

# Motivation to participate in sharing economy: Case of central java province, Indonesia

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## ABSTRACT

Sharing economy is described as a growing trend on advanced countries and it has a very limited research within, for it is rarely found conducted in developed countries as Indonesia. From the previous research conducted abroad assisting an author to develop a research on sharing economy in Indonesia, to explore how motivation for the sharing economy and perceived security affected attitude in loyalty as a partner/ participant in sharing economy like Go-jek, Grab, Airbnb, Airyrooms, etc. This research used structural equation modeling as research method. This study found that only practical/rational motivation in sharing motivation had a positive effect toward attitude in sharing economy, whereas other motivation aspects such as economic motivation, social/emotional motivation and ecology/ideology motivation seemed not to have any significant effect. In addition, perceived of security in sharing economy were found that governmental regulations significantly affected policies in sharing economy, policies in sharing economy company had positive effect on security, and security itself was found to have a positive effect on attitude of participant in sharing economy. Attitude also is found to have a positive effect toward loyalty of partner/participant as practitioners of sharing economy

## Keywords

Attitude, Loyalty, Motivation, Sharing Economy, Perceived of Security

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## Introduction

When switching to today's sharing motives, Frick et al. (2013) distinguishes three fundamental mindsets for sharing: First, a holistic attitude to life, following the 'what goes around' principle of generalized reciprocity; second, the 'tit-for-tat' strategy is based on the expectation of receiving something of equal worth in return for sharing; and third, appreciation and sympathy - sharing attitude as 'doing good' and acting in relation to ecological, social and moral aspects. Botsman and Rogers (2010) stated through sharing, it may become more of a niche economy because it can be considered as a market that generates substantial numbers and increased turnover. Since the introduction of sharing economy concept in the world started in 2008, sharing economy itself reap a lot of pros and cons, criticism and controversy around the world, none apart one of them was Indonesia. The euphoria of sharing economy in Indonesia began with the launching of mobile apps known as Go-Jek as an application created by Indonesian, followed by similar services such as Grab and Uber, then Airbnb's and Airyroom services through sharing economy to lease properties, rooms, etc. were able to lease their unused property for benefit and profit.

The phenomenon of sharing economy cannot be denied and would become a concept that keeps growing in Indonesia. In accordance with a survey conducted by DailySocial in collaboration with JakPat on 1008 Indonesian citizens to recognize the sentiments of citizens to the service sharing economy were disturbed by this phenomenon with respondents in the age ranged 20-25 years and 42% of the total respondents were living in DKI Jakarta and West Java. As a result, almost 85% of respondents said that they had heard of this service even though still less than 40% had

tried it. Cited from Dailysocial, more than 97% support with the assumption that such services can drive positively the economy of society. If we read the media lately, articles that discuss the increase in revenue earned by the driver Go-Jek partners began to emerge. Meanwhile, when asked about how the government should behave as a regulator, respondents re-compact with more than 96% hope the government will issue a regulation that accommodates such services. Such services emerge because of technological development. Five or ten years ago there was no business with a scheme like this. Obviously existing regulations have been left behind (<https://dailysocial.id/>). Afterwards, the practice of sharing economy is closely related to the experience of partners or practitioners in sharing economy, whether a motorcycle driver or taxi driver join Go-jek/Grab and the apartment owners to rent an apartment via Airbnb or Airyroom. The key benefits these sharing economy companies have for a strong focus on improving the partners or practitioners experience through the loyalty levels of high-efficiency sharing practitioners. 91% of the partners / practitioners of sharing economy recommends sharing companies after experience the service according to the PWC report. So, what is a true sharing economy to maintain the loyalty of its partners? sharing economy puts a strong emphasis on customers through the feedback of partners/practitioners of sharing economy just as Airbnb asks their partners to provide feedback. (<https://www.pwc.com/>)

Based on the finding in the survey conducted, it raised the need for further research encompassing various variable aside from motivation itself as one of the variables influencing participant's attitude in sharing economy such as perceived of security variable, perceived of security could be clarifying the policy, regulation and security as the indicators in sharing economy to better understand this

phenomenon. Hereafter, which shows the need to gain intelligence on what that makes the sharing economy partners or practitioner interested in joining alternative forms of consumption and this leaves room for studying. Therefore, most of the research discussing about sharing economy service users, there were very limited research conducted from previous study about sharing economy motivation. Few studies discussing about sharing economy motivation with focussing on their partner/ practitioners were Grybaitė & Stankevičienė (2016) conducted in Lithuania, Schiel et al. (2015) conducted in Germany, and Yang & Ahn (2016) conducted in South Korea. This phenomenon of sharing economy in Indonesia is very conducive and no research yet conducted in Indonesia so far. Therefore, the purpose of this study would conduct a study of the motivation of sharing and perceived of security in sharing that could affect the attitude of the participants in sharing economy and ultimately test attitude on loyalty of partner/ practitioners in sharing economy. This research would be conducted in Indonesia especially Central Java province that lately is becoming the discussion. The findings of this study hopefully will serve as a guideline to company sharing economy company which tend to develop their own services.

### Literature Review

Possibly, the most promoted and obvious reasons to engage in collaborative consumption are economic and individualistic nature: 'Saving money' has been found to be the top benefit in a 2012 US consumer study by Carbonview Research (Olson, 2012). That is because costs and expenses were reduced through secondhand purchases and the reuse of products (Marchand et al., 2010; Gerstner, 2014). When renting out physical spaces, the "revenue production potential of private houses" becomes highly relevant to sharing (Bauwens et al., 2012, p. 340). This monetization aspect of sharing is by far the most cited one (Bagó, 2011, Bauwens et al., 2012, Hamari et al., 2013, Khan, 2014) therefore we could conclude that there is a positive effect of economic motivation on attitude. Hence, we could test the following hypothesis:

**Hypothesis 1. Economic Motivation has a positive effect on participant's attitudes in sharing economy.**

Practical reasons are considered as an interesting motivational factor as well; First, sharing is often comfortable in coordination and transactions and thus the preferred way to gain something. In a recent study entitled 'Sharing is a new purchase' 75% of respondents cited convenience as a reason for "using peer-to-peer sites" to participate in their last sharing activity (Owyang et al., 2014, Khan, 2014). Furthermore, using something only once usually does not need to buy and have it. For many, lending or exchanging the goods presents a reasonable rationale (Böckmann, 2013). In addition, through sharing, consumers become more independent of their conventional providers and conditions (Marchand et al., 2010). A similar motive previously reported is 'try before buying' (Phipps et al., 2013). Therefore Practical/Rational Motivation might have a

positive effect toward attitude, so we could test the following hypothesis:

**Hypothesis 2. Practical/Rational Motivation has a positive effect on a participant's attitude in sharing economy.**

Sustainable consumption patterns are motivated through personalized values and certain beliefs rather than expected anticipated economic outcomes (Vergragt, 2006). Referring to 'friendship', Belk calls the division of "communal action that connects us with others" (Belk, 2010). Inherent social benefits come with sharing: Participation brings joy, recognition and thus, self-confidence and satisfaction (van de Glind, 2013, Owyang et al., 2014). Participation in sharing can be triggered through social and word of mouth, example recommendations from friends (van de Glind, 2013, Wall Street Journal, 2013, Owyang et al., 2014). We conclude there is a positive effect social/ emotional Motivation on attitude. Hence, we could test the following hypothesis:

**Hypothesis 3. Social/ Emotional Motivation has a positive effect on a participant's attitude in sharing economy**

Several ideological and ecological motives should be summarized. As Lawson puts it, consumers participate in lease lifestyle to move away from messy materialism toward non-ownership consumption (Lawson, 2010). The things they buy are "reflecting their concern for the environment and social issues" (Lawson, 2010). Therefore, there must be positive effects of ecological/ideological Motivation on a participant's attitude. Hence, we could test the following hypothesis:

**Hypothesis 4. Ecological/Ideological Motivation has a positive effect on a participant's attitudes in sharing economy**

In the early stages of practitioners using online media, researchers focused on perceived risk issues in situations where online practitioners participate regardless of their service providers. Academic discussions about perceived risk users focus on the security of personal information with service providers or third parties who will emerge. Yang et al. (2014) stated the quality of online services has suggested security as one of the important aspects that determine customer satisfaction. However, it often happens that the perception of personal information security has not been accepted as a significant determinant of user satisfaction compared to reliability, responsiveness, user convenience (Yang, 2014). Hence, we could conclude and test the following hypothesis:

**Hypothesis 5. Policy has a positive effect on security in sharing economy**

Because of the importance of recognized security, the flow of personal information between users and service providers has become the users, service providers, and others. Recognizing the importance of perceived security, Wirtz et al. (2007) examine the perceived security in user privacy in

line with the reliability of government regulations and the privacy policies of service providers. Hence, we could conclude and test the following hypothesis:

**Hypothesis 6. Regulation has a positive effect on policy in sharing economy**

**Hypothesis 7. Regulation has a positive effect on security in sharing economy**

Thus, security perceptions / feelings in government regulations, sharing economy policy, and sharing economy services through online platforms seem to influence sharing attitudes directly (Wirtz, 2007., Yang, 2014), and according to Ajzen (1991), there is a relationship between attitudes toward the sharing economy and the determination of participation loyalty to the suggested sharing economy. Hence, we could test the following hypothesis:

**Hypothesis 8. Security in sharing economy has a positive effect on a participant's attitudes in sharing economy**

**Hypothesis 9. Participant's attitudes in sharing economy has a positive effect on loyalty toward sharing economy**

### Research Methodology

The constructs for the instrument was designed from previous studies presented in Appendix A. The instrument requested information designed in a three-part questionnaire. The first part of the questionnaire asked the respondents to provide basic demographic information including age, occupation, period joining sharing economy, monthly income, education, region, etc., the second part asked about respondent's awareness in sharing economy. The first and second parts were using nominal scales as presented in Appendix B, while the third part were using a five-point scale ranging from 1 representing "strongly disagree" to 5 representing "strongly agree". The research directly collected the data from sharing economy practitioner. For the samples used, could be representing the Central Java province's population, the sampling method used was quota sampling dividing Central Java into 5 regions i.e. northwest, south Kedu, southeast Solo, northeast, and north with each 50 respondents as the samples to able to represent the population of Central Java province. In total, this direct approach survey had managed to gather 250 cases from sharing economy practitioner's both within in the field of transportation and accommodation.

The respondents were dominating by generation Y 47,2% (age 24 – 38 years old), generation Z 21,2% (age 17 – 23 years old), generation X 20,8% (age 39 – 53 years old), and there are generation baby boomers 10,8% (age 54 – 72 years old). Most of the respondent was full time sharing economy practice 30,8%, and just joining sharing economy practice about < 6 months 42,0%, 6 months – 1 year 40,8%. More than 50% respondents actually claim that they did not understand or did not know the concept of sharing economy by did it so far. Where the initial respondent received the information about sharing economy through word of mouth 55,6% and the rest were from website/internet 6,0%, social media 18,8%, reference from family, friends or etc. 19,6%. (Detailed descriptive statistics relating to the respondents' characteristics are shown in Table 1.)

### Results

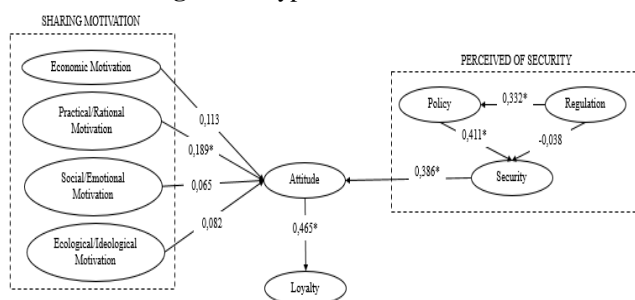
We used partial least squares (PLS) to validate measurements and test hypotheses. PLS-SEM uses a regression-based approach that minimizes residual variance from endogenous constructs. Compared to CB-SEM, it is more robust with fewer identification issues, works with much smaller and much larger samples, and easily combines formative and reflective constructs (Hair, et al., 2014). Indicative significance levels and path coefficients are assessed using the bootstrap procedure.

The convergent and discriminant validity of the measurements were confirmed by three tests. All factor loadings exceed the recommended 0.5 cutoff point (Hair et al., 1998) ranging from 0.619 to 0.941. Second, the reliability scores of all the constructs are considered adequate as they exceed the recommended cutoff point of 0.70 (Nunnally, 1978) ranging from 0,806 to 0,936 which meant that more than half of the variances observed in the items were accounted for by their hypothesized constructs. The third all AVEs are higher than 0.5 ranging from 0.511 to 0.880, which suggest that the principal constructs capture much higher construct-related variance than error variance (Hair et al., 1998). (Detailed factor loadings and reliability result shown in Table 2.) And the fourth, to assess discriminant validity, the root square of average variance extracted (AVE) and all reflective inter-construct correlations were compared. According to Fornell and Larcker (1981), this can be demonstrated by the fact that square root of AVE of each construct should generally be higher than the correlations between it and any other constructs in the model. All inter-construct correlations are shown as elements off the diagonal of the matrix in Table below the reliability of the measurements evaluated using the composite reliability scores. (Detailed discriminant validity result shown in Table 3.)

### Hypothesis of Test Result

The structural model testing results are shown in Figure 1. economic motivation does not significantly affect attitude ( $b = 0.113$ ,  $p > 0.05$ ), thus H1 is not supported. Consistent with prior literature, practical/rational motivation is found to significantly affect attitude ( $b = 0.189$ ,  $p = 0.02$ ) which means that H2 is supported. Meanwhile, social/ emotional motivation ( $b = 0.065$ ,  $p > 0.05$ ), and ecological/ ideological motivation ( $b = 0.082$ ,  $p > 0.05$ ) are also found to be insignificant towards attitude, therefore H3, H4 are not supported. On the perceived security in sharing economy, policies toward security ( $b = 0,411$ ,  $p = 0,00$ ), regulation toward policies ( $b = 0,332$ ,  $p = 0,01$ ), and security toward attitude ( $b = 0,386$ ,  $p = 0,00$ ) are found significantly and had a positive effect which means that H5, H6, H8 are supported. H7 is not supported due to the regulation does not significantly affect security ( $b = 0,098$ ,  $p > 0,05$ ). Participant's attitudes in sharing economy is also found to have a significant positive effect on loyalty toward sharing economy ( $b = 0.465$ ,  $p = 0.00$ ), thus supporting H9.



**Figure 1.** Hypothesis test result

Note \*: Significant at the  $p < 0.05$  level

## Discussions

The research, theoretically emphasizes on several points. First, practical / rational motivations which appear as the only indicator construct in sharing motivation which is proven to have significantly positive effect on participant's attitude in sharing economy, defining a good life, according to Frick et al. (2013), it was found that generation Y remained independent, doing less, exploring more. With the urban lifestyle and the need for mobility and flexibility, ownership became an obstacle. Adding to this, our personal field was too saturated and interest in material properties and wealth decreased. Personal definition and differentiation no longer occurred through material possessions but through immaterial experience and property. As referred by Smith (2010) to be transumer manifesto stating that the experience became more satisfying than buying material things that meant that they concerned more in practical things. Aligned to this, many of the respondents (47.2%) aged from 24-38 (generation Y), followed by 21.2% millennial (generation Z) aged from 17-23 were more empathized convenience. That may be the reason why more than 50% of respondents did not actually understand or aware of the sharing economy by did it so far because most of their concerned were practical use and convenience. In contrast, economic motivation was believed as one of the most likely indicators affected the attitude had found no significant effect on attitude. This result surprised even many of the respondents who had a low total monthly income (88.0%) less than Rp. 2.000.000,-/month and 30.8% was full time sharing economy practitioners where their main livelihood come from, there are possibilities that one of the reasons that the respondent did not emphasize economic motivation were the many of the newest joining sharing economy practice < 6 months (42.0%) and 6 months – 1 year (40.8%) so that the main factor they joined at first was because of its practical issue. Because the majority of the respondent was high school/ diploma degree students (55.2%), they didn't accentuate social/emotional and ecological/ideological motivation issues.

Secondly, surprisingly perceived security of participant in sharing economy services was a more powerful antecedent of attitude towards sharing economy than significant dimensions of sharing motivation toward the sharing economy. The important role of perceived security in forming attitude towards sharing economy implies that practitioners starting up a sharing economy practice need to

prepare a strong privacy policy based on governmental regulations. Government regulation did not affect participant security in sharing economy in contrary, it had negative effect, but regulation affected the policies in sharing economy company positively and found that it was significant. This illustrated the behaviour of the Indonesian people who concerned much about security in practice.

The Third, attitude is one of the internal factors that strongly enough influences the behaviour. In general, attitudes with behaviour will be aligned, although it takes other psychological factors that bridge the interest / behaviour intentions (Fishbein and Ajzen, 1975). Thus, the attitude of sharing economy practice found it significantly positive, affected loyalty of participant in sharing economy as the behavioural dimension of loyalty referred to aspects of consumer behaviour (for example, retention kept using the services) directed to a particular trademark or service over time (Bowen and Shoemaker, 1998; Naumann and Giel, 1995). This finding would be useful to be a further study for sharing economy company to retain their partner in sharing economy practice.

## Conclusions

Sharing economy is a growing phenomenon in the world, much more of researchers are currently studying and continue to examine more deeply about dimensions for both economic purposes or the use of study for sharing economy company in development. The research on sharing economy in Indonesia were very limited even most of the discussion based on user/customer using the services and never conducted based on phenomenon of sharing economy within a region in particular. In this study, to examine the behaviour of participation in the sharing economy of the practitioner in Central Java province, Indonesia regarding the motivation and perceived of security toward attitude in the loyalty of participant/ partner in participating in sharing economy. It is found practical/ rational motivation as one of the indicators construct that positively and significantly affects attitude in sharing economy and perceived of security has higher impact that motivation toward attitude in participating as practitioner sharing economy in Indonesia Central Java province. It's also showed loyalty in sharing economy affected by attitude in participating in sharing economy and should be continuously improved.

## Managerial Implications

Through the findings in the research, the study suggests sharing economy company such as Go-jek, Grab, Airbnb, Airyroom, etc. especially in Central Java province could intensify the perceived of security of the partner in participating sharing economy. Continuing to develop a convenience and practical process in practice services of sharing economy in order to retain the partner loyalty in sharing economy to have a lower level of turn-over. Aside from sharing economy company, government should concern as a regulator on drafting the legislation because of the importance of perceived security in sharing economy practice. The study could be served as the sharing economy company guideline for next improvement or development on the service especially in Central Java Province.

### Suggestion Future Research

The following are the suggestion for the future studies. First, as the scope of study conducted was in Central Java Province in Indonesia, it would be beneficial if the generalizability could be explored and examine through other particular province in Indonesia such as in capital city Jakarta, dense provinces e.g. West Java Province, East Java Province, etc. Second, future study could consider to examine or to test the direct and indirect effect to determine if the sharing motivation and perceived of security variables could have a direct or indirect effect on loyalty in sharing economy. Third, beyond the scope of the study, the study would be interesting to be divided into transportation and accommodation field in sharing economy to compare the different characteristics and behaviour of the practitioner's through different fields..

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### Supplementary Data

#### Appendix A The instrument construct

<i>Sharing Motivation's - Economy Motivations</i>		
1	Savings - It came at a better price, so I needed to invest less or no money.	Bagó, 2011; Kolson, 2012; Frick et al., 2013;
2	Quality - I received superior quality, compared to a traditional offer.	Bagó, 2011
3	Monetization - I earned money with it.	Bauwens et al., 2012; Hamari et al., 2013
<i>Sharing Motivation's - Practical / Rational Motivations</i>		
1	Convenience - For me, it was just convenient and practical to share.	Frick et al., 2013; Owyang et al., 2014
2	Uniqueness - I couldn't find the product (or service) elsewhere.	Owyang et al., 2014
3	Dispensability - There was no need to buy and possess it myself.	Owyang et al., 2014
4	Autonomy - I liked being independent from traditional providers.	Marchand et al., 2010
5	Trial - I wanted to try the product before buying it myself.	Phipps et al., 2013
<i>Sharing Motivation's - Social / Emotional Motivations</i>		
1	Word of mouth - It has been recommended to me, so I was curious.	van de Glind, 2013; Owyang et al., 2014; ace et al., 2014
2	Enjoyment - It's fun, I enjoyed it.	Bagó, 2011; Hamari et al., 2013; van de Glind, 2013; Owyang et al., 2014
3	Social cohesion - It allows me to meet interesting people – online and locally.	Bagó, 2011; Frick et al., 2013; van de Glind, 2013; Owyang et al., 2014
4	Altruism - I like being generous to myself and others, it's satisfactory.	Olson, 2012; van de Glind, 2013

5	Self-marketing - It's a cool new initiative and I like talking about it.	Lawson, 2010; van de Glind, 2013
<i>Sharing Motivation's - Ecological / Ideological Motivations</i>		
1	Lifestyle - It's my personal interest to lead a healthy life.	Bagó, 2011; van de Glind, 2013, p. 25; Owyang et al., 2014
2	Environmental consciousness - I consider throwing away goods and not utilizing spare resources as counter-productive to sustainable life cycles.	Lawson, 2010; Frick et al., 2013; van de Glind, 2013
3	Indirect reciprocity - I believe one day I will gain something in return for helping out others.	Klein, 2010; Chen & Hung, 2010
<i>Sharing Economy Perceived of security - Policy</i>		
1	The company of Sharing economy practices would not use personal information of consumers for purposes other than those initially stated at the site	Smith et al. (1996)
2	The company of Sharing economy practices would not share your personal information with other external parties unless it has been authorized by individuals who provided the information	Smith et al. (1996)
3	The company of sharing economy practices databases that contain personal information are protected from unauthorized access regardless of costs	Smith et al. (1996)
<i>Sharing Economy Perceived of security - Regulation</i>		
1	There should be tougher regulations by the government to protect personal privacy online	Wirtz et al. (2007)
2	The existing laws in the country should be improved to protect online privacy	Wirtz et al. (2007)
3	There should be more stringent international laws to protect privacy on the internet	Wirtz et al. (2007)
4	The government is not doing enough to ensure that consumers are protected against online privacy violations	Wirtz et al. (2007)
<i>Sharing Economy Perceived of security - Security</i>		
1	The company of sharing economy will not misuse my personal information	Yang Z et al. (2004)
2	I feel safe in my online transactions in sharing economy	Yang Z et al. (2004)
3	I felt secure in providing sensitive information (e.g. credit card number) for online transactions	Yang Z et al. (2004)
4	I felt the risk associated with online transactions is low	Yang Z et al. (2004)
<i>Sharing Economy Attitude</i>		
1	All things considered, I find participating in collaborative consumption in sharing economy is a wise move	Ajzen (1991)
2	All things considered, I think collaborative consumption in sharing economy is a positive thing	Ajzen (1991)

3	All things considered, I think participating in collaborative in sharing economy consumption is a good thing	Ajzen (1991)
4	Overall, sharing goods and services within a collaborative consumption community makes sense	Ajzen (1991)
5	Collaborative consumption is a better mode of consumption than selling and buying individually.	Ajzen (1991)
<i>Sharing Economy Loyalty</i>		
1	I will buy products/services from this e-service provider platform the next time I demand product/service.	Luarn P et al (2003)
2	I intend to keep purchasing products/services from this e-service provider platform	Luarn P et al (2003)

### Appendix B Requested information designed

No.	Statement	Scale
<i>1st Part - Demographic Data</i>		
1	Gender	Option: 1. Male 2. Female
2	Age	Range: 1. 17 - 23 2. 24 - 38 3. 39 - 53 4. 54 -72
3	Marital Status	Option: 1. Single 2. Married 3. Married with kids 4. Divorced
4	Occupation	Option: 1. Student/Collage 2. Employee Full time 3. Employee Part-time 4. Self-employee 5. Full time Sharing Economy Practice 6. Unemployed 7. Retired
5	Monthly Income (Total)	Range: 1. Less than Rp.2.000.000,- 2. Rp.2.000.000,- to Rp.2.999.999,- 3. Rp. 3.000.000,- to Rp.4.999.999,- 4. More than Rp.5.000.000,-
6	Academic Qualification	Option: 1. High School/ Diploma 2. Bachelor's Degree 3. Master's Degree 4. Doctorate Degree 5. Uneducated



7	Place of Residence (region)	Range: 1. Southern Region Kedu (Magelang, Kebumen, Purworejo, Temanggung, Wonosobo) 2. Southeastern Region Solo (Boyolali, Karangyar, Klaten, Sragen, Sukoharjo, Wonogiri) 3. Northwestern Region (Pekalongan, Tegal, Batang, Brebes, Pekalongan, Pemalang) 4. Northern Region (Salatiga, Semarang, Demak, Grobogan, Kendal) 5. Northeastern Region (Blora, Jepara, Kudus, Pati, Rembang)
8	Which Sharing Economy Practice	Range: 1. Transportation (Go-Jek, Grab-bike, Go-Car, Grab-car, etc) 2. Accommodation (Airy rooms, Airbnb, etc)
9	How long join as sharing economy practice	Range: 1. < 6 Months 2. 6 Months - 1 year 3. > 1 - 2 years 4. > 2 - 5 years
<i>2nd Part - Awareness of Sharing Economy</i>		
10	Are you familiar with the concept of the sharing economy?	Option: 1. Yes 2. No 3. I'm not quite sure what is all about
11	Are you aware of sharing economy practices and what this company does?	Option: 1. Yes 2. No 3. I'm not quite sure what is all about
12	Have you ever been the sharing economy customer's such as order go-jek, grab, Airyroom, Airbnb or etc?	Option: 1. Yes 2. No
13	how did you find out about sharing economy practices?	Option: 1. Website/Internet 2. Social media 3. Reference (family, friends, etc) 4. Word of Mouth

**Table 1** Respondents' Characteristics

Measure	Item	frequency	Percentage (%)
<i>Demographic Data</i>			
Gender	Male	234	93.6
	Female	16	6.4
Age	17- 23 y.o	53	21.2
	24 – 38 y.o	118	47.2
	39 – 53 y.o	52	20.8
	54-72 y.o	27	10.8
Marital status	Single	98	39.2
	Married	152	60.8
Occupation	Student/Collage	39	15.6
	Full time Sharing Economy Practice	77	30.8
	Employee Part-time	46	18.4
	Self-employee	60	24.0
	Unemployed	6	2.4
	Retired	7	2.8
	Other	15	6.0
Monthly income (total)	< Rp.2.000.000,-	220	88.0
	Rp.2.000.000,- to Rp.2.999.999,-	25	10.0
	Rp. 3.000.000,- to Rp.4.999.999,-	5	2.0
	> Rp.5.000.000,-	0	0.0
Education	High School/ Diploma	138	55.2
	Bachelor's Degree	64	25.6
	Master's Degree	1	0.4
	Doctorate Degree	0	0.0
	Uneducated	47	18.8
Region (Place of Residence)	Northwest of Centra Java	50	20.0
	South Kedu of Centra Java	50	20.0
	Southeast Solo of Centra Java	50	20.0
	Northeast of Centra Java	50	20.0
	North of Centra Java	50	20.0
Sharing Economy Practice Fields	Transportation (Go-Jek, Grab-bike, Go-Car, Grab-car, etc)	211	84.4
	Accommodation (Airy rooms, Airbnb, etc)	39	15.6
How long join as sharing	< 6 Months		

economy practice	6 Months - 1 year	105	42.0
	> 1 - 2 years	102	40.8
	> 2 - 5 years	41	16.4
		2	0.8
<i>Awareness of Sharing Economy</i>			
Are you familiar with the concept of the sharing economy?	Yes	122	48.80
	No	71	28.40
	I'm not quite sure what is all about	57	22.80
Are you aware of sharing economy practices and what this company does?	Yes	124	49.60
	No	70	28.00
	I'm not quite sure what is all about	56	22.40
Have you ever been the sharing economy customer's such as order go-jek, grab, Airyroom, Airbnb or etc?	Yes	142	56.30
	No	108	42.90
how did you find out about sharing economy practices?	Website/Internet	15	6.00
	Social media	47	18.80
	Reference (family, friends, etc)	49	19.60
	Word of Mouth	139	55.60

**Table 2** Factor Loadings and Reliability

Construct	Measurement Item	Factor Loading	Composite Reliability	AVE
Sharing Motivation				
Economy Motivations	Ecomotiv1	0.765	0.871	0.693
	Ecomotiv2	0.882		
	Ecomotiv3	0.847		
Practical / Rational Motivations	Pramotiv1	0.665	0.818	0.532
	Pramotiv2	0.795		
	Pramotiv3	0.779		
	Pramotiv5	0.668		
Social / Emotional Motivations	Socmotiv2	0.792	0.806	0.511
	Socmotiv3	0.661		
	Socmotiv4	0.619		
	Socmotiv5	0.774		
Ecological / Ideological Motivations	Ideomotiv1	0.724	0.825	0.693
	Ideomotiv2	0.823		
	Ideomotiv3	0.795		
Perceived of Security				
Policy	Policy1	0.900	0.915	0.783
	Policy2	0.881		
	Policy3	0.873		
Regulation	Regulation1	0.809	0.827	0.546

Security	Regulation2	0.743	0.872	0.632
	Regulation3	0.739		
	Regulation4	0.657		
	Security1	0.689		
	Security2	0.838		
	Security3	0.844		
	Security4	0.800		
<i>Attitude &amp; Loyalty</i>				
Attitude	Attitude1	0.809	0.906	0.659
	Attitude2	0.836		
	Attitude3	0.871		
	Attitude4	0.801		
	Attitude5	0.734		
Loyalty	Loyalty1	0.935	0.936	0.880
	Loyalty2	0.941		

**Table 3** Discriminant Validity

Construct	1	2	3	4	5	6	7	8	9
1 Attitude	0.812								
2 Ecomotiv	0.301	0.833							
3 Ideomotiv	0.319	0.316	0.782						
4 Loyalty	0.465	0.228	0.337	0.938					
5 Policy	0.294	0.247	0.208	0.303	0.885				
6 Pramotiv	0.446	0.428	0.318	0.375	0.401	0.729			
7 Regulation	0.111	0.122	-0.029	0.065	0.332	-0.032	0.739		
8 Security	0.519	0.149	0.281	0.299	0.398	0.401	0.098	0.795	
9 Socmotiv	0.331	0.371	0.500	0.381	0.254	0.426	-0.059	0.265	0.715

**Table 4** Hypothesis test result

Hypothesis	Path	Path coefficient	T Statistics	P Values
<b>H1</b>	Ecomotiv -> Attitude	0.113	1.923	0.055
<b>H2</b>	Pramotiv -> Attitude	0.189	3.088	0.002
<b>H3</b>	Socmotiv -> Attitude	0.065	0.985	0.325
<b>H4</b>	Ideomotiv -> Attitude	0.082	1.439	0.150
<b>H5</b>	Policy -> Security	0.411	5.888	0.000
<b>H6</b>	Regulation -> Policy	0.332	3.329	0.001
<b>H7</b>	Regulation -> Security	-0.038	0.223	0.824
<b>H8</b>	Security -> Attitude	0.386	6.826	0.000
<b>H9</b>	Attitude -> Loyalty	0.465	8.528	0.000