deserves my effort to maintain" (Com3).

3.3.5 Loyalty

For measuring Loyalty, three questions were adapted from Cheng et al., 2018 to see whether the customers are loyal towards the sharing economy platform in which they experienced social interaction. Respondents were asked to indicate in which state they were in the 5-point Likert Scale from 1 (Strongly Agree) to 5 (Strongly Disagree) for these questions: "I intend to continue using this certain platform in the future and would keep using it as regularly as I do now" (Loy1), "When there is a new brand of ridesharing/accommodation platform, I will continue to use this certain ridesharing/accommodation platform" (Loy2), and "I will strongly recommend others to use this certain ridesharing/accommodation platform" (Loy3).

3.3.6 Word-of-Mouth

To measure whether the customers are willing to communicate certain positive aspects of the sharing economy platform to other people, or called Word-of-Mouth in this study, two questions were adapted from Verkijika and Wet, 2019. Respondents were asked to indicate in which state they were in the 5-point Likert Scale from 1 (Strongly Agree) to 5 (Strongly Disagree) for these questions: “I’m likely to provide positive word-of-mouth feedback about this ridesharing/accommodation platform” (WOM1) and “If my friends or family were looking for ridesharing/accommodation platform, I’m likely to suggest to them to try this certain ridesharing/accommodation platform” (WOM2).

3.4 Data Analysis Method

3.4.1 Pre-Test

Before doing the main test, a pre-test is held to test the reliability and validity of the questionnaire using SPSS (Malhotra, 2010). The pre-test was given out to 30 respondents. A reliability test was conducted to ensure that the research instruments are accountable to analyze the data, if the same questionnaire is answered by the same respondents at different times then the answers will be consistent. Research variables are said to be reliable when the Cronbach Alpha is ≥ 0.60 (Malhotra, 2010). The pre- will also test the validity of the constructs to determine whether they are accurate in reflecting the real situations and therefore serve the purpose of the research (Messick, 198; Malhotra, 2010). A valid construct will have a Kaiser Mayer Okin (KMO) ≥ 0.5 , Bartlett’s Test < 0.05 , and a factor loading ≥ 0.50 (Malhotra, 2010). If all the measurement items are reliable and valid, then the main test should proceed.

3.4.2 Regression

The main test will be analyzed using regression with SPSS software along with Hayes’ PROCESS macro. The regression method will be able to test whether there are significant effects that are happening between the observed variables (Malhotra, 2010), including independent, dependent, moderating, and control variables.

4. Analysis and Results

4.1 Reliability and Validity Test (Pre-Test)

After collecting 30 respondents, the pre-test analysis was done by analyzing the validity and reliability of the questionnaire and variables with IBM Statistics SPSS 22. Based on Malhotra's (2010) reliability and validity requirements, all of the variables and constructs are proven to be reliable and valid as shown in Appendix 2, therefore the research can continue with collecting and analyzing main test data.

4.2 Descriptive Statistics

From the main test, a total of 172 respondents that passed the screening test at the beginning of the survey are collected. Beforehand, there are approximately 10 respondents that do not fit into the sample requirements and therefore their data was discarded. The demographic summary of the respondents is shown in Table 1. The majority of the sample are female with 135 respondents while there are 37 male respondents. Their ages range from 15 to 29 years old and most of them are in their early twenties within the age of 20-24 years old (71%), followed by the mid and late 20s (20.3%) and the least is within the age of 15-19 years old (8.7%). Most of the respondents have a university background with a bachelor's degree and/or master's degree, 77.9% and 7% respectively. All the respondents are Indonesian (from the screening test) mostly living in Indonesia (75.5%). While the rest of them are currently living in The Netherlands, United Kingdom, Singapore, and Australia.

Item	Frequency	Percentage
Gender		
Male	37	21.5%
Female	135	78.5%
Age		
15-19	15	8.7%
20-24	122	71%
25-29	35	20.3%
Highest level of education		
Senior High School	25	14.5%
Bachelor's Degree	134	77.9%
Master's Degree	12	7%
PhD Degree	1	0.6%
Domicile (Current place of living)		
Indonesia	130	75.6%
The Netherlands	29	16.9%
Other	13	7.6%

Table 1: Demographic Data of Main Test

4.3 Reliability and Validity Test (Main Test)

The main test data are showing that they are reliable and valid by analyzing the variables' Cronbach's Alpha, KMO, Bartlett's Test, and Factor Loading scores of the scales' indicators, shown below in Table 2. All the variables have Cronbach's Alpha ≥ 0.6 (Malhotra, 2010) and also ≥ 0.7 if using the reliability measurement by Nunnally, 1978. This means that the main test's measurement and data have internal consistency. On top of that, the KMO and Factor Loading scores ≥ 0.5 and Bartlett's Test of Sphericity $< 0,05$ which indicated that they are valid and can be further analyzed (Malhotra, 2010). Additionally, a common method bias test is also done using Harman's single factor test in SPSS. The result is that the data does not have a common method bias, with a lower than 50% variance, as shown in Appendix 3.

Variable	Indicator	Cronbach's Alpha	Reliability	KMO	Bartlett's Test	Factor Loading	Validity
Social Benefits (SB)	SB1	0.755	Reliable	0.746	0.000	0.633	Valid
	SB2					0.748	Valid
	SB3					0.67	Valid
	SB4					0.760	Valid
	SB5					0.759	Valid
Satisfaction (Sat)	Sat1	0.807	Reliable	0.695	0.000	0.865	Valid
	Sat2					0.880	Valid
	Sat3					0.805	Valid
Commitment (Com)	Com1	0.893	Reliable	0.731	0.000	0.882	Valid
	Com2					0.932	Valid
	Com3					0.912	Valid
Loyalty (Loy)	Loy1	0.768	Reliable	0.675	0.000	0.826	Valid
	Loy2					0.789	Valid
	Loy3					0.874	Valid
Word-of-Mouth (WOM)	WOM1	0.823	Reliable	0.500	0.000	0.923	Valid
	WOM2					0.923	Valid

Table 2: Reliability and Validity Test Output of Main Test

4.4 Regression Analysis

Before conducting the regression analysis, the important linear regression assumptions are analyzed. First, since the sample collected for the main test has an adequate and reasonable number of respondents (N=172), the normality assumption is not mandatory. Normality assumption is only crucially needed when the sample is small ($N \leq 20$) as known in the central limit theorem (Van den Berg, 2020). Nevertheless, in all the hypothesis testing, the bootstrap inference for model coefficients are applied with 5000 bootstrap samples. Second, to make sure that there are no heteroscedasticity errors when analyzing the linear regression, Hayes' PROCESS macro has been installed in the SPSS to include the Heteroscedasticity-Consistent Inference using the Cribari-Neto (HC4) with robust standard error test in each of the regression for the hypothesis testing (Darlington and Hayes, 2017; Hayes, 2018). Finally, by looking at Pearson's bivariate correlation matrix in Table 3, the correlations of all variables are statistically significant with each other. This means that linear relationships between each variable do exist (Jaadi, 2019). To complete, the computed variables are mean-centered and the output of the descriptive statistics are mentioned in Table 4.

	SB	Sat	Com	Loy	WOM
SB	-	0.434**	0.628**	0.336**	0.397**
Sat	0.434**	-	0.247**	0.630**	0.639**
Com	0.628**	0.247**	-	0.326**	0.247**
Loy	0.336**	0.630**	0.326**	-	0.635**
WOM	0.397**	0.639**	0.247**	0.635**	-

** . Correlation is significant at the 0.001 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Table 3: Pearson Correlations Between Tested Variables

	Mean	Standard Deviation	N
SB	2.285	.639	172
Sat	1.512	.552	172
Com	2.893	.963	172
Loy	1.694	.605	172
WOM	1.651	.647	172

Table 4: Descriptive Statistics

4.5 Hypothesis Testing

All of the hypotheses in this study have an interval and continuous variables (aside from the platform type dummy variable). Hence, the hypotheses are tested using linear regression in the IBM SPSS 22 with Hayes' PROCESS macro, as mentioned before. First, the regression is done using Hayes' model 7 that allows the testing of multiple mediations with moderation (Hayes, 2018) for hypotheses 1, 2, 3, 6a, and 6b. And after that, Hayes' model 4 is used, enabling mediation analysis, to analyze hypotheses 4 and 5.

4.5.1 Testing of H1, H2, H3, H6a, and H6b with Hayes' Model 7

PROCESS macro by Hayes (2018) enabled the researcher to test several hypotheses containing possible moderating and mediating variables altogether using regressions. To test H1, H2, H3, H6a, and H6b, the Hayes' model 7 was used to regress moderation and mediation altogether, as shown in Figure 3. The independent variable is Social Benefits (SB), the dependent variable is Word-of-Mouth (WOM), the mediator variables are Satisfaction (Sat) and Commitment (Com) and the moderator variable is the sharing economy type. The moderating variable sharing economy type is transformed into a dummy variable called 'P2P Accommodation Type' because it was coded as 0 for ridesharing and 1 for P2P accommodation. An interaction variable of Social Benefits and P2P Accommodation Type (Social Benefits * and P2P Accommodation Type) is also created. On top of that, Age, Gender (dummy variable 0 = male; 1 = female), and Education are included as control variables to see if they have any effect on the independent variable.

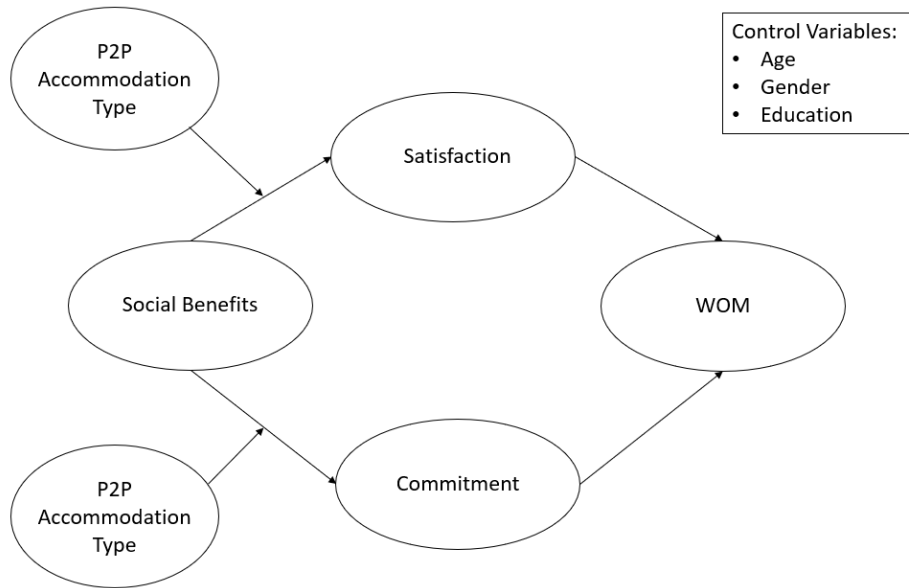


Figure 3: Model 7 for H1, H2, H3, H6a, and H6b Testing

The SPSS output from the model 7 above consists of two parts, each answering the hypothesis analyzed as shown in Table 5 and discussed afterwards.

Antecedent	Consequent								
	Sat			Com			WOM		
	Coeff.	Std. Error	p	Coeff.	Std. Error	p	Coeff.	Std. Error	p
SB	0.376	0.114	0.001	1.011	0.103	0.000	0.148	0.083	0.075
P2P Accommodation Type	0.267	0.127	0.037	0.272	0.138	0.050	-	-	-
SB* P2P Accommodation Type	0.432	0.322	0.182	-0.403	0.268	0.134	-	-	-
Sat	-	-	-	-	-	-	0.649	0.087	0.000
Com	-	-	-	-	-	-	0.017	0.051	0.734
Gender	-0.338	0.124	0.007	0.074	0.146	0.616	-0.191	0.102	0.064
Age	0.006	0.031	0.845	0.004	0.036	0.919	-0.035	0.025	0.157
Education	-0.068	0.140	0.629	-0.004	0.156	0.979	0.252	0.165	0.130
	R ² = 0.347 F(6,165) = 4.938 p = 0.000			R ² = 0.434 F(6,165) = 28.684 p = 0.000			R ² = 0.463 F(6,165) = 19.848 p = 0.000		

Table 5: H1, H2, H3, H6a and H6b Regressions Output

4.5.1.1 Analysis of H1 and H6a

The SPSS output is separated into 3 sections based on the consequents as shown in Table 5. The first output provides results for H1 and H6a, where Hypothesis 1 analyzes whether the social benefits are positively affecting customer's satisfaction toward the sharing economy platform, while Hypothesis 6a analyzes the possible negative moderation by the P2P accommodation type towards the relationship between social benefits and satisfaction. The control variables of age, gender and education are also added to the model. Below is the model equation for the observed hypothesis:

$$\text{Satisfaction} = \beta_0 + \beta_1 \text{Social Benefits} + \beta_2 \text{P2P Accommodation} + \beta_3 \text{Social Benefits} * \text{P2P Accommodation Type} + \beta_4 \text{Gender} + \beta_5 \text{Age} + \beta_6 \text{Educ} + \epsilon$$

As seen in Table 5, the result of this model regression shows that the model's R^2 is 0.347, which means that the predictor explains about 35% of the variation in Satisfaction. It's also statistically significant with a p-value of 0.000 ($p < 0.05$). Result shows that Gender has a significant difference effect towards Satisfaction ($\beta = -.338$, $t = -2.724$, $p = .007 < .05$), where female customers tend to feel less satisfied compared to male customers, given other independent variables are not changed (*ceteris paribus*). While the other control variables, age and level of education, do not exhibit significant effects on Satisfaction.

The independent variable Social Benefits has a statistically significant positive effect towards Satisfaction ($\beta = .371$, $t = 3.306$, $p = .001 < .05$). This means that in the sharing economy settings, if the social benefits are stronger, then customers' satisfaction toward the platform will increase. And so, the H1 is supported.

As for the interaction between Social Benefits and P2P Accommodation Type (SB* P2P Accommodation Type), it has a positive effect towards the Satisfaction ($\beta = .432$, $t = 1.340$, $p = .182 > .05$). However, the interaction is not statistically significant ($p > .05$) and no evidence is found that the P2P Accommodation Type is negatively moderating the relationship between Social Benefits and Satisfaction. Hence, the effect of social benefits on satisfaction is not depending on which type of sharing economy customers use. From this analysis, it can be concluded that H6a is not supported. Yet, when the direct effect of P2P Accommodation Type towards Satisfaction is tested, the result displays a positive and statistically significant effect ($\beta = .267$, $t = 2.099$, $p = .037 < .05$). This means that the customers in P2P accommodation are more likely to feel satisfied than customers in the ridesharing type.

4.5.1.2 Analysis of H3 and H6b

The second output in Table 5 shows the regressions for analyzing hypothesis 3 and 6b. Hypothesis 3 analyzes whether the social benefits are positively affecting customer's commitment, while hypothesis 6a analyzes the possible negative moderation by the P2P accommodation type towards the relationship between social benefits and commitment. To test whether gender, age and level of education affect the dependent variable, these control variables are added. The model equation is shown below:

$$\text{Commitment} = \beta_0 + \beta_1 \text{ Social Benefits} + \beta_2 \text{ P2P Accommodation Type} + \beta_3 \text{ Social Benefits} * \text{P2P Accommodation Type} + \beta_4 \text{ Gender} + \beta_5 \text{ Age} + \beta_6 \text{ Educ} + \varepsilon$$

The results show that the R^2 is 0.434 and is statistically significant ($p = 0.000 < .05$), which means that the predictor explains about 43% of the variation of customer commitment. However, it appears that there is no significant difference resulted from Gender, Age and Education.

The independent variable Social Benefit has a statistically significant positive effect on dependent variable Commitment ($\beta = 1.011$, $t = 9.822$, $p = .000 < .05$). This means in the sharing economy settings if the social benefits are stronger, then the customer's commitment will increase. Therefore, H3 is supported.

The interaction effect (SB* P2P Accommodation Type) towards Commitment is found to be negative but not statistically significant ($\beta = -.403$, $t = -1.508$, $p = .134 > .05$). This means the P2P Accommodation Type is not negatively moderating the relationship between Social Benefits and Commitment. Hence, the customers' commitment is not different whether they experience social benefits within a ridesharing or P2P accommodation platform and so hypothesis 6b is not supported.

The direct effect of P2P Accommodation Type on Commitment is positive, but with further analysis on its' lower and upper limit of 95% confidence interval, it can be concluded that the effect is not statistically significant ($\beta = .272$, $t = -1.970$, $p = .050$, LLCI = -0.001 & ULCI = .544).

4.5.1.3 Analysis of H2

Finally, the output shows the regressions toward WOM as the dependent variable to analyze hypothesis 2 and the direct and indirect (through possible mediators and moderators) effects of the independent variable SB on WOM. The control variables of age, gender and education are also added into the model. The model equation is shown below:

$$\text{Word-of-Mouth} = \beta_0 + \beta_1 \text{ Social Benefits} + \beta_2 \text{ Satisfaction} + \beta_2 \text{ Commitment} + \beta_4 \text{ Gender} + \beta_5 \text{ Age} + \beta_6 \text{ Educ} + \varepsilon$$

Results indicate that the model has an R^2 of 0.463, which means that the predictors (SB, Sat, and Com) explain 46% of the variation in WOM. Overall, the model is statistically significant ($p = 0.000 < 0.05$). The control variables Gender, Age and Education show no significant effects towards the dependent variable WOM as shown in Table 4. Which means that customers' WOM activity is not affected by their gender, age and education level.

Furthermore, the regression output shows that Social Benefits has a positive direct effect on WOM, but found no statistical significance ($\beta = .148$, $t = 1.790$, $p = .075 > .05$). Satisfaction has a positive and significant effect on WOM ($\beta = .649$, $t = 7.490$, $p = 0.000 < 0.05$), which means that if customers have a higher satisfaction towards the sharing economy platform, then they will also engage in a higher positive word-of-mouth activity about the sharing economy platform. So, it can be concluded that H2 is supported.

As for the Commitment variable, it shows that it also has a positive effect on WOM, but there is no statistical significance for the effect ($\beta = .017$, $t = .340$, $p = .734 > .05$). This direct effect of Commitment on WOM was not hypothesized because the relationship is expected to be fully mediated by loyalty, as it will be tested in model 4.

4.5.1.4 Analysis of Moderated Mediations

From the index of moderated mediation in Tables 6 and 7 resulting from the bootstrap test, the indirect effect of the independent variable Social Benefits towards the dependent variable WOM through the possible moderated meditations could be analyzed. In Table 6, the indirect effect of Social Benefits towards WOM through the mediator variable Satisfaction is found to be not statistically significant as the null of 0 falls between the upper and lower limit of 95% Confidence Interval. This means that there is no indirect effect of Social Benefits towards WOM with Satisfaction as the mediator and P2P Accommodation Type as the moderator. However, there is a significant positive effect of Satisfaction directly towards the WOM as discussed for H2 and shown in Table 5.

	Index	BootSE	BootLLCI	BootULCI
P2P Accommodation Type	0.280	0.147	-0.019	0.545

Table 6: Index of Moderated Mediation - Indirect Effect of SB → Sat → WOM

Likewise, in Table 7, the indirect effect of Social Benefits towards WOM through the mediator variable Commitment is not statistically significant as the null of 0 falls between the upper and lower limit of 95% Confidence Interval. It shows that there is no indirect effect of Social Benefits towards WOM through Commitment as the mediator and P2P Accommodation Type as the moderator. The conclusion to this analysis is the moderated mediations towards WOM through Commitment and Satisfaction from the Social Benefits are not found in this research.

	Index	BootSE	BootLLCI	BootULCI
P2P Accommodation Type	-0.007	0.022	-0.056	0.035

Table 7: Index of Moderated Mediation - Indirect Effect of SB → Com → WOM

4.5.2 Testing of H4 and H5 with Hayes' Model 4

To test H4 and H5, the model 4 in Hayes' PROCESS Macro (2018) is used, which allows the researcher to regress simple mediation. Hypothesis 4 analyzes whether customer commitment is positively affecting their loyalty towards the sharing economy platform itself, while hypothesis 5 analyzes whether customer loyalty is positively affecting Word-of-Mouth. The model, as can be seen in Figure 4, consists of Commitment as the independent variable, Loyalty as the mediator, and WOM as the dependent variable. On top of Gender, Age and Education, Satisfaction is also added as the control variable as it reveals to have a significant role in WOM in the model 7 findings.

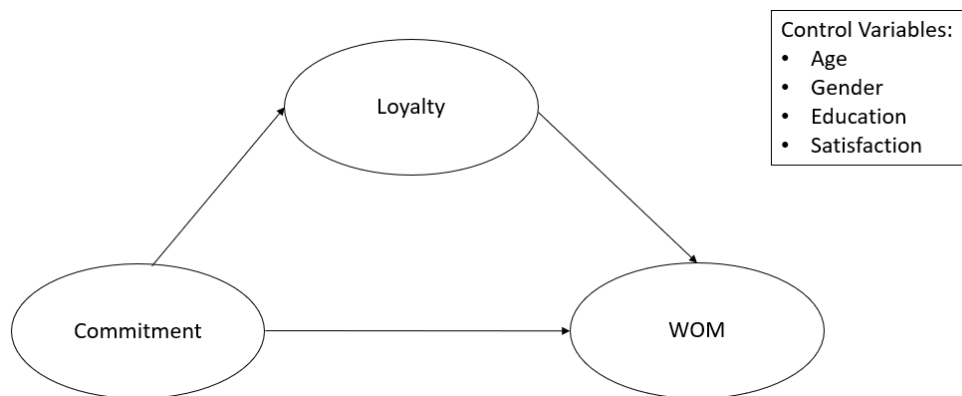


Figure 4: Model 4 for H4 and H5 Testing

After running the model 4 above in the SPSS, the output consists of two parts, each answering the hypothesis analyzed as shown in Table 8 and discussed in the next part.

Antecedent	Consequent					
	Loy			WOM		
	Coeff.	Std. Error	p	Coeff.	Std. Error	p
Com	0.123	0.041	0.003	0.023	0.038	0.554
Loy	-	-	-	0.393	0.095	0.000
Gender	-0.195	0.095	0.042	-0.101	0.104	0.332
Age	0.018	0.018	0.316	-0.044	0.023	0.061
Education	0.018	0.086	0.832	0.245	0.157	0.121
Sat	0.608	0.089	0.000	0.464	0.101	0.000
	R ² = 0.451, F(5,166) = 17.345 p = 0.000			R ² = 0.526, F(6,165) = 26.396 p = 0.000		

Table 8: H4 and H5 Regression Output

4.5.2.1 Analysis of H4

The first output shows the model equation below:

$$\text{Loyalty} = \beta_0 + \beta_1 \text{ Commitment} + \beta_4 \text{ Gender} + \beta_5 \text{ Age} + \beta_6 \text{ Educ} + \beta_7 \text{ Satisfaction} + \varepsilon$$

The regression output shows R² of 0.451, meaning that the predictor can explain 45% of the variation in loyalty. The model is also proven to be statistically significant with a *p*-value of 0.000 < .05. The control variable Satisfaction has a positive and significant effect on Loyalty ($\beta = .608$, $t = 6.815$, $p = .000 < .05$), which means that a higher customer satisfaction will affect in the increase of loyalty. Besides that, Gender also has a significant difference effect towards Loyalty ($\beta = -.195$, $t = -2.053$, $p = .042 < .05$), in which female customers are statistically less loyal to certain sharing economy platform compared to the male customers, given the same level of other independent variables (*ceteris paribus*). While the other control variables, Age and Education, do not show significant effects on Loyalty.

The independent variable Commitment is shown to have a statistically significant positive effect on the dependent variable Loyalty ($\beta = .123$, $t = 2.969$, $p = .003 < .05$). This means in the sharing economy settings, if the customer commitment regarding the relationship with resource providers is higher, then customer's loyalty to the platform will increase, indicating that the H4 is supported.

4.5.2.2 Analysis of H5

The second output shows the regression model equation below:

$$\text{Word-of-Mouth} = \beta_0 + \beta_1 \text{ Commitment} + \beta_2 \text{ Loyalty} + \beta_4 \text{ Gender} + \beta_5 \text{ Age} + \beta_6 \text{ Educ} + \beta_7 \text{ Satisfaction} + \varepsilon$$

The model has $R^2 = 0.526$, which means that the predictors explain 53% of the variation in WOM. Overall, the model is statistically significant ($p = .000 < 0.05$). The control variables Gender, Age and Education show that they don't have a statistically significance effect on WOM (p -value > 0.05). But the results prove that Satisfaction has a positive and significant effect towards WOM ($\beta = .464, t = 4.581, p = .000 < .05$), showing that increase in customer satisfaction will affect higher WOM activities.

The independent variable Commitment shows that it has a low and positive effect on WOM, but it is not statistically significant ($\beta = .023, t = 0.593, p = .554 > .05$). As for Loyalty, it shows a significant positive effect on WOM ($\beta = .393, t = 4.138, p = .000 < .05$), meaning that the higher the level of loyalty of customers, the greater the WOM activity they do, implying that H5 is supported.

Finally, through the bootstrap test, the indirect effect of Commitment to WOM through Loyalty is found to have a positive 95% bootstrap confidence interval that does not include 0 ($\beta = .048, \text{BootLLCI} = .018, \text{BootULCI} = .084$), indicating that the effect is statistically significant and a mediation has occurred. But since the direct effect of Commitment on WOM is not significant, it is concluded that it's an indirect-only mediation (Zhao, Lynch, and Chen, 2010). From those outputs, it can be concluded that a higher commitment results in higher loyalty which also affects the increase of positive WOM.

4.5.3 Hypothesis Results Summary

After analyzing each of the hypothesis, a summary of the acceptance of the research hypothesis has been made and shown in table 9 below.

Hypothesis	Results
H1: Social benefits are positively affecting customer satisfaction towards the sharing economy platform.	Supported
H2: Customer satisfaction towards the sharing economy platform is positively affecting customer's WOM.	Supported
H3: Social benefits are positively affecting customer commitment with the resource providers.	Supported
H4: Customer commitment is positively affecting their loyalty towards the sharing economy platform.	Supported
H5: Customer loyalty towards the sharing economy platform is positively affecting WOM.	Supported
H6a: The effect of social benefits on customer's satisfaction could be moderated by the sharing economy type, where it is negatively reinforced by the P2P accommodation type.	Not Supported
H6b: The effect of social benefits on customer's commitment could be moderated by the sharing economy type, where it is negatively reinforced by the P2P accommodation type.	Not Supported

Table 9: Hypotheses Results Summary

5. Conclusion and Discussion

5.1 Conclusion

This thesis aims to answer the research question of what is the impact of social benefits on customer satisfaction, commitment, loyalty, and WOM in the transportation and tourism sectors of the sharing economy, which are the ridesharing and P2P accommodation platforms. Furthermore, the research wants to explore the possibility of different sharing economy types as the moderator, in other words, if the consumer behaviors are affected by the sharing economy type they use. There are several main findings in this study, all of them answer the proposed hypotheses mentioned in previous chapters. From the supported H1 and H2, it can be said that when customers gained social benefits, they are more likely to feel satisfied, and satisfied customers are more likely to spread the positive WOM. Moreover, the results of testing H3, H4, and H5 concluded that customers who have higher social benefits also have higher commitment which leads to the increase of loyalty and the tendency to spread positive WOM. Aside from that, H6a and H6b are both rejected, that in this research the effect of social benefits towards customers' satisfaction and commitment is not affected by the sharing economy type they used, whether it's the ridesharing or P2P accommodation platform. However, the customers who have used P2P accommodation shows to have a higher satisfaction level than the customers who've used the ridesharing type, demonstrating the different customer experience in different sharing economy type.

A few additional findings are also found, that female customers have lower satisfaction and loyalty towards the sharing economy platform they've used compared to male customers. Finally, to conclude, the social benefits are significantly and positively affecting customers' satisfaction, commitment, loyalty, and WOM activity. While the sharing economy type is not found to be a significant moderator in the model, there is a significant difference in using ridesharing or P2P accommodation that is affecting customers' satisfaction.

5.2 Theoretical Implications

Research on sharing economy is becoming more relevant as the demand and supply are arising, mainly driven by the technological and consumer behavioral shift (Braidbach and Brodie, 2017). This study contributes to the existing literature by analyzing the customers' social benefits that are extended to customer relationships with resource providers. While previous studies are centered around the social benefits in between users (Bardhi and Eckhardt, 2016; Habibi, Kim, and Laroche, 2016), this study

investigates and shows that social benefits also implied amongst customers and resource providers and are positively affecting customers' behaviors, such as satisfaction, loyalty, and WOM, towards the platform. This also strengthens the relational benefits theory that social benefits are undoubtedly increasing positive customer experience and the intended post-purchase behaviors (Gwinner, Gremler, and Bitner, 1998; Hennig-Thurau et al., 2002; Yang et al., 2016; Schor, 2014). On top of that, this thesis contributes to the relationship marketing theory by proofing that social benefits positive effects on satisfaction, commitment, loyalty, and WOM are applicable in the modern-day service setting, which is the sharing economy transactional context, rather than limited to the traditional services between customers and service's employee (Hennig-Thurau et al., 2002; Srivastava and Kaul, 2014; Alhelalat, Habiballah, and Twaissi, 2017). Therefore, the findings discussed before indicate that the relationship marketing theory, precisely the social benefits in services, is persistent against the rapid change and innovation of consumers' transaction and consumption behaviors.

Furthermore, this study adds to the current literature by using two different sharing economy types, in contrast to most studies that only measure one specific type (Yang et al., 2016; Cheng et al, 2018). Even though the effect of social benefits towards customers' satisfaction and commitment is found to be not affected by the sharing economy type they used, other interesting results were found. P2P accommodation's customers are statistically proven to have higher satisfaction compared to the ridesharing ones. This shows that there is a surprisingly significant difference for the type of sharing economy customer used, that is affecting customers satisfaction, opening up some future research directions.

Finally, an indirect-only mediation was found between commitment, loyalty, and WOM, enriching the relationship marketing outcomes theory, where previous works of literature only show the direct effect of commitment to loyalty and loyalty to WOM (Hennig-Thurau et al., 2002; Ferguson, Paulin, and Leiriao, 2007; Soderlund, 2006; Yang et al., 2016). So, it can be learned that if customers are more committed to the relationship with the resource provider, their loyalty to the sharing economy platform will increase, which also positively affects their WOM activity.

5.3 Managerial Implications

The results and analysis from this study can give insights for marketers and companies in the sharing economy industry. As discussed before, it is found that social benefits in the sharing economy platform are crucial for customers' experience and their behavior after consuming the service. When customers

feel social benefits when they use the service offered by the sharing economy platform, whether it's ridesharing or a P2P accommodation, they are more likely to feel satisfied towards the platform, which eventually leads to higher loyalty and increasing positive word-of-mouth activity. These desired consumer behaviors are important for a sharing economy brand to achieve, as they keep the current customers and also attract new potential ones. Therefore, the marketing team for both sharing economy types should take into account the social interactions going on during the consumption period between customers and the resource provider. Marketers should stress the importance of social interactions to improve the customers' satisfaction, loyalty, and positive WOM about the platform and communicate this to the resource providers, who are the physical representation of their brand. This could be done by giving training and guidelines to the resource providers regarding having a certain attitude like engaging friendly conversations with the customers and acknowledging them in person, e.g. call them by name. Employee trainings focusing on personal and affective interactions with customers are confirmed to elevate the service experience and quality (Dhar, 2015; Wang et al., 2017). In addition to that, marketers can utilize the sharing economy platform's promotional channels such as social media (e.g. Instagram, Facebook and Twitter) to communicate positive social relationships between customers and resource providers and how it can improve the experience. Social media is proven to be effective to inform and communicate brand image, messages and new information to consumers (Baruah, 2012; Huang, Clarke, Heldsinger, and Tian, 2019).

It is also found that there is a statistically significant difference in customer satisfaction when they use the two different sharing economy types; ridesharing and P2P accommodation. Generally, customers in the ridesharing type are significantly shown to have a lower satisfaction compared to the ones in the P2P accommodation type. Hence, marketers handling ridesharing platforms should spend more investment in elements that contributed positively to customer satisfaction. For example, Möhlmann (2015) found that developing the service quality (e.g. quick and easy access to the main service in the app design and customer service responsiveness) and community belonging are the distinct factors that increase customer satisfaction in ridesharing platform, compared to the others.

5.4 Research Limitation and Future Recommendation

This research is done to find the impact of social benefits on customer satisfaction, commitment, loyalty, and word-of-mouth (WOM) in the transportation and tourism sectors of the sharing economy, which translates into the two different types of platform, ridesharing and P2P accommodation. However, the

analysis did not find a statistically significant interaction effect between social benefits and the sharing economy types, that might affect customers' satisfaction and commitment. This might happen because, at the beginning of the survey the two different types are stated, but they were not elaborated to a more comprehensive example or experience. And that may lead to a rather vague experience of social interactions in the specific sharing economy type they used. From this limitation, the future study can create social interaction manipulation or scenarios at the beginning of the survey so that customers can have a clear and distinct image of the real experience between different types of sharing economy. Nevertheless, it was found that there's a difference in customers' satisfaction when using the ridesharing versus P2P accommodation type. Future research could exploit this finding and do a more in-depth analysis regarding the factors and the impact of customers' satisfaction in different sharing economy type.

This study has gathered 172 valid and reliable respondents. If not for the limited time and resources, more respondents can be gathered to have more robust results. Because the pool of respondents is coming from the writer's circle of friends and family, this thesis might have selection bias, that the respondents may have similar characteristics (Institute for Work and Health, 2014). Along with that, future studies can be improved by collecting more respondents and increase the distribution of demographic profiles to produce higher representativeness. For example, this study has 78.5% females and only 21.5% male respondents, which might lead to gender bias. However, it was found that females are shown to be statistically significant to have lower satisfaction and loyalty in the sharing economy compared to male customers. This finding can also be a recommendation for future studies to dig more into this phenomenon, such as to investigate the factors that allow differences in the gender's satisfaction and loyalty towards the sharing economy platform they use.

Currently the study is focused on the effects of social benefits through the customers' point-of-view. Yet, as discussed, in the sharing economy industry, there is the term "prosumer", indicating that end-customers are not only the ones consuming the service but also the ones who produce it, that is the resource providers. Consequently, it's also important for firms and marketers of the sharing economy platforms to know how the social interaction benefits the resource providers and whether it will lead to desired behaviors, such as their loyalty to the sharing economy platform they're working for. Thus, the future studies could work on this gap.

To conclude, by examining this thesis' limitations, future research should consider the recommendations mentioned above. As it will create a richer and deeper understanding as well as a fine addition to the academic field regarding social benefits in the sharing economy industry.

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Appendix

Appendix 1: Questionnaire

Hello!

My name is Kanya Alindi and the following survey is part of my Marketing Master Thesis at Erasmus University Rotterdam. With this survey, I'm going to analyze the impact of social interaction between the customer and the sharing economy platform's provider on customer loyalty and word-of-mouth.

Please kindly fill in this survey. It will take approx. 5 minutes and the information you provide will only be used for research purposes and will be kept confidential.

Thank you, Kanya.

Screening Questions:

1. Are you an Indonesian and between the age of 15 and 29 years old?
 - a. Yes
 - b. No (Please stop here, thank you for your time)

Sharing Economy / Peer-to-Peer (P2P) Platforms

Example of P2P Ridesharing Platforms:

GO-RIDE, GO-CAR, GrabCar, GrabBike, Uber & BlaBlaCar

Example of P2P Accommodation Platforms:

Airbnb, CouchSurfing & HomeAway

2. Have you used one of the P2P ridesharing or accommodation platforms mentioned above for the past 6 months?
 - a. Yes
 - b. No (Please stop here, thank you for your time)
3. Did you have an online and/or offline social interaction with the P2P ridesharing driver or accommodation hosts during that time? Example: had a personal conversation, discussed travel itinerary, connecting outside the platform, etc
 - a. Yes
 - b. No (Please stop here, thank you for your time)
4. If yes, what type of sharing economy platform was it? (in which you had a social interaction with the service provider)
 - a. Ride Sharing
 - b. Accommodation

For the statements shown in the rest of this survey, please indicate the extent to which you agree or disagree with them.

Social Benefits: When answering the questions below, please remember the online or offline social interactions / relationships you've had with the sharing economy providers (e.g. the driver / accommodation host).

Statements	Strongly Agree (1)	Somewhat Agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
The service provider knew my name.					
I feel that the service provider recognized /					

acknowledged me.					
I feel that the service provider was familiar and friendly.					
I feel like I have formed a friendship / bond with the service provider.					
I enjoy the social aspects of the relationship with the service provider.					

Satisfaction: Think about how you feel toward the sharing economy platform in which you experienced the social interaction (e.g. GOJEK / GRAB / AIRBNB, etc).

Statements	Strongly Agree (1)	Somewhat Agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I think that I made the correct decision to use this sharing economy platform.					
The ridesharing/accommodation platform satisfied my needs.					
In general, I am satisfied with the customer service I have received from this platform.					

Commitment: Think about the online or offline social interactions you've had with the service providers (drivers / accommodation hosts).

Statements	Strongly Agree (1)	Somewhat Agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
The social interaction that I had with the service provider is something I'm very committed to.					
The social interaction that I had with the service provider is something I intend to maintain.					
The social relationship that I had with the service provider is something that deserves my effort to maintain.					

Loyalty: Think about how you feel towards the sharing economy platform in which you experienced the social interaction (e.g. GOJEK, GRAB, AIRBNB, etc)

Statements	Strongly Agree (1)	Somewhat Agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I intend to continue using this certain platform in the future and would keep using it as regularly as I do now.					
When there is a new brand of ridesharing/accommodation platform, I will continue to use this certain ridesharing/accommodation platform.					
I will strongly recommend others to use this certain ridesharing/accommodation platform.					

Word-of-Mouth: Communicating about certain aspects of a brand / firm to other people: may be done verbally (in-person) or digitally (e.g. through social media).

Statements	Strongly Agree (1)	Somewhat Agree (2)	Neither agree nor disagree (3)	Somewhat disagree (4)	Strongly disagree (5)
I'm likely to provide positive word-of-mouth feedback about this ridesharing/accommodation platform.					
If my friends or family were looking for ridesharing/accommodation platform, I'm likely to suggest to them to try this certain ridesharing/accommodation platform.					

Demographic Questions

1. What is your gender?
 - a. Female
 - b. Male
2. How old are you (with numbers only, example: 22): _____
3. Where do you live right now? (Domicile)
 - a. Indonesia
 - b. The Netherlands
 - c. Other: _____
4. What is the highest educational degree you have completed?
 - a. Junior High School
 - b. Senior High School
 - c. Bachelor
 - d. Master
 - e. PhD
 - f. Other: _____

Appendix 2: Pre-Test Results

Variable	Indicator	Cronbach's Alpha	Reliability	KMO	Bartlett's Test	Factor Loading	Validity
Social Benefits (SB)	SB1	0.824	Reliable	0.752	0.000	0.734	Valid
	SB2					0.768	Valid
	SB3					0.719	Valid
	SB4					0.826	Valid
	SB5					0.785	Valid
Satisfaction (Sat)	Sat1	0.800	Reliable	0.694	0.000	0.879	Valid
	Sat2					0.859	Valid
	Sat3					0.804	Valid
Commitment (Com)	Com1	0.902	Reliable	0.751	0.000	0.908	Valid
	Com2					0.926	Valid
	Com3					0.910	Valid
Loyalty (Loy)	Loy1	0.801	Reliable	0.687	0.000	0.832	Valid
	Loy2					0.824	Valid
	Loy3					0.890	Valid
Word-of-Mouth (WOM)	WOM1	0.856	Reliable	0.500	0.000	0.938	Valid
	WOM2					0.938	Valid

Appendix 3: Harman's Single Factor Test

Total Variance Explained						
Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.827	56.537	56.537	2.329	46.578	46.578
2	1.085	21.705	78.242			
3	.457	9.147	87.389			
4	.360	7.192	94.580			
5	.271	5.420	100.000			
Extraction Method: Principal Axis Factoring.						

