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INCREASING EPISTEMIC VALUE AND RATE THROUGH *FLOW VALUE CO-CREATION* PERSPECTIVE OF SERVICE-DOMINANT LOGIC THEORY

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Abstract
Background – *Flow value co-creation is a psychological condition where a person feels pleasure in using a product or service. This concept starts with Service-Dominant Logic Theory (SDL) which indicates that SDL tends in the domain of marketing services.*
Aim –*This study aims to identify the mediation of Flow value co-creation (FVC) with Epistemic (EPV) and Rate (RT) variables.*
Design / methodology / approach – *This study describes the unaffected relationship between Epistemic values and Ratings mediated by the new concept of Flow value co-creation. The PLS-SEM equation engineering model uses the retrieval technique. This study involved a total of 286 Y generations of Shopee application users Y.*
Findings – *The results showed that Flow value co-creation increased Rate. Shopee application users especially the Y generation feel shared comfort.*
Conclusion *- The FVC relationship to RT has a logical impact in which the more comfortable, enjoyable, and safe using an application, the better the RT. The model can be assumed that Flow value co-creation can mediate the inconsistency of complex debates from previous studies regarding Epistemic Correlation (EPV) at Rate (RT).*
Research implication – *For startup makers in the form of applications to survive. First, updates for consumer users affect user enjoyment. Second, the evaluation of applications for target markets such as MSMEs and consumers in their use will have an impact on the market. Third, Flow value co-creation affects the stakeholders in improving application performance.*
Limitations – *The number of respondents is only in the Bantul area and is under 300 respondents, the development of variables such as the length of time the user is used, the frequency of applications used through advertisements.*

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Keywords: *Flow, value, co-creation, service, dominant, logic.*

Abstrak
Latar Belakang - *Flow value co-creation* merupakan kondisi psikologis dimana seseorang merasakan kesenangan dalam menggunakan suatu produk atau jasa. Konsep ini dimulai dengan Service-Dominant Logic Theory (SDL) yang mengindikasikan bahwa SDL cenderung berada pada domain pemasaran jasa.
Tujuan - Penelitian ini bertujuan untuk mengidentifikasi mediasi *Flow value co-creation* (FVC) dengan variabel Epistemik (EPV) dan Rate (RT)
Desain / metodologi / pendekatan - Studi ini menjelaskan hubungan yang tidak terpengaruh antara nilai-nilai Epistemik dan Peringkat yang dimediasi oleh konsep baru Penciptaan Nilai Aliran. Model rekayasa persamaan PLS-SEM menggunakan teknik retrieval. Penelitian ini melibatkan total 286 generasi Y pengguna aplikasi Shopee Y.
Temuan - Hasil penelitian menunjukkan bahwa *Flow value co-creation* meningkatkan Rate. Pengguna aplikasi Shopee khususnya generasi Y merasakan kenyamanan bersama.
Kesimpulan - Hubungan FVC dengan RT mempunyai dampak logis dimana semakin nyaman, nikmat, dan aman menggunakan suatu aplikasi maka semakin baik RT tersebut. Model tersebut dapat

diasumsikan bahwa co-creation nilai Flow dapat memediasi inkonsistensi perdebatan kompleks dari penelitian sebelumnya mengenai Epistemic Correlation (EPV) at Rate (RT).
Implikasi penelitian - Bagi para pembuat startup berupa aplikasi untuk bertahan hidup. Pertama, pembaruan untuk pengguna konsumen mempengaruhi kenikmatan pengguna. Kedua, evaluasi aplikasi untuk target pasar seperti UMKM dan konsumen dalam penggunaannya akan berdampak pada pasar.
Batasan penelitian - Jumlah responden hanya di wilayah Bantul dan di bawah 300 responden, perkembangan variabel seperti lamanya pengguna digunakan, frekuensi penggunaan aplikasi melalui iklan.

Kata kunci: *Flow, Value, co-creation, Service, Dominant, Logic.*

INTRODUCTION

Impulse buying involves a special and dynamic shopping process. Impulsive buying affects the belief in risk. Online shopping is the initial motivation to maintain online stores (Chen *et al.*, 2019). Online customers play roles as system users and impulse buyers at later stages of shopping (Wu *et al.*, 2016). The role of social media has shifted gradually from a marketing tool to a source of marketing intelligence. Echoing social media to combine them with a marketing strategy is challenging. It can build valuable and long-term relationships within a company (Lamberton & Stephen, 2016). The use of social media in developing countries greatly changes. The internet users in Indonesia reached 204,7 million people at the end of January 2022. This creates great opportunities for e-commerce or marketplaces such as Buka Lapak, Lazada, Shopee, Bli-bli and others. The number of visitors in those marketplaces varied, for example, Blibli (17,51 million), Lazada (28.58 million), Bukalapak (29,88 million), Shopee (131.89 million), and Tokopedia (149.61 million). This study focuses on Shopee.

The study conducted by Sabillah *et al.*, (2021) reveals that Shopee is a marketplace that excels in the field of fashion and beauty. This study concerns the use of Shopee by the Y Generation in Sleman District. Referring to Statistics Indonesia data, the population of the Special Region of Yogyakarta reached 3,8 million in 2018, and almost a third of that amount, namely 1,2 million people are living in Sleman District. Meanwhile, the population in this district is dominated by students or the Y generation with a total of 332,843 people with an average intensity of using the internet for 2 to 5 hours per day Y Generation or millennials are people born between 1980 and 2000 (Corodeanu, 2015). It focuses on the perceived value of mobile application users, especially in Shopee. The value concept concerns sustainable intentions (Zhang *et al.*, 2017) and purchase behavior (Hsieh, 2016). Based on the previous studies, epistemic does not affect ratings.

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Besides, there is a negative relationship so the researcher suspects that it can be mediated by *Flow value co-creation* (Hsiao *et al.*, 2016). *Flow value co-creation* is a psychological state in which individuals feel good when they are involved in an activity (Csikszentmihalyi, 2008). There are some indicators of online customer engagement (Mollen & Wilson, 2010) based on SDL theory (Nittala *et al.*, 2022). First, companies focus on being at the center of collaboration in IoT and cloud ecosystems. Second, companies focus on the responsibility for setting the context and goals for the creation of the IoT and cloud ecosystem. Third, companies focus on identifying ecosystems and their contributions. Fourth, companies focus on the need to create incentives to adopt new services. Fifth, companies focus on the need to create incentives for each company to participate in ecosystem activities. Sixth, companies focus on ensuring sustainable architecture platform integrity. Seventh, companies focus on facilitating the identification of co-creation terms and conditions.

This study concerns a conceptual model that describes epistemic relationships mediated by *Flow value co-creation* to increase marketplace ratings. This conceptual framework contributes to filling gaps in previous research. Perceived ratings can increase online stores' ratings which has a psychological impact, especially for millennial users. The study involved the Y generation in Sleman District, Yogyakarta. The choice of a context for this study is based on the lifestyle of Y Generation Y which is rapidly buying products online. This study aims to develop previous findings by bridging the insignificant through the design of a new concept. Service-Dominant Logic (SDL) theory emphasizes the tendency in the marketing domain. This has been adopted in some other disciplines including information systems to study service systems based on technology (Beverungen *et al.*, 2019). Service-Dominant Logic also focuses on the creation of value in organizational networks through the exchange of services (Vargo & Lusch, 2004). Actor to actor network indicates collaboration among organizations and resource disbursement is about the decoupling of information from related physical forms. Resource density concerns the efficiency with which resources can be mobilized and aspects of the quality of services and integration of resources regarding tangible integration such as software components facilitated by the exchange of intangible resources such as knowledge, skills, and expertise.

Epistemic value refers to acts of curiosity, desire for knowledge, or the search for novelty in products or services (Aulia *et al.*, 2016). The previous notion was that the experience in a social media

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environment increases the user's intention to participate in online activities (Zhang *et al.*, 2014). Value co-creation is a prominent phenomenon in the creation of IT-enabled products and services (Grover & Kohli, 2012). Co-creation value represents by the value-creation actions carried out by stakeholders. There are mutually beneficial and integrated interactions in the application of various resources (Akaka *et al.*, 2013).

LITERATURE REVIEW

Epistemic Value and *Flow value co-creation*

Consumer motives in giving reviews can change buying behavior (Singh *et al.*, 2018). Candan *et al.*, (2013) show that innovative customers who have high epistemic value tend to pay high prices to use new products or services. Chopard *et al.*, (2018) state that higher perceived epistemic value leads to greater intention to buy and use certain products or services. Palomba *et al.*, (2015) explain that individuals achieve a high-flow state when searching for information online because they have clear goals and focus (Novak *et al.*, 2000). Therefore, experience in an online environment can increase customer engagement (Carlson *et al.*, 2017). The description above can be hypothesized as follows.

H_1. *Epistemic values affect Flow value co-creation*

Flow value co-creation and Rating

Challenges are the user's opportunities to act and relate to the level at which the user finds it difficult to manage the tasks involved (Novak *et al.*, 2000). Concerning social media platforms, new features or functions, appearance modifications, and variations in performance options such as games, uniqueness in applications make users want to use them (Pelet *et al.*, 2017). Generally, technology represents the useful application of knowledge (Mokyr, 2002), and knowledge is part of the institutional structure, namely society. In short, technology is an institutional phenomenon (Vargo & Lusch, 2016). Technology is also conceptualized as a resource that can act with other resources to create value and becomes an important resource in creating shared value (Akaka *et al.*, 2013). Arthur (2009) defines technology as a process or a product that represents three aspects, namely a process for meeting human needs, an arrangement of practices and components, and all the tools and techniques available to a culture. Technology is a simplification component that enhances the core service concept and complements the inventive component (Pietro *et al.*, 2018). Review content or the number of reviews (Kim *et al.*, 2020); (Wu & Wu, 2016) is proven to have an impact on buyer behavior. King *et al.*, (2014) state that there is involvement regarding buyer

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reviews. Some reviews are more informative and persuasive than others.

The description above can be hypothesized as follows

H_2. *Flow Value Co creation affects ratings.*

Epistemic Value and Rating

Previous studies reveal the impact of emotions on the use of the application (Wu *et al.*, 2017) but the study does not touch on the effect of emotional value on app ratings and app costs. Investigation of emotional value intended to capture a user's intention to buy an app, product, or service. Values are described as moods or feeling associated with using the app. Xiao & Kim (2009) note that emotional value is related to consumer reactions to a product or service. App ratings are important for marketers as they represent user impressions that can influence online store visits to purchase behavior (Baik *et al.*, 2014). Based on this explanation, the study proposes the following hypothesis:

H_3. *Epistemic values affect ratings*

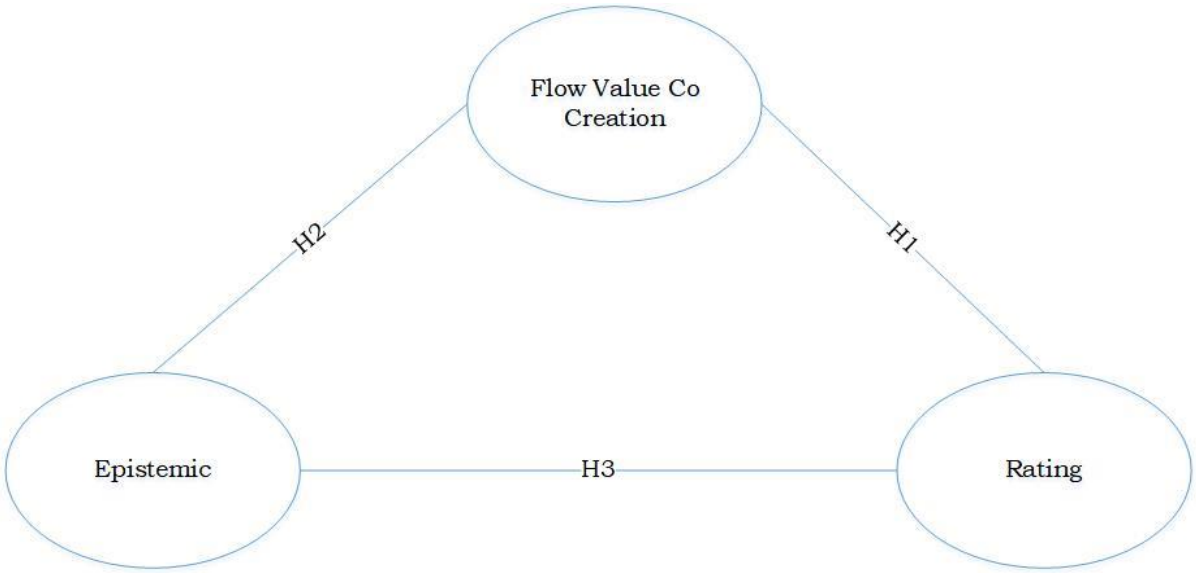

Figure 1. Reserach Model

RESEARCH METHOD

This study concerns the relationship between epistemic values and ratings mediated by *Flow value co-creation*. This study used SEM-PLS with the help of Smart PLS 3.0 software to test the mediating effect simultaneously. SEM-PLS technique on small sample sizes with complex models can work effectively (Tabachnick & Fidell, 2012). Data were collected from 286 respondents of Shopee users through questionnaires. The questionnaire was distributed to Shopee users in Sleman, Yogyakarta from March to June 2022. SEM-PLS line analysis was used to investigate the mediating contribution of epistemic value on ratings, determine the

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validity and reliability of the model, and test the hypotheses.

Variable measurements were adapted from previous research with modifications according to the research objectives. All variables were measured using a Likert scale. The research variables and adapted indicators can be seen in Table 1.

RESULTS AND DISCUSSION

The results of the study are based on frequency statistics to show the demographic structure. Table 1 describes the characteristics of the sample. This study involved 286 samples and it was considered sufficient for the PLS-SEM analysis. Respondents were Shopee users consiting male (47,90%) and female customers (52,10%).

Measurement model analysis was to check the reliability and validity of the model (see Figure 2). The results of the measurement model are presented in Table 2 consisting of report item reliability, internal consistency reliability, and convergent validity. Estimates of the factor loading, composite reliability, and average variance extracted. The Outer Loading was carried out twice. In the first test, the indicator item was less than 0,7. The researcher removed the item indicators and then retested them with fulfilling outer loadings. This shows good reliability and validity of the model Hair *et al.*, (2017).

Discriminant validity examines how far the latent construct differs from other constructs in the Epistemic (X) variable of 0,782, *Flow value co-creation* (Z) of 0,903 and Rate (Y) of 0,847. The three variables fulfill the requirements and are correlated as presented in Table 4.

Discussion

This study strengthens the understanding of epistemic value and the impact of *Flow value co-creation* on ratings. This study examines *Flow value co-creation* as a mediating variable that can relate epistemic value variables to ratings. The results of the study show that Epistemic (EPV) affects *Flow value co-creation* (FVC) as evidenced by the p-value of 0,000. Value creation is a joint process on a direct interaction platform in which the service provider's service production processes and customer consumption as well as value creation processes merge into one collaborative and dialogical process (Grönroos, 2008). In an interactive service experience, customers co-create value through the integration of operand and operand sources (Vargo & Lusch, 2016), meanwhile, service providers facilitate customer resource integration activities (Ng *et al.*, 2016). Operand resources such as raw materials and equipment are usually invisible and intangible to act on other resources (Hunt & Madhavaram, 2006). The *Flow value co-*

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creation (FVC) with an influential Rate (RT) shows a result of a p-value of 0,001. In line with previous studies on the process of creating shared value, customers are active players, not passive recipients (Vargo & Lusch, 2016). To create shared experiences, customers need to present, engage, and interact with people, products, and services (Prebensen *et al.*, 2013). Customer participation describes the customer's willingness to contribute to the shared value creation process, and customer information and behavior as a contribution process (Chen & Raab, 2017).

Epistemic results (EPV) affect Rate (RT) with a p-value of 0,003. This is in line with previous studies concerning the Airbnb App that functional, emotional, social, and epistemic values can increase tourist satisfaction and further tourist loyalty (Polo Peña *et al.*, 2017).

Table 1
Operational Definition of Variables

Construct	Statement	Indicator	References
Epistemic value	6 items	1. Testing new technologies 2. Conducting new experiments 3. Building curiosity 4. Attractive design 5. Trendy 6. Aesthetically appealing	(Zolkepli *et al.*, 2021)
Flow value co-creation	3 Items	1. Application value focuses on common needs 2. Application value focuses on mutual enjoyment. 3. Application Value focuses on time distortion of sale shopping usage	(Kim *et al.*, 2020) dan (Chan *et al.*, 2022) (Dimas Wibisono, 2023)
Mobile Apps Rating (RATE)	6 items	1. I use very high rated App 2. I use an App with a good ranking on the website 3. Mobile app ratings show trust 4. Mobile app ratings show credibility 5. Mobile app ratings are useful 6. I understand the quality of the mobile application	(Zolkepli *et al.*, 2021)

Source: Processed data, 2022

Table 2
Demographic information of Respondents

Description	Characteristics	Frequency	Percent (%)
Gender	Male	137	47.9
	Female	149	52.1
Education	Senior High School	30	10.4
	Bachelor's degree	177	61.89
	Master's degree	40	13.98
	Others	39	13.63
Length of using Shoppe	< 1 years	78	29.12
	> 2-5 years	143	53.35%
	> 5 years	47	17.53

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Description	Characteristics	Frequency	Percent (%)
Average Income /month	< 1 Million	81	87.9
	> 1 Million – 3 Million	136	8.3
	> Rp 3 Million – Rp 5Million	51	3.8
Types of item purchased	Fashion clothing	129	48.13
	Craft	23	8.58
	Food Culinary	71	26.49
	Electronic	26	9.70
	Cosmetics	19	7.08

Source: Processed data, 2022

Table 3
Outer Loadings, Composite Reliability, Average Variance Extracted

Construct	Item	Outer Loadings 1	Outer Loadings 2	Composite Reliability (CR)	Average Variance Extracted (AVE)
Epistemic value	EV.1	0.706	0.732	0.862	0.611
	EV.2	0.791	0.810		
	EV.3	0.802	0.799		
	EV.4	*0.539			
	EV.5	0.714	0.783		
	EV.6	*0.679			
Flow value co- creation	FVC.1	0.842	0.888	0.898	0.815
	FVC.2	*0.658			
	FVC.3	0.902	0.918		
Mobile Apps Rating (RATE)	RT.1	0.833	0.801	0.910	0.718
	RT.2	0.860	0.920		
	RT.3	*0.389			
	RT.4	0.873	0.904		
	RT.5	0.470			
	RT.6	0.819	0.752		

Source: Processed data, 2022

Table 4
Discriminant Validity

Variable	EPV (Y)	FVC (X)	RT (Z)
Epistemic (X)	0.782		
Flow value Co creation (Z)	0.39	0.903	
Rate (Y)	0.235	0.294	0.847

Table 5
The results of hypothesis testing

Variable relation	Original Sample	Sample Mean	Standard Deviation	t-value	p - values	Hypothesis
H1. EPV (X) → FVC (Z)	0.839	0.836	0.031	27.331	0.000	Supported
H2. EPV (X) → RT (Y)	0.235	0.241	0.071	3.310	0.001	Supported
H3. FVC (Z) → RT (Y)	0.326	0.337	0.109	2.992	0.003	Supported
H4. (Me). EPV (X) → FVC(Z) → RT(Y)	0.274	0.282	0.093	2.947	0.003	Supported

Source: Processed data, 2022

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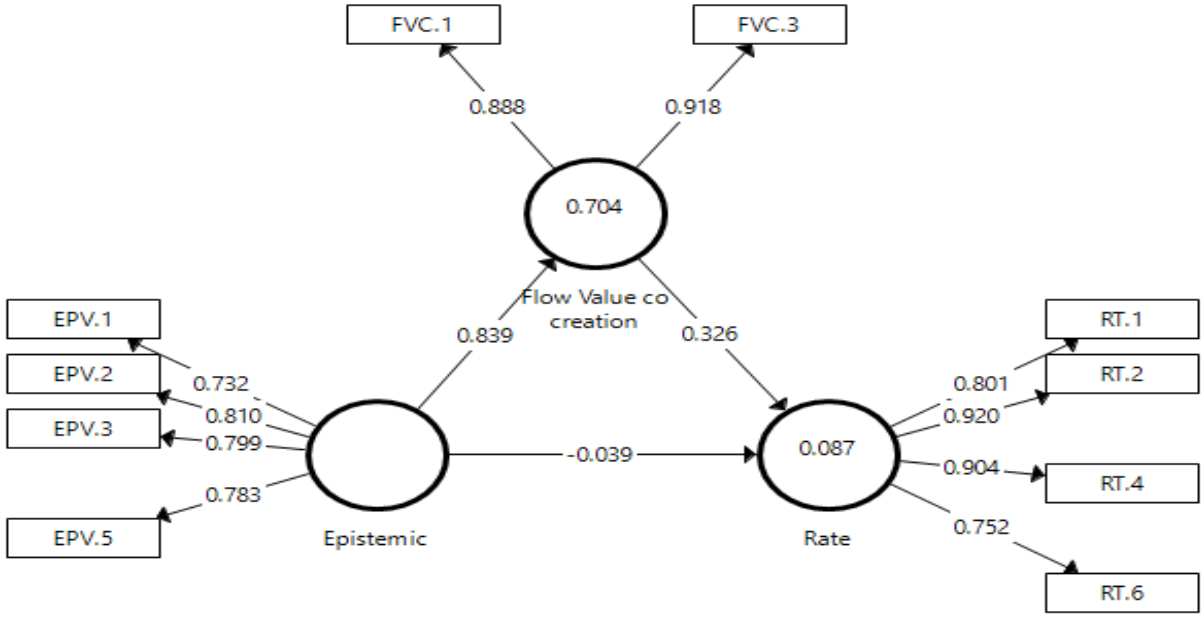

Source: Processed data, 2022

Figure 2. Full structural model of financial behavior and financial planning and control

CONCLUSION

This study aims to build a conceptual model regarding epistemic value in applications through *Flow value co-creation* to increase the rating. SD logic, as proposed by Vargo & Lusch (2004), is a fundamental paradigm of shared value creation research (Andreu *et al.*, 2010). Vargo & Lusch (2004) state that the former centers on tangible outputs and discrete transactions with intangibles, exchange processes, and relationships. Values can only be created with and defined by the users. *Flow value co-creation* is fun or enjoyment in using an application or marketplace. Epistemic positive relations (EPV), *Flow value co-creation* (FVC), and Rate (RT) are positive. The FVC relationship to RT has a logical impact in which the more comfortable, enjoyable, and safe using an application, the better the RT. The model can be assumed that *Flow value co-creation* can mediate the inconsistency of complex debates from previous studies regarding Epistemic Correlation (EPV) at Rate (RT).

RESEARCH IMPLICATION

Acceptance and rejection of the hypothesis reveal managerial implications, especially for startup makers in the form of applications to survive. First, updates for consumer users affect user enjoyment. Second, the evaluation of applications for target markets such as MSMEs and consumers in their use will have an impact on the market. Third, *Flow value co-creation* affects the stakeholders in improving application performance.

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