

The impact of motivation to share on the continuance of collaborative participation mediated by attitude toward consumption based on sharing economy platform

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Abstract

The ubiquitous adoption of information technology alongside the growth of digital business enables the widespread popularity of peer-to-peer-based activity on sharing economy platforms. In recent years, the attitudes toward consumption have gradually changed, increasing social embeddedness, environmental and ecological aspects. To begin, this research derives the influence of motivational factors behind why users engage in sharing schemes on a shifted consumption attitude and the continuance of collaborative consumption. Data were collected through online questionnaires which were then analyzed by partial least squares (PLS) regression approach version 3.3.9 to test the model in a quantitative way involving 127 respondents as a valid sample of Gojek services users. In conclusion, this research reveals the evidence that shared ownership of accommodation through the Gojek platform is more than just a trend, but also a consumption alternative as more people participates in this kind of economic activity. The consumer's intrinsic and extrinsic motivation to share has a positive and significant influence on the continuance of collaborative participation. The attitude toward consumption strengthens as well as significantly and positively influences the relationship between motivation to share and collaborative participation, which then influences the overall consumer's continuance participation.

Keywords

extrinsic motivation; intrinsic motivation; attitude towards consumption; continuance participation; sharing economy; self-determination theory (SDT)

INTRODUCTION

In this era, the advancement and reliance on information technology have made a rapid foray. The new wave of economic growth today is being followed by an increase in the number of companies, which will encourage competition and impacting companies in similar fields as well as human activity profoundly. Electronic media has become a mainstay way for people to communicate and do business. The increasing use of data sharing and information brings all industries along for the ride.

According to the 2016 report by Google and Singapore's Temasek Holdings, the growth rate of internet users in Southeast Asia is the fastest compared to other regions with 124,000 daily users. By 2020, it is estimated that around 480 million people in Southeast Asia will be connected to the internet. Indonesia received a very in-depth study of all business investors. The internet

helps people to interact, communicate, and conduct business transactions with other people from all over the world by providing cheaper prices, fast and practical transactions. In recent years, the spread of internet media has caused many companies to start trying to promote various products using online media platforms.

Gojek services include easy access to drivers, cash and non-cash payments and discounted prices offered to users. Gojek as an online transportation service certainly opens up some advantages of additional income for the partners and profit maximization on the company side. Online transportation platform (Gojek) company aimed to reach profit opportunities by encouraging society to participate in collaborative consumption to achieve specific goals with a shared of authority, commitment and responsibilities (Davis, 2012).

The continuance of collaborative participation means the involvement of individuals as users, drivers, the company itself and other parties involved who take advantage. Collaboration is an alternative to competitive strategy in business (Bleeke & David, 2013). Collaborative consumption is an economic concept that emphasizes the principle of co-produce together (Sanny & Deswantiyar, 2019). A collaborative lifestyle will represent the heart in sharing economy because the presence of collaborative consumption is all about accessibility and sharing (Störby & Strömblad, 2015). However, when deciding which of many available alternatives to choose, consumers will consider neither rational and emotional considerations until they find something that provides the best benefits which ranges from utilitarian motives in order to get a better price to the convenience motive (Bardhi and Eckhardt, 2012). In other words, intrinsic and extrinsic motivation are the two main considerations that encourage an individual to engage in a collaborative lifestyle (Hamari et al, Sjolint, & Ukkonen, 2015; Glind, 2013).

The existence of social commerce sites and sharing platforms is fueled by a variety of factors that motivate consumers to participate. Consider how the existence of sharing platforms may have shifted the driver who was previously a consumer into a pro-consumer (Provider and consumer), the Airbnb host offering their house for rent, online transportation drivers provide services to their vehicle for a fee and several other aspects. We must analyze the factors that motivate people to share in order to comprehend the transition that occurs between traditional economic patterns and modern consumerism. The culture of sharing, at first began with information products such as photos, texts, and videos and gradually progressed to physical goods in real life (Rodrigues & Druschel, 2010; Frick et al., 2013). In the past, someone shared as an act of unconditional concern, free of obligations to others or loved ones or sharing to increase assets and income, or social motives (socializing) to share and broaden the life scope.

This research incorporates several upgrades from past findings. According to previous research, nobody has conducted this type of research specifically using a quantitative research design and PLS as

data analysis tools. So, that this study can address matters and answer research questions in a precise way. This study has also never been conducted in Semarang, Indonesia, with a sample of Gojek platform users as one of the platforms in the sharing economy. Furthermore, the time and conditions are distinguishing factors in the implementation of this study from previous research.

Gojek is an Indonesian startup that at first provides local transportation (motorcycle rental service) founded in 2010. Ever since, Gojek has grown into the wellknown mobile platform and a highly regarded application developer. Gojek application was launched in January 2015 to provide motorbike ride-sharing (GoRide), food delivery (GoFood), goods delivery (GoSend), and shopping (GoMart) services, with the goal of using technology to improve users lives. Gojek has evolved into a superapp and become one of the biggest sharing economy platform in Indonesia. The existence of Gojek applications as the peer-to-peer economy platform matches the supply and demand become easier, cheaper, quicker and bigger scale. The stigma and the public euphoria of the gojek applications is very high in Indonesia. So, most of the consumers will have a favorable opinion toward these applications. Suppose the users are actively and intensively using the platform, the reality turns not.

According to the preliminary survey results of 31 Gojek users in the Semarang area provide a small picture of how the community collaborates in the use of Gojek. Through indicating several questions related to the continuance of collaborative participation, the results show that 64.5% of participants use Gojek to support daily activities, 48.4% used the Gojek platform intensely for the past six months, 83% of users are interested in continuing to use the Gojek platform and 93% of participants have recommended Gojek to their relatives. Since the stigma and public euphoria with the existence of Gojek are very high, where the platform can facilitate a digital lifestyle and provide access to adapt to new routines during the post-pandemic era, most Gojek users have a favorable opinion of this online application. However, only 48.4% of participants were able to actively and intensively participate in the use of Gojek during the last six months.

The platform's remarkable journey from a fleet of only 20 ojek (motorcycle taxi) drivers to one of Southeast Asia's largest super apps teaches the rest of the world some valuable lessons. With over 170 million total downloads, Gojek connects users with over 2 million registered driver partners and 500.000 GoFood merchants. Gojek has contributed to and continues to contribute to the creation of more value for society by providing access to products and services across multiple sectors, improving efficiency and productivity, and expanding financial inclusion.

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More than 100 million Indonesians have registered to the Gojek application by the year 2022. However, according to the data revealed by statista, out of the total number of registered users, there are only 29.2 million are classified as an active user of the platform, inferring that more than 70% of users are classified as non-active users. This condition is also consistent with the small picture revealed on the preliminary research of 31 Gojek users being surveyed by the author conducted in the city of Semarang as the pre-activity survey. Therefore, it is possible to conclude that the continuance of collaborative participation in the Gojek platform hasn't met its maximum result. So, this paper will look further at what factors affects the maximization of the continuance of collaborative participation.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

This sub chapter will go over the theoretical underpinnings of the research. Among the theories examined is self-determination theory (SDT). Moreover, the relationship between variables and previous study results will be discussed.

Self-determination theory (SDT)

According to self-determination theory (SDT), the concepts of motivation, attitude towards consumption, and collaborative participation can be traced back to the determination of human thoughts, feelings, and behavior in identifying their proclivity to participate in something. Self-determination theory has proven useful in attempting to explain participation in sharing economy platform (Hamari *et al.*, 2015; Lin & Wen, 2019). Furthermore, SDT play a role in fostering commitment (Ryan & Deci, 2000) and the consideration of continuance intention (Oliveira *et al.*, 2022). Besides, the theory of self-determination explains the voluntary and persistent behaviors emanating from an individual's sense of self are determined by the need for competence. When compared to their typically limited role as consumers in traditional marketplace contexts, user's ability to switch roles and act in multiple roles has given them greater scope for self-determination in collaborative lifestyle (Böcker and Meelen, 2017; Hamari *et al.*, 2016; Kumar *et al.*, 2018).

The above theory can be explained concerning the concept of motivation to share, consumer attitude and collaborative participation as follows: First, based on self-determination theory, human motivation and personality evolved on inner resources for personality development and behavioral self-regulation (Ryan, Kuhl, and Deci, 1997). SDT has also reviewed environmental factors that can affect or undermine self-motivation, social functioning, and personal well-being (Deci and Ryan, 2000). Second, when identifying sustainable attitude towards consumption through the development of new consumption modes on the Gojek application as one of sharing economy platform, self-determination theory is used to examine someone's attitudes towards consumption and the continuation participation. Third, self-determination theory represented a sense of belonging or connection with others by the need for relatedness. It implies a desire to be connected with one's surroundings and to feel solicitous for others. The need for competence refers to the desire to feel competent while carrying out tasks and activities to achieve a specific intention. It emphasizes gaining mastery and control over the outcomes of activities performed

while interacting with the environment (Deci and Ryan, 1985). It contends that social contexts contribute to an individual's optimism about learning, adapting, and continuous development. From the above discussion, therefore, self-determination theory relevant to be applied in this research.

The relationship between extrinsic motivation to share and the attitude towards consumption

Deci and Ryan (2012) define intrinsic motivation as the desire that exists in humans to seek challenges and satisfaction without any external influences, rewards, or limitations. When humans are intrinsically motivated, they will engage in an activity with choices and commitments that comes from within. An intrinsically motivated student will learn for the sake of curiosity, satisfaction, and challenges. To complete the given task, the person does not require any kind of rewards, incentives, or other external factors. Therefore, the author proposes the following hypothesis. This kind of person does not require any kind of rewards, incentives, or other external factors. However, the intrinsic motivation will happen only for activities that have intrinsic interest for an individual.

According to Weinberg & Gould (Wilson, 2012), Intrinsic motivation comes from three points such as knowledge, advancement, and stimulation. Individuals who are motivated by knowledge will be satisfied when they successfully learn new things.

H2: Intrinsic motivation to share has a significant and positive impact on the attitude towards consumption

The relationship between attitude toward consumption and the continuance of collaborative participation

Based on the research conducted by Schiffman and Lazar (2012), attitude cannot be observed directly, it must be inferred from someone's words or actions. Attitude is a learned proclivity to behave in the favorable or unfavorable way toward particular object. Attitude is a thorough evaluation of a person on a concept (Peter & Jerry, 2013). According to Huang & Kuo (2020), attitude is a reaction to consumer feelings, which can

manifest as liking or disliking to certain objects. So, attitude is a reaction or response that is still closed from someone to a stimulus or object as a predisposition to act or engage in an activity or specific conditions. Attitudes are determined by beliefs about how to assess the consequences of a behavior (Huang & Kuo, 2020).

Attitude is a closed reaction or response of a person to a stimulus or object. Attitude is not yet an action or activity, but rather a predisposition to act on a behavior. Attitude is the readiness to react to objects in a specific environment as an expression of appreciation for the object. Consumption is defined as an expense made by individuals or households for the purchase of goods (non-durable or durable goods) and production services that are performed on a regular or temporary basis to meet needs and obtain satisfaction attitude towards consumption is a reaction or response of someone who is still closed to a stimulus or object, in this case, consumption as the act of using finished goods and services that are ready to be used by humans to meet their needs. The attitude towards the willingness of sharing the underused or unused assets will positively affect participation intention (Huang & Kuo, 2020).

Everyone has a proclivity to behave favourably or unfavourably toward a particular products they consumed. Attitude is also one of the most important concepts that businesses use to acknowledge their customers. The company is very engaged in consumer attitudes toward their products because a positive attitude will result in purchases not only from the consumers concerned but also in purchases that are profitable for the company. The positive attitudes of an individual towards certain product or services will brings the positive recommendations to their relatives. On the other hand, a negative attitude toward the product will lead to rejection and this attitude will continue to influence others. According to the above discussions, the hypothesis below is proposed.

H3: The attitude towards consumption has a positive and significant impact on continuance of collaborative participation.

The relationship between extrinsic motivation to share and collaborative participation

Motivation is primarily biologically based that belongs to every human being, from birth to death, which includes behavior to act or not act, as well as curiosity. Motivation refers to a set of psychological processes that result in the emergence, direction, and persistence of voluntary activities directed toward specific goals either internal or external to an individual, resulting in enthusiasm and persistence. Motivation to share define as behavior that moves people to act to participate in economic activities that create value, independence, and prosperity (Kasali, 2018; Lai, 2012).

Meanwhile, participation refers to an individual's or a group's involvement in achieving goals as well as the sharing of authority or responsibility. Collaboration is defined as a win-win situation achieved through alliance synergies and complementary partners.

Collaboration is not two partners in the same bed having different dreams, but two partners in the same bed having the same dreams (Bleeke & David 2013). Munt (2013) adds to this statement by defining collaboration as "working together". Collaboration is designed to achieve goals set by individuals, groups, institutions, or organizations to produce meaningful and long-term results. There are inter organizational relationships in collaboration

and these ties will result in cooperation. Thus, the following hypothesis is formed.

H4: Extrinsic motivation to share has a positive and significant impact on continuance of collaborative participation

The relationship between intrinsic motivation to share and collaborative participation

Individuals who are motivated by knowledge will gain satisfaction when they learn new things, such as a student who feels satisfied because he or she has completed a difficult problem. Individuals who are driven by accomplishment will be satisfied when they perform a task, such as an athlete who breaks the world record. While individuals who are motivated by stimulation are people who get satisfaction when carrying out activities and feel sensations when doing these activities. In conclusion, the following hypothesis is proposed.

H5: Extrinsic motivation to share has a positive and significant impact on continuance of collaborative participation

The relationship between extrinsic motivation to share motivation to share and collaborative participation through attitude toward consumption

There are various factors that contribute to someone's action or interest in getting

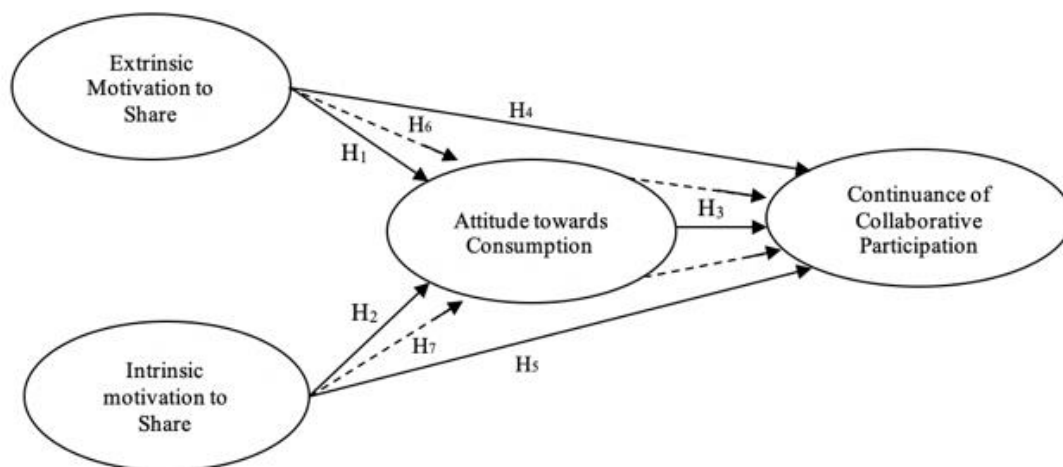


Figure 1. Conceptual model

involved into something. However, someone who is extrinsically motivated will be directly oriented toward the advantages obtained as a result of their efforts. Extrinsic motivations for people to use the Gojek platform include lower prices, environmentally conscious individuals, the system's dependability, safety, and credibility.

Extrinsic motivation will have a direct impact on a person's attitude towards their consumption related to what they want to consume or the opposite decisions. The more a person is extrinsically motivated to participate as a user or consuming product or services the higher level of consumerism they had. Thus, the following hypothesis is formulated.

H6: Extrinsic motivation to share has a positive and significant impact on continuance of collaborative participation through the attitude towards consumption as the intervening variable

The relationship between intrinsic motivation to share and collaborative participation through attitude toward consumption

Someone who is intrinsically motivated will be driven to something that is not necessarily lucrative. Rather, it's based on self-fulfillment, enjoyment, captivating offers, and other personal reasons. Intrinsic motivation in the use of sharing platforms has a positive and significant effect on continuance of collaborative participation through attitude towards consumption as it is stated in some of the research conducted by (Schiel, 2015; Oliveira et al., 2022; Kaushal et al., 2022; Barnes & Mattsson, 2017; Sanny & rama, 2019; Wu et al., 2017). Thus, the below hypothesis proposed.

H7: Intrinsic motivation to share has a positive and significant impact on continuance of collaborative participation through the attitude towards consumption as the intervening variable.

METHODS

This research will rely on primary data, which was obtained and collected directly from various sources of information by handing out the questionnaire which included some instruments such as extrinsic motivation to

share, intrinsic motivation to share, attitude towards consumption, and collaborative participation. The questionnaire filled out by 127 eligible respondents. There are ten closed questions offered regarding the respondent's identities and 19 overall questions about variables used in this study. The respondent criteria chosen are Gojek application users who are at least 17 years old and domiciled in Semarang. The sampling technique used in this research is non-probability sampling with incidental purposive sampling because at first, we can't figure out the chance or possibility of each element out of the total number population with the predetermined criteria, Certain nonprobability sampling plans are designed for specific types of analysis to cater the nonrandom nature of the sample (Hair et al., 2019).

According to the information acquired, most of the respondents are college students. This is in accordance with the targeted respondents when the questionnaire was distributed. The reason is that there is some question item written in the questionnaire characterized as specific question that requires a little bit more complex knowledge in order to understand the meaning of the question. The obtained samples were then processed with the Regression Analysis Model Partial Least Square (PLS) version 3.3.9.

The authors used two main indicators for extrinsic motivation which are economic reason and practical/rational reason which include savings, quality, convenience, uniqueness, dispensability, autonomy and trial. Then, there are two main indicators implied for intrinsic motivation which are social and emotional which consist of words of mouth, enjoyment, social cohesion, altruism, self-marketing, lifestyle, environmental consciousness and indirect reciprocity. Moreover, for the the attitude toward consumption variable include two main indicators which are past sharing intensity and future sharing intention.

RESULTS AND DISCUSSION

The analysis yielded all variables of Extrinsic Motivation to Share, Intrinsic Motivation to Share, Attitude towards Consumption, and Continuance of Collaborative. the respondents in this research were between the ages of 17-30. The majority of Gojek

Table 1.
Loading factor

Var.	X1	X2	Y	Z
X1.1	0.708	0.465	0.516	0.455
X1.2	0.761	0.374	0.442	0.472
X1.3	0.760	0.398	0.449	0.455
X1.4	0.716	0.42	0.474	0.424
X1.5	0.764	0.568	0.537	0.481
X1.6	0.738	0.458	0.517	0.485
X1.7	0.760	0.392	0.494	0.546
X2.1	0.387	0.748	0.397	0.445
X2.2	0.513	0.757	0.518	0.462
X2.3	0.437	0.765	0.515	0.54
X2.4	0.488	0.794	0.511	0.561
X2.5	0.404	0.714	0.440	0.428
Y.1	0.52	0.553	0.819	0.608
Y.2	0.597	0.493	0.837	0.552
Y.3	0.496	0.501	0.786	0.567
Z.1	0.492	0.509	0.569	0.790
Z.2	0.451	0.443	0.496	0.738
Z.3	0.524	0.542	0.584	0.783
Z.4	0.475	0.475	0.495	0.730

users in Semarang are women who are coincidentally participate at the survey with a total of 89 people or 70.1% respondents and the rest are male respondents with a total of 38 or 29.9%. Out of the 127 respondents involved in this research, there were only two or only 1.6% of respondents are married, while the remaining 125 or the 98.4% of respondents are single. most of the respondents were college students counted as many as 116 people or 91.3%. the majority of respondents earn less than Rp1,000,000 every month with the amount of 69 people or accounted for 54.3% out of the total respondent respondents. Moreover, those with an income of Rp1.000.001 - Rp3.000.000 counted 40 people or 31.4% out of all respondents, while those with an income of Rp3.000.001 - Rp5.000.000 counted as 10 people or 7.9% respondents. The last was occupied by respondents with monthly income more than 5,000,000, which include 10 respondents or 6,3%.

Participation with over all Outer Loadings greater than 0.7, clearly showing that the model doesn't need to be modified and it's considered reliable. The highest indicator value in the extrinsic motivation to share variable is in item X1.1 (0.708), where the Gojek platform tends to have a lower price.

The indicator with the highest value on the intrinsic motivation to share variable is X2.4 (0.794), implying that the Gojek platform allows consumers to meet new and

interesting people, who are the drivers. Moreover, the indicator with the highest value on the attitude towards consumption variable is Y1 (0.790), revealing that the use of the Gojek platform is very appealing due to the sharing ownership system rather than owning a private vehicle. Lastly, the indicator with the highest value on the continuance of collaborative participation variable is Z3 (0.837), which indicates that the level of satisfaction with the use of the Go-Jek platform influences future participation interest. As a result of the preceding discussion and the existing indicator's values, it is possible to conclude that each indicator which is then converted into a question item is sufficient or good enough in explaining and represent each variable.

The problem formulation in this research includes seven questions related to the casual relationship between variables or hypothesis development. The results obtained from each hypothesis analysis will be presented in the table 2 and discussed as follows.

According to the research outcome, extrinsic motivation to share has a positive and significant influence on the attitude towards consumption of Gojek users in Semarang. The interpretation will show if there is a significant increase in the Extrinsic Motivation to Share, the attitude towards consumption of Gojek users in Semarang increases as well. Second, the variable of

Table 2.
Hypothesis test

	Hypothesis	Direct and indirect coefficient	t-value	p-value	Description
H1	Extrinsic motivation to Share → Continuance of collaborative participation	0.438	6	0	H1 is supported
H2	Intrinsic motivation to share → Continuance of collaborative participation	0.374	4	0	H2 is supported
H3	Attitude toward a Consumption → Continuance of Collaborative participation	0.384	4	0	H3 is supported
H4	Extrinsic motivation to share → Attitude towards consumption	0.392	6	0	H4 is supported
H5	Intrinsic motivation to share → Attitude towards consumption	0.417	6	0	H5 is supported
H6	Extrinsic motivation to Share → Attitude towards consumption → Continuance of collaborative participation	0.151	3	0.001	H6 is supported
H7	Intrinsic motivation to share → Attitude towards consumption → Continuance of collaborative participation	0.160	4	0	H7 is supported

intrinsic motivation to share has a positive and significant influence on the attitude towards consumption of Gojek users in Semarang. This appears to mean that if the intrinsic motivation to share increases, the attitude towards consumption of Gojek users in Semarang will increase as well. Third, the variable of attitude towards consumption has a positive and significant influence on the continuance of collaborative participation. So, the third hypothesis is accepted by analogy if the attitude towards consumption increases, this can be inferred as an increase in the continuance of collaborative participation of Gojek users in the Semarang area. Fourth, according to the research result, extrinsic motivation has a positive and significant effect on the continuance of collaborative participation of Gojek users in Semarang. This means if the extrinsic motivation for sharing increases, the continuance of collaborative Participation of Gojek users in Semarang will keep rising. Fifth, intrinsic motivation to share had such a positive and significant effect on the continuance of collaborative participation of Gojek users in Semarang. This can be stated if the intrinsic motivation to share increases, so will the continuance of Collaborative Participation among Gojek

users in Semarang. Sixth, extrinsic motivation to share has a positive and significant effect on the continuance of collaborative participation through attitude towards consumption as a mediating variable. This can be defined as if the extrinsic motivation to share increases, it will be following the increase in the attitudes towards consumption attitudes, which then will have a positive influence on the intention of their continuance participation in a sharing economy platform in the use of Gojek in Semarang. Seventh, the variable of intrinsic motivation to share has a positive and significant effect on the continuance of collaborative participation through attitudes towards consumption as a mediating variable. This can be assessed as if the intrinsic motivation to share is of high value, it will be in line with increasing consumption attitudes and have a positive influence on the continuance of collaborative participation intention for Gojek users in the Semarang.

CONCLUSION

This research aims to create a conceptual model that describes how motivation to share impacts the continuation of collaborative participation through the

variable of attitude towards consumption. According to the research findings, motivation to share can increase the persistence of collaborative participation and is aided by the attitude towards the consumption as the intervening variable. The multivariate analysis of extrinsic motivation to share variable on the continuance of collaborative participation variable is indeed the highest and most dominant as seen from the reflection of coefficients on the existing research variables.

Since the extrinsic motivation to share indicator has the highest score, implying that the perception of using the Gojek platform through things that can extrinsically motivate someone must be maximized, such as the economic, practical and rational reason. As a result, the Gojek platform can continue to improve things that have an impact on economic reasons, quality and facilities obtained, or other partial advantages in line with the costs incurred by consumers. As a direct consequence of the extrinsic motivation symbiosis, consumers in the Semarang area can be more active in transacting on the Gojek transportation platform for their travel needs or goods delivery. As a matter of fact, Gojek users in Semarang will increase their continuance of collaborative participation even more.

This research also provides several limitation and suggestion. There are some shortcomings that are expected to be addressed and corrected in the future research. Since this research is unable to grasp in-depth and comprehensive consumer perceptions since it is only conducted through an online questionnaire, and it requires very valid self-report acumen, so it is difficult to testify that the respondent's answers are all relevant because the respondent's answers may deviate or their actual insight. The questionnaire inquired about the participant's values, attitudes, and reported actions, while participant's real sharing activities cannot be proven. As a result of image cultivation and self-report bias, the provided information may be false. Because there was no direct contact with respondents, I hope the distortion from inexact information is kept to an acceptable limit. The research sample is still considered small, with the majority of respondents are classified as college students and only conducted in the Semarang area, causing

this research less spacious. Lastly, this research specifically contributes to only Gojek application despite other alternatives that are exist as the sharing platform. As a result, the perception is less relevant when applied to other sharing economy platforms such as Airbnb, OLX, Shopee, Traveloka, Grab and many others.

The multivariate analysis of extrinsic motivation to share variable on the continuance of collaborative participation variable is indeed the highest and most dominant as seen from the reflection of coefficients on the existing research variables. Since the extrinsic motivation to share indicator has the highest score, implying that the perception of using the Gojek platform through things that can extrinsically motivate someone must be maximized, such as the economic, practical and rational reason. As a result, the Gojek platform can continue to improve things that have an impact on economic reasons, quality and facilities obtained, or other partial advantages in line with the costs incurred by consumers. As a direct consequence of the extrinsic motivation symbiosis, consumers in the Semarang area can be more active in transacting on the Gojek transportation platform for their travel needs or goods delivery. As a matter of fact, Gojek users in Semarang will increase their continuance of collaborative participation even more. The mediation test shows both the extrinsic and intrinsic motivation to share as the exogenous variable and attitude towards consumption as the intervening variable reveal the same positive and significant effect.

The mediation test shows both the extrinsic and intrinsic motivation to share as the exogenous variable and attitude towards consumption as the intervening variable reveal the same positive and significant effect. The presence of an attitude towards consumption is reflected as a partial mediating effect since the exogenous variable influences the endogenous variable significantly and the intervening variable has a significant influence on the endogenous variable simultaneously. This proves, supposed the attitude towards consumption influences a person's participation in the Gojek platform. As a result, the Gojek platform manager can use this as a reference for their upcoming analysis of business development to the matter of

maximizing the continuance of collaborative participation.

Based on the research process and throughout the course of research findings, the suggestion for future research was organized. Further researchers who are interested in conducting similar research can add some other variables consisting of trust, promotions, and effectiveness which can increase the continuance of collaborative participation. Besides, the future researcher can lead in depth analysis in other platform services such as Airbnb, OLX, Shopee, Traveloka, Grab and many others. Moreover, the competition in the technology industry happens and changes all the time. So, future research is needed to determine the continuance of collaborative participation level for sharing platforms in the future with different times and conditions.

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