



FACTORS AFFECTING LOYALTY AMONG  
COOPERATIVE MEMBERS IN SARAWAK

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## **ABSTRACT**

Co-creation is the joint, collaborative, concurrent, peer-like process of producing new value, both materially and symbolically. It is used by organizations as a strategy to bring different parties together in order to achieve a mutually valued outcome. It is important to understand what factors affect cooperative members' loyalty towards the organization. This study is carried out to investigate the impact of the dimension of participation of cooperative members which consists of other dimensions such as information seeking, information sharing, responsible behaviour, and personal interaction towards cooperative member's loyalty towards the organization. Self-administered questionnaire was distributed to cooperative members in Kuching, Sarawak. The variables investigated are (a) information seeking; (b) information sharing; (c) responsible behaviour; and (d) personal interaction. Based on the results obtained from the data analysis, it can be concluded that Information Sharing plays the most important role in affecting cooperative members' loyalty with the highest beta value of 0.355. This means that Information Sharing is a variable that significantly affects cooperative members' loyalty towards their organization.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

Consumers today have more choices of products and services than ever before, but they seem dissatisfied. Firms invest in greater product variety but are less able to differentiate themselves. Value creations have become the dominant themes for managers. It is important for organizations to find new ways to sustain and thrive in order to keep themselves relevant in the market. Value co-creation is the organization's initiative or strategy that brings different parties together in order to achieve a mutually valued outcome. By creating value co-creation that is jointly created by customers who see and share their knowledge with the organization, it is possible that through value co-creation, loyalty towards the organization can be achieved. Thus, creating the need for this research.

This report provides an overview for the relationship of the participation variable which is one of the two variable that has impact on cooperative member's loyalty. The participation variable consists four different dimensions which are information seeking, information sharing, responsible behaviour, and personal interaction. Therefore, this chapter outlines the background of study, problem statement, research questions and objectives, significance of study, scope of study, definition terms, and limitation of the study.