



Unveiling the Mediating Role of Customer Experience in Co-Creation and Journey Satisfaction: A Study on Shopee Users in Semarang

¹ *Ayu Sulistyani, ² Ngatno, ³ Sari Listyorini

^{1,2,3}Magister Administrasi Bisnis, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Diponegoro

*ayni0710@gmail.com

Semarang, 50275, Indonesia

Abstract

The satisfaction of e-commerce customers is crucial as it significantly impacts the success of online businesses. Customers who have satisfying shopping experience on e-commerce platforms are more inclined to make repeat purchases and share positive recommendations about the business with others. During the co-creation process, customers feel valued and appreciated by the company, which enhances their satisfaction. This research explores the mediating role of customer experience in the relationship between co-creation behaviors (participation and citizenship) and customer journey satisfaction among Shopee users in Semarang, Indonesia, employing SEM-PLS based on data from 170 respondents. Data collection methods include questionnaires. The data was analyzed using SEM-PLS. The findings of the study are that the level of participation, citizenship, user experience, and satisfaction of Shopee users in Semarang City during the co-creation process is relatively high. Customer Participation and Citizenship Behavior have a significant effect on Customer Experience, but do not directly affect Customer Journey Satisfaction. Customer experience has a positive impact on customer journey satisfaction. Moreover, it serves as a significant mediator in the relationship between customer participation and citizenship behavior and the customer journey satisfaction of Shopee users in Semarang City. The study offers recommendations for Shopee and future research.

Keywords: *co-creation; participation behavior; citizenship behavior; customer experience; customer journey satisfaction*

INTRODUCTION

The advancement of internet technology today has affected the shift in the behavior of Indonesian people in shopping. With the high use of smartphones and the development of marketplaces, the number of Indonesians who like to shop online is increasing. The emergence of various marketplaces today certainly provides many choices for consumers. Several well-known marketplaces in Indonesia continue to build new innovations by providing interesting features to increase the number of users. Shopee is one of the well-known marketplaces in Indonesia that has the largest number of users, followed by Lazada, Tokopedia, Bukalapak, Blibli, and JD.ID.

To retain customers, the creation of e-commerce customer satisfaction is a very important factor. If customers are satisfied with their experience shopping in e-commerce, then they are more likely to return to shopping in the future and even recommend the business to others. Customer satisfaction refers to the emotional response, whether joy or disappointment, that arises from comparing a product or service's actual performance to its expected performance (Kotler & Keller, 2012). If the performance does not meet expectations, customers will feel dissatisfied. When the performance matches expectations, customers will be satisfied. If the performance surpasses expectations, customers will be extremely satisfied and delighted. On the other hand, if a customer is dissatisfied with their experience, then they may not return to shopping on the e-commerce and may even leave a bad review or avoid recommending the business to others. This can be detrimental to businesses and can even damage their reputation.

Therefore, it is important for e-commerce to continue to pay attention to and improve their customer satisfaction through various ways such as providing quality products, providing good service, and paying attention to complaints and input from customers. By improving customer satisfaction, e-commerce can build long-term relationships with customers and improve the overall success of their business.

There are several factors that affect customer satisfaction in shopping in e-commerce. One of the theories that can explain these factors is the Expectancy-Disconfirmation Model (EDM) Theory. According to this theory, customer satisfaction is influenced by customer expectations and the experience received. If the experience received



meets or exceeds customer expectations, then the customer will feel satisfied. However, if the experience received is lower than expected, then the customer will feel dissatisfied.

In the co-creation process, customers feel more cared for and appreciated by the company, which can increase customer satisfaction. Customers also have the opportunity to provide input and participate in the development of products or services, so that they can better meet their needs and wants. In addition, co-creation can also increase customer loyalty. By participating in the product or service development process, customers feel they have a higher level of "loyalty" to the company and the resulting product or service. This can increase the likelihood that customers will continue to buy products or services from the company, and even recommend the company to others. Overall, co-creation can help improve customer satisfaction because it allows companies to better understand customer needs and wants, and create better products or services accordingly. One way to achieve customer satisfaction is through co-creation.

The relationship between customer co-creation (CC) and customer journey satisfaction (CJS) has been a focal point for numerous researchers in the past. Several other studies support the significance of the influence of Customer Citizenship Behavior (CCB) on Customer Journey Satisfaction (Arica & Çorbaci, 2020). In contrast to the results of these studies, research by Syachranie (2020) found that customer co-creation behavior was not proven to significantly affect CJS directly, but was mediated by other variables. So far, there is an inconsistency from the results of previous studies that require further proof of the relationship between the variable of CCB and CJS.

Co-creation is used as one of the strategies to engage customers effectively for a better management experience. Research by Oh dan Shin (2022) concluded that customer CC behavior has a significant effect on customer experience (CEX). Likewise with the research conducted by Shrivastava (2016), and Lyu, Cao, & Yang (2022) which concluded that there was a significant and positive influence of co-creation behavior variables on the dimensions of customer experience.

The relationship between customer experiential values and CS is very strong because positive customer experience values can increase customer satisfaction. Several studies have been conducted to find empirical evidence of the influence of CEX on CJS. Research by Tueanrat et al. (2021) and Mokha & Kumar (2022) found evidence that CEX values have a significant effect on CJS.

Some of these studies have shown that there is a relationship between CCB, CEX and CJS, but so far there has been no research that tests the role of CEX mediation in the relationship between CCB consisting of Participant and Citizenship to CJS. This study addresses the research gap by examining the mediating role of CEX in the relationship between CCB, CEX, and CJS, which represents the novelty of this research. This research is expected to provide practical benefits for companies in increasing customer satisfaction so that they can maintain and increase their market share.

Customer Engagement Theory (CET)

CET is a theory that focuses on an interactive process in which customers take an active role in interactions with a company or brand, often through direct participation in value creation. This theory states that the higher the level of customer engagement, the higher the impact on the customer experience, especially in terms of loyalty and emotional connection. By engaging in co-creation, customers not only enjoy the product or service, but also feel a greater emotional engagement, which enriches their experience.

Customer engagement as a customer behavior that goes beyond simple transactions and includes various forms of active interaction with a company or brand. Customer engagement is a manifestation of behavior that is influenced by motivational and brand-oriented impulses. This includes both direct (such as purchases) and indirect (such as reviews, recommendations, or social media activity). They argue that customer engagement in co-creation can improve the CEX by allowing customers to participate in deeper interactions, either directly or indirectly.

CET's view states that there is a close relationship between customer engagement and customer experience. Customer engagement is an active activity in which customers engage in interaction or contribute value to the company, for example through feedback, reviews, recommendations, or participation in joint activities. When customers are engaged, customers are more likely to have a meaningful and satisfying experience. This is because engagement allows customers to feel valued, have influence, and personally connect with the brand or product, which enriches their experience.



The Expectancy-Disconfirmation Model

The Expectancy-Disconfirmation Model (EDM) theory is a theoretical framework used to understand customer satisfaction. EDM explains the relationship between customer expectations and their satisfaction with the service. According to this model, satisfaction is determined by the difference between what customers expect from a service and the performance of the service they feel. When performance meets or exceeds expectations, satisfaction arises; Conversely, when performance does not meet expectations, dissatisfaction arises (Zhang, Chen, Petrovsky, & Walker, 2022). This model has been widely adopted in research as a means to measure customer satisfaction and assess service effectiveness.

This theory clearly shows how the relationship between experiences and CS is concerned. The main elements of EDM include: Expectations, i.e. that customers have expectations or predictions about the performance of a product or service before they buy it; Perceived Performance, i.e. the customer evaluates its actual performance; Disconfirmation, which is the stage where customers compare perceived performance with their initial expectations; Satisfaction as the end result of this process. By understanding and managing customer expectations and ensuring the performance of products or services meets or exceeds customer expectations, businesses can improve customer satisfaction.

Customer Journey Satisfaction (CJS)

CJS refers to the level of customer satisfaction throughout the entire customer journey with a product, service, or brand (Tueanrat et al., 2021). It covers all stages of customer interaction from product or service discovery to usage and beyond. CJS measures the extent to which customers are satisfied with each stage of their journey.

CJS not only involves evaluating satisfaction at one specific point in time, but it also includes evaluating the overall customer experience from start to finish. It covers a wide range of aspects, including product or service quality, customer engagement, customer service, clarity of information, and user experience. Customers can feel satisfied or dissatisfied at each stage, and this affects overall satisfaction. Satisfied consumers will be encouraged to make a repeat purchase.

Customers feel satisfaction or dissatisfaction based on their interactions with different touchpoints. CJS takes into account every touchpoint between the customer and the brand. These touchpoints can involve in-person interactions, such as visits to physical stores, or online interactions, such as visits to websites or interactions with social media. Collecting customer feedback is one way to measure CJS.

Hypothesis Development

CPB refers to the role behavior required of the customer to use a company's products or services. Customer Engagement Theory states that the higher the level of customer engagement, the higher the impact on the customer experience. These essential behaviors encompass searching for information, sharing information, acting responsibly, and engaging in personal interactions (Yi & Gong, 2013). CPB can positively affect the CEX (Lyu et al., 2022). Participation is strongly linked to buybacks and referrals across multiple service suites (Cermak, File, & Prince, 2011). The relationship between CPB and CEX has been studied by Oh & Shin (2022), Lyu et al. (2022) and Shrivastava (2016) who found the significance of the influence of CPB on CEX. Based on previous theories and research, the researcher proposed hypothesis 1 (H1) as follows:

H₁ : Participation behavior berpengaruh terhadap customer experience

CCB refers to the voluntary actions of customers that are not required but add extra value and create a competitive advantage. These actions include providing feedback, advocating for the brand, offering help, and showing tolerance (Yi & Gong, 2013). Feedback encompasses both solicited and unsolicited information provided by customers, which is vital for improving products and processes. Through advocacy and supportive behaviors, customers share positive insights and advice with others, while also engaging with other service providers and consumers.

The limitation of Customer Engagement Theory (CET) is that it primarily emphasizes the active interaction between customers and the company. CET assumes that customer engagement leads to a positive customer experience. The relationship between CCB and CEX has been researched by Lyu et al. (2022) which proves that CCB has a significant positive effect on Customer Experience. Based on previous theories and research, the researcher proposed hypothesis 2 (H2) as follows:



H₂ : Citizenship behavior positively affects customer experience

Co-creation has an influence on customer journey satisfaction. It's important for customers to exchange information, understand their roles, and engage with sellers to ensure smooth transactions and achieve travel satisfaction. Consistent and high levels of customer engagement build trust, emotional commitment, and a sense of belonging, which in turn lead to customer satisfaction (Brodie et al., 2011).

CCB and CJS relationship is evidenced by the research of Arica & Çorbaci (2020). Based on previous theories and research, the researcher proposed hypothesis 3 (H3) as follows:

H₃ : Participation behavior positively affects Customer Journey Satisfaction

When customers participate in the co-creation process, they not only meet their own needs but also enhance overall customer satisfaction in various ways [3]. Ongoing and elevated customer engagement will enhance trust, emotional commitment, and a sense of belonging, resulting in customer satisfaction and increased loyalty over time. In addition, the active role of customers in the service delivery process also increases customer motivation and commitment, leading to a greater perception of quality when evaluating services.

Several studies have found evidence of the influence of the co-creation behavior dimension on customer journey satisfaction (Arica & Çorbaci, 2020; Vega-Vazquez et al., 2013). Based on previous theories and research, the researcher proposed hypothesis 4 (H4) as follows:

H₄ : Citizenship behavior has a positive effect on CJS

CEX is acknowledged as a crucial element of consumption and a key factor in determining a company's success (Holbrook & Hirschman, 1982). Customer experience is a comprehensive assessment from the customer's perspective, encompassing multiple dimensions and various elements. Customers are constantly re-evaluating the value of their experience through all phases of the journey. The influence of each dimension of experiential value may differ in magnitude and significance across various stages, depending on the evolving needs and objectives of customers.

Customers are satisfied when the interaction meets their expected values (Lee et al., 2017). Brands that deliver significant experiential value to customers will boost CS, encourage positive WoM, and gain a competitive advantage over their competitors (Becker & Jaakkola, 2020).

Several studies have found empirical evidence of the influence of customer experience on customer journey satisfaction (Mokha & Kumar, 2022). Based on previous theories and research, the researcher proposed hypothesis 5 (H5) as follows:

H₅ : Customer experience positively influences customer journey satisfaction

The concept of value co-creation is closely related to CEX (Lyu et al., 2022). Customers are constantly re-evaluating the value of their experience through all phases of the journey. Customers experience satisfaction when their anticipated values from the interaction are successfully fulfilled (Lee et al., 2017). Brands that deliver substantial experiential value to customers will boost CS (Becker & Jaakkola, 2020).

Several previous studies have found the significance of the influence of participation behavior from customer co-creation behavior on customer experience, as well as the significance of the influence of customer experience on customer journey satisfaction. Unlike previous studies, this research uniquely tests the mediating role of customer experience between participation and citizenship behaviors and journey satisfaction in the Indonesian e-commerce context. Therefore, the researcher tries to prove the research gap and formulates the following hypothesis:

H₆ : CEX significantly mediates the influence of CPB on CJS.

H₇ : CEX significantly mediates the influence of CCB on CJS.

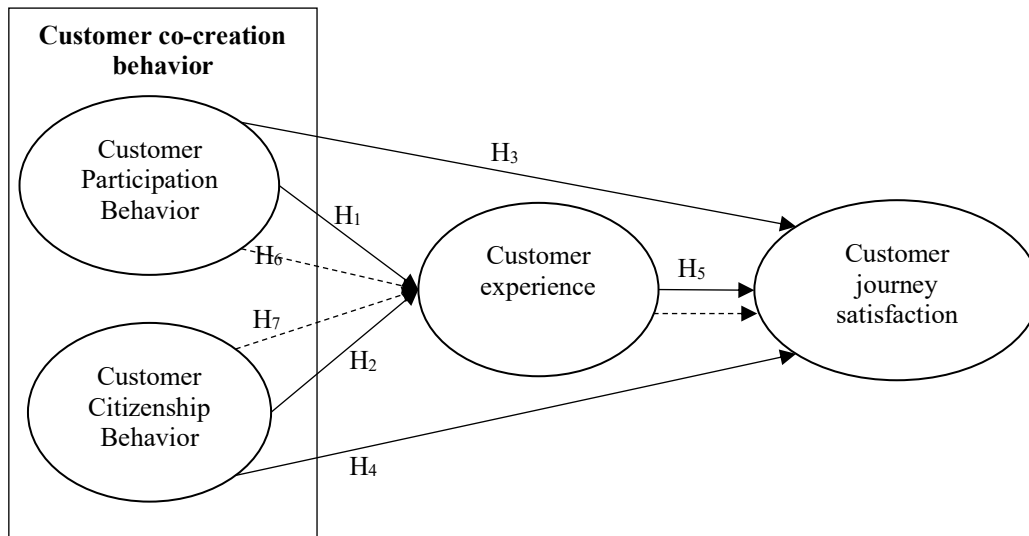


Fig. 1. Research Framework

METHOD

This study is a quantitative research with a survey design. The measurement scale employs a 5-point Likert Scale. CPB were measured using the indicators of Information seeking, Information sharing, Responsible behavior, and Personal interaction (Yi & Gong, 2013). CCB were measured using the indicators of used by Tueanrat et al. (2021) including Feedback, Advocacy, Helping and Tolerance. Customer experience were measured using the indicators of Monetary savings, Convenience, Entertainment, Exploration, Status, and Self-esteem. The customer journey satisfaction was measured using the indicators Best online shopping choices, Wise choices for online shopping, Shopping satisfaction, and No regrets.

The research was conducted on Gen Z users of the Shopee application in the city of Semarang, Indonesia. The sample size was determined according to Loehlin (2004), which states that a minimum of 150 samples is necessary to minimize bias in all types of SEM estimates. The sample units were selected using purposive sampling based on the following criteria: (a) individuals born between 1997 and 2012; (b) have made purchases on the Shopee application at least two times or more, to ensure that the respondents have had prior experience (Customer Experience) in online shopping through the Shopee app; and (c) are willing to complete the questionnaire. This research succeeded in obtaining responses from 170 Shopee users in Semarang City.

The data collection technique uses questionnaire, interview and documentation methods. The evaluation of the measurement model was conducted through confirmatory factor analysis by testing convergent validity, discriminant validity, and followed by a reliability test. The data was analyzed using PLS-SEM with SmartPLS software. The bootstrapping process was conducted to test the hypotheses regarding the relationships between variables.

RESULTS AND DISCUSSION

Respondent's Descriptive Statistics

The description of respondents based on demographic variables is shown in Table 2. The lowest age of the respondents was 18 years old, while the highest age of the respondents was 28 years old. In this age range, the average respondent is known to have good digital literacy, especially in the use of marketplace applications. The majority of respondents came from women (76%), income group ≤IDR1 million per month (41.76%), joined since 2019 (29.41%), the frequency of purchases in the last three months on Shopee is 6 times or more (77.06%). This shows that the respondents are active users of the Shopee marketplace.



Table 1. Respondent's Descriptive Statistics

Demographic Variables	Category	Frequency	Percentage
Age	15 - 19	50	29%
	20 - 24	114	67%
	25 - 29	6	4%
Gender	Male	40	24%
	Female	130	76%
Income (Mill. IDR)	≤1	71	41.76%
	>1 – 2	62	36.47%
	>2 – 3	25	14.71%
	>3 – 4	6	3.53%
	>4	6	3.53%
Year of joining	2015	4	2,35%
	2016	9	5,29%
	2017	15	8,82%
	2018	39	22,94%
	2019	50	29,41%
	2020	29	17,06%
	2021	15	8,82%
	2022	5	2,94%
	2023	4	2,35%
Purchase Frequency (<i>times</i>)	2	10	5,88%
	3	10	5,88%
	4	13	7,65%
	5	6	3,53%
	≥ 6	131	77,06%
Sum		170	100%

Source: Primary Data, processed (2024)

Data Analysis

The first outer loading test produced several indicators that did not meet convergent validity because they had a value of <0.70 so they were not included in the subsequent outer loading test. Table 2 shows the results of outer loading of indicator items that meet the convergent validity requirements.

Table 2. Outer Loading

Variable	Item	Loading Factor	AVE	Cronb.'s Alpha	Comp. Reliability
Customer Participation Behavior	CPB10	0.796	0.609	0,919	0,933
	CPB11	0.798			
	CPB12	0.813			
	CPB13	0.796			
	CPB5	0.778			
	CPB6	0.747			
	CPB7	0.704			
	CPB8	0.754			
	CPB9	0.831			
Customer Citizenship	CCB10	0.839	0.613	0,921	0,934
	CCB2	0.724			



Behavior	CCB3	0.732				
	CCB4	0.766				
	CCB5	0.798				
	CCB6	0.787				
	CCB7	0.808				
	CCB8	0.801				
	CCB9	0.787				
	Customer Experience	CEX1	0.717	0.613	0,946	0,953
		CEX10	0.797			
CEX11		0.790				
CEX12		0.790				
CEX13		0.854				
CEX14		0.766				
CEX15		0.805				
CEX16		0.759				
CEX2		0.744				
CEX3		0.815				
CEX4		0.752				
CEX5		0.780				
CEX6		0.811				
CEX8		0.757				
CEX9		0.798				
Customer Journey Satisfaction		CJS1	0.856	0.747	0,887	0,922
	CJS2	0.873				
	CJS3	0.872				
	CJS4	0.855				

Source: PLS analysis output, processed (2024)

The AVE values for all variables exceeded 0.5, indicating that all variables satisfied the requirements for convergent validity. The discriminant validity test was conducted by examining the square root of the AVE and the HTMT. Discriminant validity is deemed adequate when the square root of a construct's AVE is greater than its correlations with other latent variables. However, the test results indicated that the square root of the AVE was smaller than the correlations between latent variables. To overcome this problem, variable indicators that are strongly correlated with other indicators are excluded from the model, namely CEX1, CEX2, and CEX15. Upon retesting, the square root of the AVE for all variables was found to be higher than the correlation between the latent variables. The HTMT value is below 0.90, indicating that the model demonstrates strong discriminant validity.

Table 3. Fornell-Larcker Criterion

Variable	CCB	CEX	CJS	CPB
CCB	0,783			
CEX	0,781	0,792		
CJS	0,639	0,788	0,864	
CPB	0,736	0,745	0,620	0,781

Source: PLS analysis output, processed (2024)



Table 4. Heterotrait-Monotrait Ratio (HTMT)

Variable	CCB	CEX	CJS	CPB
CCB				
CEX	0,829			
CJS	0,697	0,858		
CPB	0,798	0,796	0,682	

Source: PLS analysis output, processed (2024)

This study has met the reliability assumption with a composite reliability value for all variables >0.60 and Cronbach's alpha >0.70.

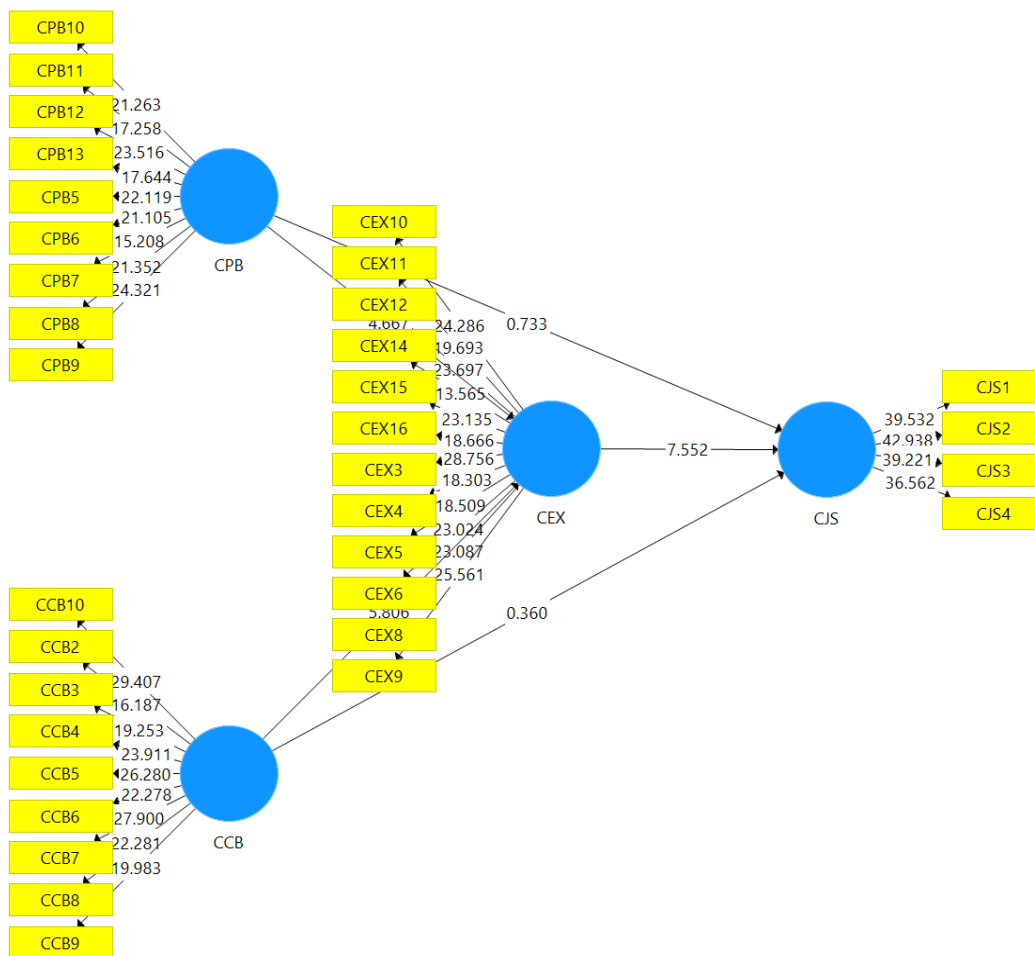


Fig. 1 Inner Model

The results of the Inner Model analysis are shown in Fig. 2. Based on the R2 value, the CPB and CCB variables can explain the CEX variability of 67.3%. Meanwhile, 62.4% of CJS variability can be explained by CPB and CCB. The SRMR value is 0.066<0.08 which shows that the structural model can be said to be good (Chin et al., 2020).



The path coefficient value is displayed in Table 5.

Table 5. R-Square

	R²	Estimated Model
Customer Experience	0,673	
Customer Journey Satisfaction	0,624	
SRMR		0.066

Source: PLS analysis output, processed (2024)

Table 6. Path Coefficient

Hypothesis	Path	Original Sample	T-Test	P Values	Decision
H1	CPB -> CEX	0,371	4,667	0,000	Accepted
H2	CCB -> CEX	0,508	5,806	0,000	Accepted
H3	CPB -> CJS	0,062	0,733	0,464	Rejected
H4	CCB -> CJS	0,036	0,360	0,719	Rejected
H5	CEX -> CJS	0,714	7,552	0,000	Accepted
H6	CPB -> CEX -> CJS	0,265	4,622	0.000	Accepted
H7	CCB -> CEX -> CJS	0,362	3,927	0.000	Accepted

Source: PLS analysis output, processed (2024)

The test results for the impact of CPB and CCB on Customer Experience showed a T-Test value greater than 1.96 and a p-value less than 0.05, indicating a significant positive effect, thus supporting H1 and H2. Conversely, the T Statistic value for the influence of CPB and CCB on CJS was <1.96 with a p-value >0.05, suggesting an insignificant effect, leading to the rejection of H3 and H4. Therefore, CPB and CCB did not have a significant direct impact on CJS. However, the test results for the influence of CEX on CJS revealed a T-Test value >1.96 and a p-value <0.05, confirming a significant positive effect, thereby accepting H5.

Testing the indirect influence of CPB and CCB on CJS through CEX shows t statistics of >1.96 with P Values <0.05 so that it can be concluded that CEX significantly mediates the influence of CPB and CCB on CJS, H6 and H7 are accepted. The type of mediation is full mediation where CPB will be able to influence CJS only if the customer gains experience from such participation behavior.

CPB and CCB have a significant positive effect on CEX. The higher the level of participation and citizen behavior of customers towards the co-creation process, the higher the customer experience will be. These findings support the CET theory which states that the higher the level of customer engagement through participation and citizenship behavior in value creation, the higher the impact on the customer experience. By engaging in co-creation, Shopee customers not only enjoy the product or service, but also feel a greater emotional engagement, which enriches their experience.

The CCB aspect carried out by Gen Z Shopee users in Semarang City includes their concern to notify Shopee if there is a good idea or problem they are facing. Research respondents stated several reasons, including to provide Evaluation and Feedback materials, to improve quality and service, to encourage innovation and development of Shopee, for materials for improvement and problem solving, to increase user comfort and satisfaction, a form of Shopee's responsibility to users, and for the progress of Shopee.

The results of this study provide empirical evidence for what was stated by Lyu et al. (2022) and Cermak et al. (2011) that customer participation can have a positive effect on the overall experience. The findings of this study confirm the results of the research of Lyu et al. (2022); Oh & Shin (2022); Shrivastava (2016) which found that CPB and CCB had a significant positive effect on customer experience.

The direct influence of CPB and CCB on CJS of Shopee users is not significant. The findings of this study do not support the results of previous studies Vega-Vazquez et al. (2013) which concluded that customer co-creation behavior has a significant effect on customer journey satisfaction. Customers must have a positive experience to be



able to feel satisfaction during their online shopping journey at Shopee. Thus, Shopee must be able to provide an easy, safe, comfortable and enjoyable online shopping experience to customers to create CJS.

The findings of this study reinforce the theory of CET and EDM which explain that customer involvement in the co-creation process cannot directly affect CJS. Customers must get a positive experience to be able to feel satisfaction during their online shopping journey at Shopee. Thus, Shopee must be able to provide an easy, safe, comfortable and enjoyable online shopping experience to customers to create Customer Journey Satisfaction. Customer Experience has a significant positive effect on CJS Shopee users in Semarang City. The higher the level of CEX, the higher the level of CJS. Customers experience satisfaction when their anticipated values from the interaction are successfully fulfilled. Shopee can offer significant experience value to customers thereby increasing customer satisfaction.

The findings of this study support the EDM theory which explains that customer satisfaction is formed based on the comparison between the initial expectation and perceived performance of a product or service. In the context of this research, Shopee customers must have expectations before using Shopee products or services. After the customer gets a real experience, then the Shopee customer will confirm or Disconfirm. Positive confirmations result in satisfaction, while negative disconfirmations result in dissatisfaction. This conclusion supports some of the conclusions of previous studies (Mokha & Kumar, 2022) which prove that CEX has a significant effect on CJS.

Customer Experience positively and significantly mediates the influence of CPB and CCB on CJS. This means that the better the customer experience in using Shopee, the stronger the influence of CPB and CCB on CJS. The findings of this study support the conclusion of previous research which proves that the influence of co-creation behavior on customer satisfaction is indirect, but is mediated by several variables (Syachranie, 2020). Although CPB and CCB are generally associated with positive outcomes, their impact on customer satisfaction can be mediated by factors that complicate direct influence (Haiqing, 2023; Ning & Hu, 2022).

The implication of the findings of this study for Shopee is the need to increase customer participation in shaping a positive experience shopping at Shopee. So it is important for Shopee to improve some aspects that customers think are still not good. One of the things Shopee can do to increase customer engagement in the value creation process is gamification. Application gamification can be a solution to increase customer engagement, especially their participation in the value creation process (Muravskaia, 2022).

Shopee can encourage customer citizenship behavior to increase customer journey satisfaction through providing incentives and rewards to users who help other users, providing feedback, providing a platform to share experiences, helping other users, or providing feedback. This platform can be accessed through a dedicated application, online forums, social media, and the Shopee application.

It is evident that the act of co-creation, both in the form of participation and citizenship, affects customer journey satisfaction through intervention in the customer experience. Therefore, Shopee must ensure that customers have a pleasant and positive experience by providing earnest and quick feedback. This feedback will make customers feel valued, heard, and have a feeling that helps progress together, especially for Shopee. Although the habit of co-creation is considered to benefit customer journey satisfaction, customer satisfaction will be difficult to achieve without a positive experience.

CONCLUSIONS

This study aims to prove the mediating role of user experience on the influence of co-creation behavior on Customer Journey Satisfaction of Shopee users in Semarang City. The statistical analysis results indicated that both Customer Participation Behavior and Customer Citizenship Behavior had a direct, positive, and significant impact on Customer Experience. However, the influence of these two variables of co-creation behavior directly on Customer Journey Satisfaction is not significant. Customer Experience fully mediates the influence of Customer Participation Behavior and Customer Citizenship Behavior on the Customer Journey Satisfaction of Shopee users. Customer Participation Behavior and Customer Citizenship Behavior will be able to influence Customer Journey Satisfaction only if customers gain experience from such participation behavior.

Customer participation and citizenship are important in shaping a positive experience shopping at Shopee, so it is important for Shopee to improve some aspects that customers think are still not good. Shopee can increase customer participation to provide a positive experience to users through the creation of engaging content, customer

loyalty programs, social media optimization, holding contests and giveaways, and gamification. CCBs can be driven by Shopee to improve consumer journey satisfaction through rewarding and incentivizing users, and providing a platform to provide feedback, share experiences, or help other users. Shopee must ensure that customers get a positive and pleasant experience.

The limitation of this study is that it only used a group of student respondents so it does not represent the perceptions of Shopee users from other groups such as professionals, housewives, or users with different age ranges and jobs. Further research can expand the sample group from various different groups. Further research can also examine the mediating role of several variables, especially those that are still rarely researched, for example relationship quality or customer value.

REFERENCES

- Arica, R., & Çorbacı, A. (2020). The mediating role of the tourists' citizenship behavior between the value co-creation and satisfaction. *Advances in Hospitality and Tourism Research*, 8(1), 125–150. <https://doi.org/10.30519/AHTR.649639>
- Becker, L., & Jaakkola, E. (2020). Customer experience: fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, Vol. 48. <https://doi.org/10.1007/s11747-019-00718-x>
- Brodie, R. J., Hollebeek, L. D., Jurić, B., & Ilić, A. (2011). Customer engagement: Conceptual domain, fundamental propositions, and implications for research. *Journal of Service Research*, 14(3). <https://doi.org/10.1177/1094670511411703>
- Cermak, D. S. P., File, K. M., & Prince, R. A. (2011). Customer Participation In Service Specification And Delivery. *Journal of Applied Business Research (JABR)*, 10(2). <https://doi.org/10.19030/jabr.v10i2.5942>
- Chin, W., Cheah, J. H., Liu, Y., Ting, H., Lim, X. J., & Cham, T. H. (2020). Demystifying the role of causal-predictive modeling using partial least squares structural equation modeling in information systems research. *Industrial Management and Data Systems*, 120(12), 2161–2209. <https://doi.org/10.1108/IMDS-10-2019-0529>
- Haiqing, L. (2023). The Influence of service equity and psychological Contract on Customer Citizenship Behavior in Chinese Fitness Service Enterprises: Customer Satisfaction as an Intermediary. *International Journal of Science and Business*, 23(1), 38–60. <https://doi.org/10.58970/ijsb.2133>
- Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, 9(2). <https://doi.org/10.1086/208906>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Pearson Education International.
- Lee, K. W., Lanting, M. C. L., & Rojdamrongratana, M. (2017). Managing customer life cycle through knowledge management capability: a contextual role of information technology. *Total Quality Management and Business Excellence*, 28(13–14). <https://doi.org/10.1080/14783363.2016.1150779>
- Loehlin, J. C. (2004). *Latent Variable Models: An Introduction to Factor, Path, and Structural Equation Analysis* (4th ed.). New Jersey: Lawrence Erlbaum Associates, Inc.
- Lyu, J., Cao, K., & Yang, S. (2022). The impact of value co-creation behavior on customers' experiences with and loyalty to P2P accommodations. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.988318>
- Mokha, A. K., & Kumar, P. (2022). Examining the Interconnections Between E-CRM, Customer Experience, Customer Satisfaction and Customer Loyalty: A Mediation Approach. *Journal of Electronic Commerce in Organizations*, 20(1), 1–21. <https://doi.org/10.4018/JECO.292474>
- Muravskaia, S. A. (2022). The place of gamification in customer engagement theory. *Management*, 21(2), 263–283. <https://doi.org/10.21638/11701/spbu08.2022.205>
- Ning, Y. M., & Hu, C. (2022). Influence Mechanism of Social Support of Online Travel Platform on Customer Citizenship Behavior. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.842138>
- Oh, M.-O., & Shin, J.-K. (2022). Effects of customer value co-creation behavior on customer experience and customer loyalty. *The Korean Data Analysis Society*, 24(5), 1745–1762. <https://doi.org/10.37727/jkdas.2022.24.5.1745>
- Shrivastava, P. (2016). Effect of co-creation on customer experience, trust and brand loyalty. *International Journal of Sales & Marketing Management*, 6(6).
- Syachranie, I. (2020). *Pengaruh Customer Participation Behavior Dan Customer Citizenship Behavior Terhadap Kepuasan Pelanggan Melalui Customer Perceived Value Sebagai Variabel Intervening Pada Ohm Studi Jepang Di Kota Bandung*. Universitas Komputer Indonesia.



- Tueanrat, Y., Papagiannidis, S., & Alamanos, E. (2021). Going on a journey: A review of the customer journey literature. *Journal of Business Research*, Vol. 125. <https://doi.org/10.1016/j.jbusres.2020.12.028>
- Vega-Vazquez, M., Revilla-Camacho, M. Á., & Cossío-Silva, F. J. (2013). The value co-creation process as a determinant of customer satisfaction. *Management Decision*, 51(10), 1945–1953. <https://doi.org/10.1108/MD-04-2013-0227>
- Yi, Y., & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. *Journal of Business Research*, 66(9), 1279–1284. <https://doi.org/10.1016/j.jbusres.2012.02.026>
- Zhang, J., Chen, W., Petrovsky, N., & Walker, R. M. (2022). The Expectancy-Disconfirmation Model and Citizen Satisfaction with Public Services: A Meta-analysis and an Agenda for Best Practice. *Public Administration Review*, 82(1). <https://doi.org/10.1111/puar.13368>