



**THE RELATIONSHIP BETWEEN VALUE  
CO-CREATION DIMENSION AND COOPERATIVE  
MEMBERS SATISFACTION IN COOPERATIVE  
MOVEMENT IN SARAWAK**

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## ABSTRACT

This research attempts a quantitative investigation that measure the relationship between adapted conceptual value co-creation dimension and cooperative members' satisfaction in Services Cooperative Movement in Sarawak. The focus of value co-creation is a crucial part of service business and it has acted as a basic for organization to survive the competition, to get society's acceptance and abilities to achieve its mission. Although, most of previous research had emphasized on discussions around this dominant model as well as focused on identifying the key element of conceptual dimension in value co-creation. This research will describes an empirical studies on adopted conceptual framework of relevant dimensions and effects of value co-creation at the micro level of service interactions by determine the critical value co-creation dimension, the significant of relationship and also the strength of the relationship between value co-creation dimensions toward cooperative members' satisfaction. A survey had been conducted in convenience sampling technique by selecting cooperative members' at cooperative training institution, Maktab Koperasi Malaysia (MKM) Sarawak, that representing Cooperative Members' in Sarawak. The independent variable; individualizing, relational, empowerment, concerted, development, ethical was measure by 6 construct dimension with 29 item and dependent variable; members' satisfaction was measure by 1 construct with 6 item. Descriptive and inferential statistic analysis was used to adress this research. Summaries of reasons for the needs of implementation value co-creation and cooperative members' satisfaction responses are also given. This finding give some thought on the better understanding of value co-creation toward cooperative members' satisfaction. Cooperative movements may find these result very helpful to improve their services and remain competitive in business organisation competition.

**Keyword:** Relationship, Value Co-Creation, Cooperative members' satisfaction, Conceptual framework, Maktab Koperasi Malaysia (MKM), Cooperative movements.

# **CHAPTER 1**

## **PREAMBLE**

### **1.1 CHAPTER INTRODUCTION**

Chapter 1 provides an overview of the whole research. It outlines the background of the research, problem statement, research objectives, research questions, and hypotheses of the research, significance of the research, scope of research, limitation, chapter layout and the overall conclusion of the chapter, as well as the terms and definition also will be highlighted in this chapter.

### **1.2 RESEARCH BACKGROUND**

Although the value co-creation had been widely studied and has led to multiple conceptual debates and development of views, they rely on a gap of this topic (Karpen, 2012). Most of the studies had been focused on the conceptual of value creation (Neghina, 2014). Both of the studies focused on the finding key element of dimension in value co-creation that based on the organization and customers perspective. Recent years had seen in research in field of Service Dominance (S-D) logic, which has been influential in reshaping the key element of marketing. The key concept within this field is value co-creation, the idea is not solely been created by the service provider for the customer. Both parties throughout the time of their interaction.

Since Vargo (2004) seminal article, that first introduced the premises of the Service Dominance (S-D) logic. More than 890 articles mention co-creation in their title, yet this literature is marred by significant conceptual confusion and ambiguity. Building consensus around the conceptualization of the value co-creation is becoming increasingly important, as the concept has been named a research priority by the Science of Service (Ostrom, 2010). Most of discussions around this dominant model area focusing on identifying the key element of dimension in value co-creation. For a better conceptualization, the value co-creation could be eliminate ambiguities regarding the

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter will discuss the studies related to the topic, and the literature reviews are arranged based on the issues needed to be studied. According to (Sekaran, 2003), a literature review is documentation of a comprehensive review of the published work for secondary data sources of data in the areas of specific interest to the researcher. The first step taken is identification of various published and unpublished materials that are available from secondary data sources that related to the topic. Various databases, journal articles, books, and online publications have been accessible in developing this literature review and to ensure the suitability and reliable information related to the topic were obtained.

#### **2.2 REVIEW OF LITERATURE**

##### **2.2.1 CONCEPTUALING OF VALUE CO-CREATION**

The concept of value cocreation has undergone a series of reconceptualizations and refinements, simultaneous with the development of academic thought on critical marketing concepts such as value, service, markets and the roles of customers and service providers, which has led to a rather disparate literature since its introduction, (Tronvoll, 2011). A summary of key articles driving these changes is presented in Table 2.1.