

**UNIVERSITI TEKNOLOGI MARA**

**EFFECTS OF SELF-CONGRUITY,  
SATISFACTION, AND TRUST ON  
VALUE CO-CREATION BEHAVIOUR  
AND LOYALTY OF COOPERATIVE  
MEMBERS'**

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## **ABSTRACT**

Value co-creation has received enormous attention by researchers over the past decades. Evidently, past research reveals that value co-creation is pivotal to the growth and survival of the service industry. While most recent studies focus on conceptualising value co-creation dimensions and its antecedents, there is a lack of study which looks into its impact in relation to behavioural factors. Applying Service Dominant (S-D) Logic theory supported by Social Exchange and Self-Image Congruence theories, this research attempts to examine the value co-creation behaviour (member participation and member citizenship behaviours) and its effect on members' loyalty towards credit cooperatives in Sarawak. Although past studies have investigated the relationship between value co-creation behaviour and loyalty, little is done to determine the effect of satisfaction and trust as mediators and self-congruity as a moderator, which are found important in the service sectors. Additionally, how the aforementioned is implied in the context of cooperatives in developing markets still remains unknown. Utilising a quantitative approach by means of purposive sampling technique, 395 valid cooperatives' members were sampled throughout Sarawak. Self-administered questionnaire was distributed and collected by hand and the data were keyed in and screened. Partial Least Squares Structural Equation Modelling (PLS-SEM) technique was then used to test the hypothesized relationships as well as the mediation and moderation effect. Subsequently, both member participation and citizenship behaviours were found to have significant effect on satisfaction and trust. Satisfaction and trust, in turn, were also found to be positively related to loyalty. Moreover, satisfaction and trust mediated the relationships between both value co-creation behaviours and loyalty. Nevertheless, contradicting to prior literature, self-congruity does not impose any moderating effect on the relationship between value co-creation behaviours and loyalty. From theoretical perspective, the current study extends the understanding of Service Dominant (S-D) Logic theory by incorporating loyalty as the behavioural outcome into a model having value co-creation dimensions (member participation behaviour and member citizenship behaviour) as the antecedents. Satisfaction and trust are integrated in the value co-creation behavioural model as mediators and self-congruity as moderator to provide greater insights to loyalty and the phenomenon under investigation. For managerial point of view, the model also enhances the implication of value co-creation as a key driver as well as the relevance of intervening and contextual factors to determining loyalty in the context of credit cooperatives specifically and service industry in a broader sense. Notwithstanding the limitations of the study, recommendations and potential investigations in the future are provided.

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