
**What is Problem in Sharing Economy Service Ecosystem? Reviewing the
Role of Trust in Loyalty**

¹Asieh Nazemi*, Manijeh Haghghinasab**, Banafsheh Dastourian***, and Ali Davari****, Amirhossein Maleki*****

*Department of Management, Faculty of Social Sciences and Economics, Alzahra University, Tehran, Iran.**

*Department of Management, Faculty of Social Sciences and Economics, Alzahra University, Tehran, Iran.***

*Faculty of Entrepreneurship, University of Tehran, Tehran, Iran.****

*Department of New Business, Faculty of Entrepreneurship, University of Tehran, Tehran, Iran.*****

*Department of Management and Marketing, School of Business, Northeastern Illinois University.******

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Abstract: Understanding customers' behavioral components in sharing economy platforms is vital to policy-makers and marketers. Concerning behavioral components such as commitment, attitude, and trust, which lead to customer loyalty in sharing economy platforms, has less addressed. This paper aims to investigate/examine customers' behavioral components, increasing customer loyalty in sharing economy context through the service ecosystem. Data were collected from 405 respondents who have used a sharing economy platform through a semi-structured questionnaire and were analyzed using structural equation modeling.

Behavioral components such as customers' attitudes, trust, and commitment lead to customer loyalty in a sharing economy platform. Moreover, the results revealed the positive moderating effect of trust perception and attitude towards using the platform on customers' loyalty. This paper contributes to growing research on modeling customer loyalty in a sharing economy context through a service ecosystem perspective and investigating each level, which has been seen as limited in previous research.

Keywords: *Attitude; Commitment; Loyalty; Service ecosystem; Sharing economy; Trust.*

Introduction

Service ecosystems and the sharing economy are two marketing trends of recent years. The service ecosystem is an essential concept taken from the theory of service-dominant logic (SDL) determined as a relatively self-organizing and self-centered system for integrating resources to create value through service exchange (Vargo and Lusch, 2016). In this system,

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management and marketing research reflects the advance of service offers to create value through the service ecosystem.

In the sharing economy, loyalty is considered a critical research area that has been under-researched (Dabija et al., 2023; Atsız, 2022; Akhmedova et al., 2020). Loyalty is key for sharing economy platforms in the service ecosystem because the success of sharing economy platforms depends on achieving and maintaining a critical mass of users at different levels in the service ecosystem (Akhmedova et al., 2022). Since in previous research, most microsystem level components have been investigated, in the current research, in addition to factors at the microsystem level, other mesosystem and macrosystem level factors in the formation of customer loyalty in the sharing economy have been investigated to provide a more complete view (Rossmannek et al., 2022; Liu et al., 2022; Agrawal et al., 2022).

Sharing economy theory goes back to Bratmans (1999, 2013), who has focused on sharing activities. Bratman has recognized the need for shared purposeful activities to include individual purpose and follow the particular social norms presented in organized regulations. His findings are in line with Bagozzi (2000, p.391), who argued that Bratman's suggestions allow for "the study of groups doing things intentionally, achieving group goals, and experiencing group outcomes." The systems theory proposes a service ecosystem framework of the sharing economy that integrates all the frames and interest groups based on their roles and how they interact (Leung *et al.*, 2019).

Sharing economy is a peer-to-peer collaborative economy that has pervaded within society that gathers divided individuals together to share underutilized assets among themselves (Sánchez-Pérez et al., 2021; Tussyadiah, 2016). It is found that actors who have a "shared purpose" engage in more active and deliberate roles in developing ecosystems (Moore, 2013). In a sharing economy business based on a service ecosystem, loyalty through interactions among socioeconomic actors, considering individual and collective phenomena simultaneously, is vital (Hossain, 2020). However, suppose there is an unusual symptom in customer loyalty. In that case, only a few industries, such as sharing economy businesses, seem to have effectively coordinated efforts among actors' behavior to be interactive, even though they are autonomous system members (Iansiti and Levien, 2004). Hence, concerning service ecosystem perspective, management practices in addressing collaborative markets such as sharing economy have to lead management practices.

Recently, the sharing economy has covered many different resources, such as cars, music, finance, and rooms (Šepel'ová et al., 2022). In the field of car sharing, online car transportation is gradually accepted as a common transportation instead of traditional taxi (Zuo et al., 2019). Based on the nature of the sharing economy, ride-sharing is beneficial for reducing traffic pressure and maximizing the use of vehicle resources (So et al., 2018).

Because ride-sharing is convenient, cost-effective, and environmentally friendly, travelers tend to choose it as a way to commute or for a long trip. This tendency has led to the question of what behavioral factors influence customer loyalty in the sharing economy service ecosystem. Commitment, attitude, and trust are among the known behavioral factors of customers that lead to customer loyalty at the macro system level (Ru and Jantan, 2023). In addition, behavioral factors are realized if the levels of microsystem and mesosystem (online platforms in the field of sharing economy) are considered as prerequisites.

In this study, we investigate what behavioral factors influence customer loyalty in the sharing economy. Past research has considered the role of perceived trust as the most important construct in the sharing economy and has examined it from various aspects (Geng et al., 2022; Tosiadia and Park, 2018). Most of the past research has investigated the classification of trust, the influencing mechanism of intention, and behavior in the sharing economy (Li and Tsai, 2022; Ert et al., 2016). Motivation is another factor that has been investigated in previous research on the sharing economy (Pung et al., 2022; So et al., 2018). In this context, the self-determination theory (SDT) explains that different behaviors of people are motivated by external and internal motivations (Deci and Ryan, 2000). In previous research, most of the extrinsic motivations for participation in the sharing economy have been investigated. But regarding internal motivations, researchers have shown that only external motivations and economic benefits are not the main factors (Hamari et al., 2016), the trust between the passenger and the sharing economy service provider has been considered a fundamental factor in customer reuse and loyalty (Moriuchi, 2023).

Although previous research has contributed to the expansion of knowledge about effective trust in consumers' intentions and behavior in the sharing economy, there is still little research on how customer loyalty is formed through commitment, attitude, and trust in the sharing economy service ecosystem. Therefore, in the context of the ride-sharing and service ecosystem, trust and examining the factors related are valuable. To maintain the benefits of the sharing economy, it is important to identify ways to encourage users to use a service and not change it and thus be loyal to it. Because like many peer-to-peer interactions in sharing economy platforms in the mesosystem, there is uncertainty and distrust in the sharing economy (Nyamekye et al., 2022; Boateng et al., 2019).

Through applying the considered subjects, the gap in sharing economy business platforms is how to conclude and investigate many actors who have aimed to particular business goals such as customer loyalty, there is little research concerned with sharing economy businesses due to the concept of service ecosystem perspective. Therefore, this study gives the ability of managers and policy-makers to investigate the linkage among sharing economy components that lead to loyalty through service ecosystem levels. Addressing this issue, this article examines the effect of commitment, attitude, and trust to achieve customer loyalty in the service ecosystem-based sharing economy industry using quantitative research.

To make contributions to the research gap referred to above, this research poses the following research questions: (1) What are the prerequisites for building customer loyalty at each level of the service ecosystem in the sharing economy? (2) Does customer trust affect sharing economy service reuse and loyalty?

There are reasons why answering these two research questions is important. First, the levels of the service ecosystem in providing services based on the sharing economy are known to facilitate the achievement of customer loyalty according to the factors of each level (Lang et al., 2022). Second, trust is considered a prerequisite for achieving loyalty in the sharing economy. While there is limited research on trust as a moderator of customer loyalty in the context of ride-sharing (Lu and Yi, 2023). The primary service ecosystem levels, including microsystems, were mentioned single actors; (e.g., 1. affective perception of customers (information transparency, ease of use, reliability) and; 2. cognitive perception (pricing fairness, price relative to competitor, service portfolio)), mesosystem; (e.g., 1. platform

responsiveness (platform design, platform security, payment methods); 2. Online service quality) and finally, macrosystem include microsystem and mesosystem components plus other components and moderators which lead to customer loyalty (e.g., attitude towards using service, trust perception, commitment, and customer loyalty).

Hence, the proposed theoretical framework will elaborate on the classifying components among sharing economy actors at each level through a service ecosystem perspective (Leung *et al.*, 2019) to provide customer loyalty in sharing economy businesses.

The study viewpoint is that sharing economy businesses (that we consider Snapp company in this research) should attention to the actors involved, lead to loyalty through service ecosystem perspective and, at the same time, communicate logically among them. Furthermore, since individuals do not provide value, it is essential to focus on the components based on the service ecosystem levels (Chandler and Vargo, 2011; Haase and Pick, 2015; Leung *et al.*, 2019; Lusch and Vargo, 2014).

This paper contributes to growing research on modeling customer loyalty in a sharing economy context through a service ecosystem perspective. Based on other results, this paper will present new possibilities for sharing economy policy-makers, marketers, and stakeholders who care about the influential factors that lead businesses to customer loyalty. Moreover, the study provides new knowledge in business intelligence for entrepreneurs and the unique ideas sector, even sharing economy service providers, to develop effective strategies for replicating buying behaviors among their target customers.

In the following sections, we draw on extant research in a sharing economy through the service ecosystem perspective. Besides investigating the role of customer loyalty in Sharing economy platforms, elaborating on influential components ultimately leads to customer loyalty in a specified conceptual framework.

Literature Review

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And third level headings should be Times New Roman, size 12, italics.

Theoretical Background: Service ecosystem perspective in sharing economy

The service ecosystem is deemed a perfect theoretical model (Venkatesh *et al.*, 2006), which is complicated and comprises many actors, social forces, and co-creation activities (Akaka *et al.*, 2013). Moreover, the service ecosystems' role is to design the infrastructure, a structural analysis that recognizes user activities on its levels (Herterich *et al.*, 2023; Trischler and Charles, 2019; Vargo *et al.*, 2015).

As the service ecosystem does not differentiate between components (Vargo *et al.*, 2015), a broader and more systemic view is also developed in the service ecosystem perspective to make the actors more coordinated. This view focuses on the social structures that facilitate the spread of technologies, markets, and business models simultaneously, eventually leading to a broader social change like sharing economy context (Sánchez-Pérez *et al.*, 2021). In a practical sense, the sharing economy benefits environments, communities, businesses, and consumers that benefit from competent innovation and forward-thinking (Wang and Jeong, 2018).

This study is based on prior research mentioned by Lusch and Nambisan (2015), suggesting that the service ecosystem needs to develop a "shared worldview" among its actors in levels. While the microsystems' components focus on individuals, the mesosystems' components

account for collective, intersections, or individual relationships (Chandler and Vargo, 2011; Leung *et al.*, 2019). The relationships show the connections among components, contributing to customer loyalty in a sharing economy context through service ecosystem perspective.

In what follows, we will examine the individual and organizational components classifying in each service ecosystem's levels (Sawyer and Sawyer, 2005) to provide customer loyalty in a sharing economy context. Moreover, the components provided in the proposed theoretical/conceptual model of this study have been extracted based on literature and theoretical foundations, which will be expanded on in the following explanations and hypotheses.

The role of customer loyalty in Sharing economy platforms Concerning sharing economy businesses, it is essential to pay attention to customer repurchase or customer loyalty. Customer loyalty is recognized as a measure of business performance (Le, 2022; Morgan and Rego, 2006). In addition, loyalty is essential in marketing and ensures long-term profitability (Aaker, 1992).

However, customer loyalty and frequent buying behaviors are essential for a business's survival and success (Ismail, 2023; Chiu *et al.*, 2014; Mao and Lyu, 2017). This study has played several vital roles in the literature and various ways. By responding to how to achieve greater customer loyalty in the sharing economy as suggested by Guttentag (2015), this study advances our understanding of the repetition of travelers' actual shopping behaviors when choosing shared car rental services. Most significantly, customer loyalty behaviors were assessed at both the service provider and product (exclusively, service in this study) levels. Therefore, all levels should be considered in the context of the service ecosystem of an online platform. (Guttentag *et al.*, 2018; Lalicic and Weismayer, 2018; Mao and Lyu, 2017).

The following section suggests how customer loyalty can help create and develop a sharing economy platform through the service ecosystem perspective.

Developing the hypothesis

Creating Affective perception in the sharing economy service ecosystem

Customer loyalty mentions individuals' affective and cognitive commitment to service and shows customers' Commitment (Najjar and Najjar, 2022; Kim and Son, 2009). According to Weber, by providing relevant and integrated information and increasing transparency, customers' risks are reduced (Weber, 2014). Because online platforms are more transparent in providing information, they lead to greater customer loyalty and offer a promising customer loyalty perspective. Online platforms should create transparency about who the service ecosystem actors are, whom they know, and what they can do (Hein *et al.*, 2019). Alternatively, access to pertinent information leads to value co-creation for customers (West and O'mahony, 2008); hence information transparency (Zott and Amit, 2008) is a determinant of value that influences the affective perception of the customer is vital (Clauss *et al.*, 2019).

Considering another element that influences affective perception, ease of use as an essential customer experiences component has emphasized customer experience using the online platform to create value in affective perception (Haile and Altmann, 2016). Thus, ease of use (Kassim and Abdullah, 2008) and Reliability (Parasuraman *et al.*, 2005) are considered influential factors in customer affective perception. Accordingly, the hypothesis which influences the affective perception of customers are:

H1: Information Transparency Influences affective perception in the microsystem of sharing economy service ecosystem.

H2: Ease of use influences affective perception in the microsystem of sharing economy service ecosystem.

H3: Reliability influences affective perception in the microsystem of sharing economy service ecosystem.

Creating cognitive perception in the sharing economy service ecosystem

One essential cognitive component is "value for money" (Baloglu and Mangaloglu, 2001). Maintaining this type of value is done through the perception of value during financial transactions in the customer's mind by providing ease of payment (Holzmann *et al.*, 2017). Therefore, influential components include Pricing fairness (Carlson *et al.*, 2015; Chung *et al.*, 2011), and price relative to competitors (Yang and Peterson, 2004). relative to competitors as one of the service ecosystem components is influenced by the system's internal part (Leung *et al.*, 2019).

On the other side of sharing economy, the platform is providing a service portfolio. Because value provision is also inherent in designing a platform, it defines the sustainability of proposals and solutions (Lusch and Nambisan, 2015). So planning value proposition with scales on personalized suggestions (Srinivasan *et al.*, 2002), a portfolio of products/ services (Yang *et al.*, 2004; Yang and Peterson, 2004) measured. Therefore, the hypothesis which influences the cognitive perception of customers is:

H4: Pricing fairness influences cognitive perception in the microsystem of sharing economy service ecosystem.

H5: Price relative to competitor influences cognitive perception in the microsystem of sharing economy service ecosystem.

H6: Service portfolio influences cognitive perception in the microsystem of sharing economy service ecosystem.

Creating Platform Responsiveness in sharing economy service ecosystem

Platforms are the center of the service ecosystem, including different actors enabling supply and demand through the network (Saberian *et al.*, 2020; Hein *et al.*, 2018; McIntyre and Srinivasan, 2017). New generations of platforms typically offer enhancements to existing performance as well as new capabilities. Furthermore, they change the interaction between components in the ecosystem (Adner and Kapoor, 2010; Ansari and Garud, 2009; Venkatraman and Lee, 2004). Thus, the new generation of the platform may be the case of an architectural change discussed by Henderson and Clark (1990).

The basic notions of platform design (Saberian *et al.*, 2020) and related knowledge are not overturned but arise like the interaction between the platform and customers. Also, recent research displays the level of security as the most vital dimension when evaluating platforms (Mačiulienė and Skaržauskienė, 2016). Therefore, we measured security perception using Platform Security (Rauniar *et al.*, 2009). Another essential responsibility of operating systems is to provide various payment methods (Ho and Awan, 2019). Most digital payment methods are embedded in mobile phones, making them more convenient, easy to use, and use discounts customers; Alternatively, it has led to operational efficiency for businesses in their communication processes (Cox and Sanchez, 2012; Hossain, 2020; Kumar *et al.*, 2017). Therefore, as antecedents for building loyalty, platform responsiveness (Lee *et al.*, 2000) is

related to customer service responsiveness in solving questions or problems (Akhmedova *et al.*, 2020), which are presented as the following hypotheses:

H7: Platform design influences platform responsiveness in the mesosystem of sharing economy service ecosystem.

H8: Platform security influences platform responsiveness in the mesosystem of sharing economy service ecosystem.

H9: Payment methods influence platform responsiveness in the mesosystem of sharing economy service ecosystem.

Creating Online service quality

Parasuraman *et al.* (1985) consider service quality evaluation as an attitude. According to Chiu and Wu (2002), it includes the affective and cognitive components of service quality. Several studies have shown that affective and cognitive responses play an essential role in determining customer behaviors (Andreea and Ruxandra, 2016; Um and Lau, 2018). Therefore, it is necessary to examine both affective and cognitive perceptions to influence the understanding of service quality (Hartono and Raharjo, 2015). Thus, we can develop the hypothesis:

H10: affective perception Influences Online service quality in the micro and mesosystem of sharing economy service ecosystem.

H11: cognitive perception Influences Online service quality in the micro and mesosystem of sharing economy service ecosystem.

Recently, Cristobal-Fransi *et al.* (2019) analyzed online service quality dimensions among online sharing economy platforms. At the same time, Marimon consists of measurements to assess online services' perceived quality. One of these perceived online service quality antecedents is Platform responsiveness (Marimon *et al.*, 2019). Accordingly, platform responsiveness is one of the online dimensions and assesses service quality (Chen *et al.*, 2009). thus, an essential hypothesis in the mesosystem of sharing economy service ecosystem includes:

H12: Platform responsiveness Influences Online service quality in the mesosystem of sharing economy service ecosystem.

Creating customer loyalty

Various studies show how service quality affects different behavioral goals directly (Bodet, 2008; Liu *et al.*, 2000; Oliver, 1999; Parasuraman *et al.*, 1988). Given the applied implications of service quality on user loyalty (Febiyanti *et al.*, 2023; Yang *et al.*, 2017) and the lack of wide-ranging studies to comprehend the mechanisms affecting the sharing economy, there is a need to study online service quality from a user loyalty perspective. Accordingly, very little research has been done on the impact of online service quality on customer commitment so far, and most study has measured the impact of internal service quality on employee commitment; this impact is tested according to the following hypothesis:

H13: online service quality Influences commitment in the macro system of sharing economy service ecosystem.

H14: Commitment Influences customer loyalty in the macro system of sharing economy service ecosystem.

Moderating roles of attitude toward using service

After customers use car rental services in the sharing economy, they will have an attitude toward it (Kahraman et al., 2023; Hsu and Lin, 2008). Attitude if they perceive the quality. Positive or negative sense towards the platform creates the commitment to adopt and constantly use the Platform (Diallo and Seck, 2018).

H15a. Attitude towards using service moderates the effect of online service quality on commitment in sharing economy service ecosystem.

H15b. Attitude towards using service moderates the effect of Commitment on Customer Loyalty in sharing economy service ecosystem.

Moderating roles of Trust perception towards using service

A fundamental phenomenon in the sharing economy is transactions with strangers through a platform. A necessary condition for success in the sharing economy is trust, which is considered a prerequisite for creating customer loyalty in Relationship marketing research (Tran et al., 2023). Relationship marketing research (Morgan and Hunt, 1994; Palmatier et al., 2006) suggests that trust acts as a key moderating variable in service relationships. Trust in service causes consumers to reserve it before experiencing that service in the sharing economy (Berry & Parasuraman, 1991). For this reason, trust in sharing economy service providers replaces consumers' cognitive evaluations of providers (Najjar and Najjar, 2022; Nicholson, Campo and Sethi, 2001). In addition, consumer trust in a service provider or platform provider plays an important role in consumer participation in the sharing economy (Nyamekye et al., 2022; Boateng et al., 2019).

Trust is the most common word in any discussion of sharing economy (Cheng, 2016; Ter Huurne *et al.*, 2017; Knote and Blohm, 2016) and refers to how people behave (Pavlou, 2003). Trust is an antecedent for loyalty in the platform context, leading to platform providers' loyalty (Chen *et al.*, 2014). Therefore, hypothesizes are:

H15c. Trust perception moderates the effect of online service quality on commitment in sharing economy service ecosystem.

H15d. Trust perception moderates the effect of Affective perception on online service quality in sharing economy service ecosystem.

H15e. Trust perception moderates the effect of Commitment on Customer Loyalty in sharing economy service ecosystem.

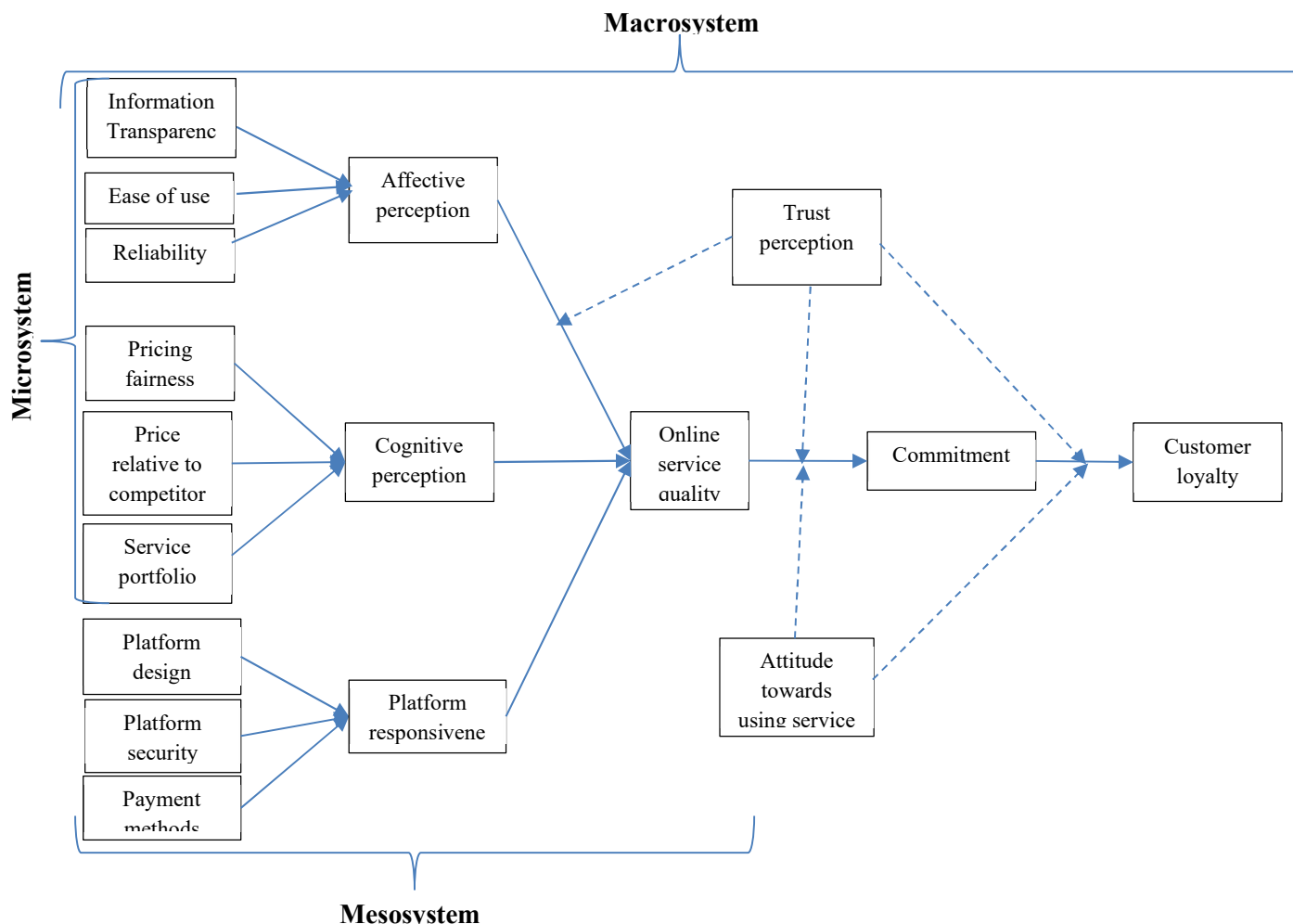
It is mentioned that the more positive the attitude towards using service and trust perception, the higher the influence of online service quality on loyalty through commitment.

Therefore, the study constructs and the components are identified in the table below:

Table 1: The study Constructs and Their components

Constructs	Dimensions	Source
Affective perception	Information Transparency	Zott and Amit (2008)
	Ease of use	Kassim and Abdullah (2008)
	Reliability	Parasuraman <i>et al.</i> (2005)
Cognitive perception	Pricing fairness	Carlson <i>et al.</i> (2015); Chung <i>et al.</i> (2011)
	Price relative to competitor	Yang and Peterson (2004)
	Service portfolio	Yang <i>et al.</i> (2004)
Platform responsiveness	Platform design	Srinivasan <i>et al.</i> (2002)
	Platform security	Rauniar <i>et al.</i> (2009)
	Payment methods	Ho and Awan (2019)
Online service quality	---	Cristobal-Fransi <i>et al.</i> (2019)
Attitude towards using service	---	(Hsu and Lin, 2008)
Trust perception	---	Cheng (2016); Ter Huurne <i>et al.</i> (2017); Knote and Blohm (2016)
Commitment	---	Diallo and Seck (2018)
Customer loyalty	---	(Morgan and Rego, 2006) (Chiu <i>et al.</i> , 2014; Mao and Lyu, 2017) Guttentag (2015)

At that point, the conceptual framework of this study is framed as proposed in the following
Figure 1: Research Conceptual model



Consequently, according to the proposed conceptual model, the process of customer loyalty in the sharing economy has been shown from the perspective of the service ecosystem and based on the collaboration of each component, which has been less focused on in previous research. Following, the methodology used to test the hypotheses is presented.

Research Methodology

Data and sample

The reason for conducting this research on snapp is that creating trust and loyalty to sharing economy online services and platforms is difficult to implement in Iran. Therefore, if sharing economy service providers offer services from the point of view of different levels of the service ecosystem, they will be able to receive customers' trust and loyalty (Altinay and Taheri, 2019). For data collection of customers, the Delphi questionnaires have been directed using e-mail, fax, and the web. The panelists have been authorized to use either of these media the most. Table 2 shows the sample's descriptive statistics and demographic details.

Table 2: Sample Demographic Details

	Frequency	Percentage		Frequency	Percentage
Gender			city		
Female	281	69.4	Tehran	184	45.4
Male	124	30.6	Outside of Tehran	221	54.6
Age			Income		
19 and under	59	14.6	1m and under	148	36.5
20-29	139	34.3	1-3m	125	30.9
30-39	120	29.6	3-5m	66	16.3
40-49	63	15.6	5m+	66	16.3
50-59	20	4.9	Cost- Snapp		
60+	4	1.0	50,000T and under	253	62.5
Education			50,000-100,000T	91	22.5
Primary education	69	17.0	100,000-200,000T	41	10.1
Secondary education	17	4.2	200,000T+	20	4.9
Undergraduate	95	23.5			
Master	180	44.4			
Ph.D. or Post-doctoral	44	10.9			
Job					
Student	181	44.7			
Employee	59	14.6			
manager	53	13.1			
other	112	27.7			

Measurement

The questionnaire was prepared in two parts. The first part contains descriptive and demographic information of the sample. The second part includes a review of 17 components, each of which is examined with three questions. Three questions are considered for each component because, on the one hand, the variables are reflective, and there is no limit to the number of questions asked for them. On the other hand, questions have been selected for each component that overlaps with the research context.

Construct validity

The inner model (measurement model) was examined with SmartPLS, carried out to detect the causal associations between observed items (variables) and the latent (unobserved) construct. The construct's validity was tested by confirmatory factor analysis in this stage (Hair *et al.*, 2006). This study's reliability and validity of the measurement model were evaluated using composite Reliability, Cronbach alpha, and average variance extracted or AVE. The AVE threshold is >0.50 , and the CA is 0.7 (Fornell and Larcker, 1981). All of the scales showed acceptable Reliability (Cronbach's alpha > 0.601) (Nunnally, 1978). All of the intended constructs were loaded significantly. Table 3 presents offer the indicator loadings, composite Reliability, and AVE (average variance extracted). For each latent variable, the AVE is greater than the cut-off level of 0.50 (convergent validity) (Fornell and Larcker, 1981). The results show that the average variance extracted (AVE) for each construct ranged from 0.548 to 0.747. The AVE of 0.5 or higher indicates adequate convergent validity, and the items represent a distinct underlying concept. All latent variables are above the recommended level of 0.70 or internal consistency reliability (Hair *et al.*, 2014; Nunnally, 1978). The ranging of the composite reliabilities is from 0.781 to 0.897. Also, all of the composite reliabilities are more than AVE.

Table 3: Analysis of measurement model variables

Variable	Items	Factor loading	Cronbach's alpha	composite reliability	AVE
Information Transparency			0.637	0.802	0.575
	Q1	0.776			
	Q2	0.785			
	Q3	0.714			
Ease of use			0.708	0.836	0.630
	Q4	0.773			
	Q5	0.780			
	Q6	0.827			
Reliability			0.732	0.848	0.651
	Q7	0.771			
	Q8	0.859			
	Q9	0.789			
Affective perception			0.640	0.804	0.579
	Q10	0.710			
	Q11	0.866			
	Q12	0.696			
Pricing fairness			0.829	0.898	0.748
	Q13	0.927			
	Q14	0.730			
	Q15	0.923			
Price relative to competitor			0.602	0.790	0.557
	Q16	0.767			
	Q17	0.747			
	Q18	0.724			
Service portfolio			0.631	0.802	0.575
	Q19	0.678			
	Q20	0.783			
	Q21	0.808			
Cognitive perception			0.725	0.845	0.646
	Q22	0.852			
	Q23	0.810			
	Q24	0.745			
Platform design			0.616	0.782	0.548
	Q25	0.870			
	Q26	0.651			
	Q27	0.681			
Platform security			0.658	0.814	0.594
	Q28	0.817			
	Q29	0.767			
	Q30	0.725			
Payment methods			0.677	0.821	0.605
	Q31	0.756			
	Q32	0.842			
	Q33	0.732			
Platform responsiveness			0.776	0.868	0.688
	Q34	0.864			
	Q35	0.814			
	Q36	0.808			
Online service quality			0.762	0.863	0.678

	Q37	0.813			
	Q38	0.804			
	Q39	0.853			
Trust prediction			0.800	0.882	0.715
	Q40	0.829			
	Q41	0.891			
	Q42	0.813			
Commitment			0.637	0.787	0.561
	Q43	0.832			
	Q44	0.842			
	Q45	0.530			
Attitude towards using service			0.816	0.890	0.730
	Q46	0.840			
	Q47	0.861			
	Q48	0.862			
Customer loyalty			0.700	0.831	0.624
	Q49	0.869			
	Q50	0.819			
	Q51	0.667			

Table 3 shows that all of the items loaded significantly on their corresponding constructs have convergent validity and good discriminant validity. All the measurements have good convergent validity (Anderson and Gerbing, 1988; Yu *et al.*, 2018)

This research considered it essential to assess the risk of standard method bias and establish its internal reliability and validity. The data be the risk of standard method bias if the use of self-reported variables exposes (Krishnan *et al.*, 2006). Self-reported variables expose the data to the risk of standard method bias (Krishnan *et al.*, 2006). This research ensured response confidentiality to avoid common method bias to reduce respondents' worry and counterbalanced the questionnaire order (Krishnan *et al.*, 2006; Podsakoff *et al.*, 2003). Also, collected data to measure the independent and dependent variables at two different points simultaneously (Chang *et al.*, 2010).

Conclusions

The Conclusions confirmed Lambillotte *et al.*, (2022) approaches to determining that information transparency influences the customers' affective perception. They regarded Weber (2014), the transparency of online platforms leads to superior customer loyalty. Haile and Altmann's (2016) claim that ease of use highlights customer experience in applying the online platform to create affective perception value. Moreover, Parasuraman *et al.* (2005) show the reliability is an influential element in customer affective perception.

Holzmann *et al.* (2017) mention that pricing fairness during financial transactions in the customer's mind positively affects cognitive perception. Furthermore, Bapat and Khandelwal (2023) declare that price relative to a competitor as one of the service ecosystem components positively affects cognitive perception. Moreover, Mahabalipuram and Nadu (2022) determine that product or service portfolios through planning personalized suggestions have an optimistic effect on Cognitive perception. The paper's results confirm that people who use the Snapp platform should have a positive cognitive perception because of the economic situation.

Also, Saberian *et al.* (2020) assert that platform design and related knowledge that arise through platform interaction are concerned as one with platform responsiveness. On the other hand, Mačiulienė and Skaržauskienė (2016) and Rauniar *et al.* (2009) claim that measuring security

perception that uses platform security is one of the essential responsibilities of platform-based systems. Also, Cox and Sanchez (2012) consider payment methods to make platforms more convenient and easy to use, which leads to platform responsiveness. These approvals highlight more customers' insure to use a sharing economy platform.

Moreover, Parasuraman *et al.* (1988) claim that service quality evaluation is an attitude. Chiu and Wu (2002) included the affective perception and cognitive perception of service quality. Similarly, Hartono and Raharjo (2015) assert that it is necessary to examine both affective and cognitive perceptions to influence online service quality. In this way, Cheng *et al.* (2018) declare platform responsiveness is one of the leading online dimensions which assess service quality. Hence, the results show that affective perception, cognitive perception, and platform responsiveness affect online service quality. On the other hand, Yang *et al.* (2017) and Parasuraman *et al.* (1988) have given the practical implications of service quality on behavioral goals like commitment and customer loyalty. However, little research has been done on the impact of service quality on customer commitment, leading to customer loyalty so far.

Furthermore, this study among the scholarly researchers considers the moderating roles of attitude towards using service and trust perception in creating customer loyalty through commitment. Diallo and Seck (2018) declare that the platform's positive or negative attitudes create a commitment to adopt and constantly use the platform, which results in customer loyalty. Trust perception and attitude towards using platforms as moderators show that the higher the trust perception and platforms' online service quality, the higher the customer commitment to using the Snapp platform. With an increasing customer commitment to using the Snapp platform, customer loyalty to use this platform will increase. As another justification of trust perception as a moderator in this paper, Chen *et al.* (2014) assert that trust is an antecedent for customer loyalty in the platform context, leading to loyalty through affective perception, service quality, and commitment. As mentioned, in a sharing economy context, through the service ecosystem perspective, integrating all related components, which have been explained based on their roles and how they interact, is vital (Leung *et al.*, 2019). similarly, we found that creating loyalty in a sharing economy context through the service ecosystem can be considered at separate but interrelated levels.

Table 4 shows descriptive statistics and correlations. Most of the correlation coefficients of research variables are acceptable, and it has no multicollinearity problem. The results also indicate that Customer loyalty has significant positive correlations with Information Transparency, Ease of use, Reliability, Affective perception, Pricing fairness, Price relative to a competitor, Service portfolio, Cognitive perception, Platform design, Platform Security, Payment methods, Platform responsiveness, Online service quality, Commitment, Attitude towards using service, Customer loyalty.

Table4. standard deviations, Means, and correlations

	AP	AS	C	CL	CP	EU	IT	OQ	PC	PD	PF	PM	PR	PS	R	SP	TP
AP	0.761																
AS	0.262	0.854															
C	0.377	0.229	0.749														
CL	0.483	0.441	0.393	0.790													
CP	0.543	0.237	0.382	0.532	0.804												
EU	0.461	0.224	0.254	0.290	0.364	0.794											
IT	0.334	0.226	0.261	0.295	0.320	0.315	0.759										
OQ	0.556	0.366	0.485	0.570	0.580	0.361	0.311	0.823									
PC	0.364	0.154	0.274	0.394	0.604	0.213	0.236	0.393	0.746								
PD	0.569	0.337	0.376	0.479	0.578	0.400	0.242	0.537	0.437	0.740							
PF	0.308	0.138	0.244	0.301	0.548	0.172	0.254	0.328	0.673	0.371	0.865						
PM	0.377	0.360	0.247	0.347	0.378	0.319	0.273	0.438	0.245	0.360	0.256	0.778					
PR	0.411	0.079	0.258	0.243	0.337	0.199	0.266	0.359	0.266	0.333	0.248	0.317	0.829				
PS	0.491	0.301	0.415	0.455	0.499	0.352	0.314	0.601	0.303	0.500	0.268	0.468	0.385	0.771			
R	0.452	0.197	0.257	0.304	0.394	0.576	0.273	0.369	0.314	0.408	0.286	0.389	0.263	0.368	0.807		
SP	0.429	0.246	0.339	0.346	0.475	0.270	0.294	0.456	0.399	0.391	0.318	0.377	0.271	0.405	0.323	0.759	
TP	0.489	0.336	0.509	0.530	0.511	0.276	0.294	0.653	0.488	0.469	0.455	0.352	0.307	0.491	0.319	0.439	0.845

Table 5 shows the standard deviations, means, medians, maxima, and minima for interest latent variables.

Table5: Means, standard deviations, medians, minimum and maximum

Variable	Mean	medians	standard deviations	minima	maxima
Information Transparency	3.927	4.000	0.850	1.00	5.00
Ease of use	4.093	4.333	0.733	1.33	5.00
Reliability	3.751	4.000	0.864	1.00	5.00
Affective perception	3.429	3.333	0.777	1.00	5.00
Pricing fairness	3.468	3.666	1.038	1.00	5.00
Price relative to competitor	3.382	3.333	0.849	1.00	5.00
Service portfolio	3.765	3.666	0.760	1.33	5.00
Cognitive perception	3.705	3.666	0.781	1.00	5.00
Platform design	3.787	4.000	0.731	1.33	5.00
Platform security	3.758	3.666	0.765	1.33	5.00
Payment methods	4.059	4.000	0.797	1.33	5.00
Platform responsiveness	3.260	3.000	0.767	1.00	5.00
Online service quality	3.76	4.000	0.801	1.00	5.00
Commitment	3.623	3.666	0.709	1.00	5.00
Attitude towards using service	4.31	4.330	0.758	1.00	5.00
Customer loyalty	3.959	4.000	0.782	1.00	5.00
Trust prediction	3.685	3.666	0.777	1.33	5.00

The coefficient of determination in the SEM is predictable from the exogenous variable(s). The higher value for the coefficient index indicates the proportion of the variance in the endogenous variable. Moreover, it shows a suitable variable choice in the structural model. R^2 is a particular endogenous construct be determined that is 0.19, 0.33, and 0.67 represent weak, medium, and vital for the R square index (Chen and Wells, 2000). The values of R^2 in the structural model for structural capital are 0.557, for customer capital is 0.795 and for organizational performance is 0.794. These values are vital for R^2 and show that exogenous variables for predicting endogenous variables select correctly in this model. R^2 indicates the construct variance explains the model. The measurement of the R^2 coefficients related to latent variable regressions. Also, it is possible in the endogenous constructs. With values greater than 0.1, all the endogenous latent variables are significant (Falk and Miller, 1992).

Table6: The construct variance of the model

	R Square	Redundancy
Affective perception	0.294	0.095
Commitment	0.313	-0.089
Customer loyalty	0.375	0.117
Cognitive perception	0.459	0.189

Online service quality	0.546	0.200
Platform responsiveness	0.191	0.055

Also, to evaluate the overall fit of the model used the GOF. The GOF for the PLS path modeling is the geometric mean of the average R2 for all endogenous constructs and the average communality (Akter *et al.*, 2011). Values of 0.36, 0.25, and 0.01 for GOF indicate strong, medium, and weak acceptable, explaining the model's power.

This model represents adequate support to validate the PLS model globally, according to the obtained value for GOF (1.490). By bootstrapping evaluate the statistical significance of the latent regression coefficients, the analysis obtains t-statistics. The PLS estimation results answer the previous research hypotheses:

$$GOF = \sqrt{\text{Communalities} \times R^2} = \sqrt{0.651 \times 0.363} = 0.486$$

The model represents high support to globally validate the PLS model, according to the obtained value for GOF (0.486). To evaluate the statistical significance of the latent regression coefficients, the analysis obtains t-statistics by bootstrapping. The PLS estimation results answer the previous research hypotheses: According to the Wold (1985) predictive approach of PLS, consistent with the distribution-free, the structural model has evaluated with the dependent constructs. When using the bootstrap procedure, the t-statistics were estimated. A structural model on smart PLS software was run to use the R-squared to evaluate hypotheses (table 5).

To evaluate the statistical significance of the latent regression coefficients, the analysis obtains t-statistics by bootstrapping. The PLS estimation results try to answer the previous research hypotheses:

H1: Information Transparency will have a positive effect on affective perception (**IT -> AP**), **(13.392)** (Tables 6)

H2: Ease of use will have a positive effect on affective perception. (**EU -> AP**), **(15.014)**

H3: Reliability will have a positive effect on affective perception. (**R -> AP**), **(14.405)**

H4: Pricing fairness will have a positive effect on Cognitive perception (**PF -> CP**), **(14.519)**

H5: Price relative to a competitor will have a positive effect on Cognitive perception (**PC -> CP**), **(18.969)**

H6: Service portfolio will have a positive effect on Cognitive perception (**SP -> CP**), **(18.365)**

H7: Platform design will have a positive effect on platform responsiveness (**PD -> PR**), **(9.888)**

H8: Platform security will have a positive effect on platform responsiveness (**PS -> PR**), **(11.805)**

H9: Payment method will have a positive effect on platform responsiveness (**PM -> PR**), **(9.416)**.

H10: Affective perception will have a positive effect on online service quality (**AP -> OQ**), **(9.451)**.

H11: Cognitive perception will have a positive effect on online service quality (**CP -> OQ**), **(15.367)**.

H12: Platform responsiveness will have a positive effect on online service quality (**PR -> OQ**), **(5.561)**.

H13: Online service quality will have a positive effect on Commitment (OQ -> C), (4.416)

H14: Commitment will have a positive effect on customer loyalty (C -> CL), (6.627)

H15a: Attitude towards using services moderates the relationship between online service quality and Commitment (OQ*AS -> C), (3.892)

H15b: Attitude towards using services moderates the relationship between commitment and customer loyalty (C*AS -> CL), (2.702)

H15c: Trust perception moderates the relationship between affective perception and online service quality (AP*TP -> OQ), (6.113)

H15d: Trust perception moderates the relationship between online service quality and Commitment (OQ*TP -> C), (4.320)

H15e: Trust perception moderates the relationship between Commitment and Customer loyalty (C*TP -> CL), (1.039)

Table 7: Regression coefficients of the structural model (The summarized result of hypotheses test)

hypotheses:		Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
1	IT -> AP	0.183	0.184	0.014	0.014	13.392
2	EU -> AP	0.256	0.257	0.017	0.017	15.014
3	R -> AP	0.254	0.254	0.018	0.018	14.405
4	PF -> CP	0.235	0.235	0.016	0.016	14.519
5	PC -> CP	0.340	0.342	0.018	0.018	18.969
6	SP -> CP	0.264	0.264	0.014	0.014	18.364
7	PD -> PR	0.162	0.162	0.016	0.016	9.888
8	PS -> PR	0.234	0.234	0.020	0.020	11.805
9	PM -> PR	0.148	0.150	0.016	0.016	9.416
10	AP -> OQ	0.444	0.444	0.047	0.047	9.451
11	CP -> OQ	0.239	0.240	0.016	0.016	15.367
12	PR -> OQ	0.079	0.079	0.014	0.014	5.561
13	OQ -> C	-0.443	-0.450	0.100	0.100	4.416
14	C -> CL	0.305	0.307	0.066	0.066	4.627
15a	OQ * AS -> C	0.480	0.489	0.123	0.123	3.892
15b	C * AS -> CL	-0.317	-0.326	0.117	0.117	2.702
15c	AP * TP -> OQ	-0.423	-0.421	0.069	0.069	6.113
15d	OQ * TP -> C	0.715	0.715	0.165	0.165	4.320
15e	C * TP -> CL	0.104	0.111	0.100	0.100	1.039

Discussion of findings

Key findings

This article focused on the sharing economy based on the service ecosystem and discussed the role of trust in creating customer loyalty in the sharing economy. To understand the effective factors of customer loyalty and the relationship between behavioral factors and the positive role of the moderator of the perceived trust in car sharing economy platform, this article is based on a quantitative study method and through a semi-structured questionnaire and was analyzed using structural equation modeling. So, the study examines the variables, such as trust, attitude, and commitment, motivating the customers' loyalty in a sharing economy context through a service ecosystem perspective. Previous research often has not been concerned about the behavioral components that lead to customer loyalty in a sharing economy platform based on service ecosystem

First, in this study service ecosystem has been considered a suitable platform for implementing various information technologies such as platforms (Lee, 2020). For this reason, management and information technology reflect the development of service technologies in the service ecosystem and the creation of value for customers (Tsiotsou and Diehl, 2022). Applying the perspective of service ecosystems considers the activities of the user and other actors at different levels of the ecosystem so that the best interaction between the agents takes place. The importance of considering the service ecosystem in service businesses is to avoid providing services to customers at scattered and unrelated levels without knowing their antecedents or consequences. This approach empowers the communication between the service ecosystem levels and the factors related to it and leads them to get better results.

Second, this study among the scholarly researchers considers the moderating roles of attitude towards using service and trust perception in creating customer loyalty through commitment. Saberian *et al.* (2020) declare that the platform's positive or negative attitudes create a commitment to adopt and constantly use the platform, which results in customer loyalty. Trust perception and attitude towards using platforms as moderators show that the higher the trust perception and platforms' online service quality, the higher the customer commitment to using the Snapp platform. With an increasing customer commitment to using the Snapp platform, customer loyalty to use this platform will increase. As another justification of trust perception as a moderator in this paper, Attar *et al.* (2023) assert that trust is an antecedent for customer loyalty in the platform context, leading to loyalty through affective perception, service quality, and commitment.

Third, one of the important reasons for conducting this research on Snapp is that this organization first started with the low pricing of its services, but after a while, suddenly increased the car rental prices. This has led to low trust in Snapp service providers in the sharing economy service ecosystem. Also, since customers' personal information is shared with Snapp and drivers, customers may feel insecure about using Snapp services on the platform and protecting their information. In addition, drivers are not required to use navigation programs when using the Snapp platform and can continue their route without a map. This will cause many problems such as

delays, missed appointments, delayed arrivals, or traveling on busy routes, which will reduce customer trust.

Finally, travelers' trust as a precondition for using sharing economy-based platforms affects creating travelers' loyalty and reuse. A traveler who has less confidence in using the sharing economy platform will not use it or will use it less. Also, the factors related to trust and its preconditions affect the reduction of uncertainty and the increase of customer loyalty. In this way, the relationship between behavioral factors and including the role of perceived trust in the sharing economy is supported by the analysis conducted in this paper.

Practical implications

Considering the purpose of this article on the effect of customer behavioral components in increasing customer loyalty in the context of sharing economy through a service ecosystem, it is expected to create more customer loyalty. The results of this paper provide the following implications for practice: Customer loyalty can be increased according to the behavioral components and the proposed conceptual model. In this way, the importance and relevance of each of the behavioral factors, including customers' trust in using the sharing economy platform, is determined. Providing quality online services in the form of ride-sharing online services and trusting it can take measures to improve customer commitment based on the model presented. For example, through the design of online services or platforms, strategies can be designed to improve customer trust and use various factors. It also recorded the real behaviors and attitudes of travelers through the customer rating system.

Besides, perceived trust is a common way to reduce uncertainty and risks perceived by customers. Some factors of trust can be created through affective perception in the use of online services or platforms and the definition of factors that lead to customer commitment to increase customer loyalty. In addition, some other operational activities can be done concerning the moderating role of trust. The results emphasize the importance of increasing customer loyalty in car-sharing and reflect several factors related to trust. Although many past types of research emphasized the importance of trust, this paper confirmed it in the service ecosystem-based ride-sharing and proposed a conceptual model for the influence of behavioral factors in creating customer loyalty in ride-sharing.

Theoretical implications

The authors connect the sharing economy to SDL to provide a theoretical framework of the service ecosystem as underlying the influential components in creating customer loyalty in the car-sharing economy. This connection enables the service ecosystem approach through relationship between components of different levels. Knowledge contribution involves contributing to the sharing economy literature by linking it to SDL to create a service-based ecosystem theoretically embedded in SDL.

The correctness of SDL is the assumption that services provide processes and functions for the benefit of an entity and form the basis of all social and economic exchanges (Randerson and Estrada-Robles, 2023). To do this, the authors theoretically consider the sharing economy and SDL as the foundations of a service ecosystem approach to creating value such as customer loyalty.

With this approach, the sharing economy service ecosystem is considered a relevant process for economies and societies in transition to the 21st century. This research theoretically combines the concept of sharing economy and (SDL) as the foundations of an ecosystem approach through the relationship between components on several levels.

Limitations and future research

Due to the increasing use of sharing economy platform-based businesses, investigating the components of attitude, trust, commitment, and loyalty in sharing economy platforms has been less addressed. Hence, this study examines some of the behavioral factors in Snapp sharing economy platform.

Future studies could examine the proposed model in other sharing economy platforms or consider other behavioral factors such as platform involvement and platform engagement in a sharing economy context. Moreover, due to considering the service ecosystem perspective in the sharing economy platform in this study, future studies can examine other influential components at the proposed levels (Micro, Meso, and Macro) in this study or investigating other components of the proposed levels in the service ecosystem, such as influential factors in the exosystem in a platform-based sharing economy businesses.

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Conflicts of Interest

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Research Data Policy

The data that support the findings of this study are not openly available but they are available from the corresponding author upon reasonable request including information on the data's location and controlled access repository where relevant.

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Appendix 1

Constructs and related measurement items

construct	measurements	reference
Information Transparency	<ol style="list-style-type: none"> 1. The Platform informs customers about their latest development. 2. The Platform informs customers about their new technologies. 3. The Platform informs customers about their profiles of management staff. 	Zott and Amit (2008)
Ease of use	<ol style="list-style-type: none"> 1. It is simple to use the platform. 2. Navigation on the platform is user-friendly. 3. I can use it successfully every time. 	Kassim and Abdullah (2008)
Privacy protection	<ol style="list-style-type: none"> 1. This Platform implemented security measures to protect me when using it. 2. I felt safe in making transactions through this platform. 3. This Platform usually ensured my personal information is protected. 	Son and Kim (2008)
Reliability	<ol style="list-style-type: none"> 1. This Platform is always available for me from online devices. 2. This Platform runs right away. 3. This Platform does not crash 	Parasuraman <i>et al.</i> (2005)
Affective perception	<ol style="list-style-type: none"> 1. If I were in trouble, the support staff would help me. 2. It is pleasant for me to use this platform. 3. using this platform is exciting. 	Hartono and Raharjo (2015)
Social interaction	<ol style="list-style-type: none"> 1. This type of platform offers customers opportunities to interact with local people. 2. This type of platform provides customers good social opportunities with the service provider. 3. I use this platform because I prefer to interact with different local people. 	Tussyadiah (2016)
Pricing fairness	<ol style="list-style-type: none"> 1. Fees of services are fair. 2. Dynamic service fees are appropriate. 3. I think the pricing policies on the platform are fair. 	Carlson <i>et al.</i> (2015); Chung <i>et al.</i> (2011)
Price relative to competitor	<ol style="list-style-type: none"> 1. Total fees are fair to compare with other platforms. 2. The Platform offers attractive product/service costs Compared to alternative companies. 3. This Platform provides more value than other platforms. 	Yang and Peterson (2004)
Service portfolio	<ol style="list-style-type: none"> 1. The Platform provides products/services with the features I want. 	Yang <i>et al.</i> (2004)

	<p>2. The Platform offers a wide range of product/ service packages.</p> <p>3. All my needs are included in the platform's offerings.</p>	
Cognitive perception	<p>1. I usually get good value from the platform for paying money.</p> <p>2. I typically get suitable accommodations.</p> <p>3. I prefer to familiar with the unique atmosphere and lifestyle.</p>	Hartono and Raharjo (2015)
Platform design	<p>1. This platform design is attractive to me.</p> <p>2. For me, using this platform is fun.</p> <p>3. This Platform looks appealing to me.</p>	Srinivasan <i>et al.</i> (2002)
Platform security	<p>1. The Platform provides a protection program against fraudulent users.</p> <p>2. I feel safe in my transactions with the platform.</p> <p>3. The Platform has a mechanism for user certification.</p>	Rauniar <i>et al.</i> (2009)
Payment methods	<p>1. The Platform accepts a variety of payment methods.</p> <p>2. Easy ordering and payment mechanisms exist.</p> <p>3. The Platform accepts my preferred payment methods.</p>	Ho and Awan (2019)
Transaction insurance	<p>1. This Platform compensates me for the potential problems it creates.</p> <p>2. The Platform balances me when transactions don't fit my expectations.</p> <p>3. I feel safe when processing a transaction through the platform.</p>	Parasuraman <i>et al.</i> (2005); Hamari <i>et al.</i> (2016)
Platform responsiveness	<p>1. The Platform is always quick to respond to my inquiries.</p> <p>2. The Platform always respond to my online inquiry promptly.</p> <p>3. The Platform always responds to my offline inquiry promptly.</p>	Lee <i>et al.</i> (2000); Cheng <i>et al.</i> (2018)
Online service quality	<p>1. The mobile Platform provides enough safeguards to make me feel comfortable for car-hailing.</p> <p>2. I feel confident that encryption and other service advances on the platform make it safe to conduct online transactions there.</p> <p>3. The Platform is now a robust and secure environment in which to transact.</p>	Cristobal-Fransi <i>et al.</i> (2019)
Trust perception	<p>1. Based on my experience with this platform, I know they are honest.</p> <p>2. Based on my experience with this platform, I know they care about guests.</p> <p>3. Based on my experience with this platform, I know they provide good service.</p>	Cheng (2016); Ter Huurne <i>et al.</i> (2017); Knote and Blohm (2016)

Commitment	<ol style="list-style-type: none"> 1. I feel a sense of belonging with this sharing economy platform. 2. platform providers keep their promises. 3. The content of this platform is too valuable for me to stop following it. 4. I am sure that there are no other platforms where I could find the same content and experience that I get on this one. 	Diallo and Seck (2018)
Attitude	<ol style="list-style-type: none"> 1. The idea of using this platform is appealing. 2. I like the idea of this kind of sharing through digital platforms. 3. Using this Platform to reserve or share car services would be a good idea. 	Hsu and Lin (2008)
Customer loyalty	<ol style="list-style-type: none"> 1. I would recommend this platform to friends, neighbors, and relatives. 2. I will use this platform in the future if I need a comparable service. 3. I arrange more than 50% of similar services with this platform. 	Morgan and Rego (2006); Chiu <i>et al.</i> (2014); Mao and Lyu (2017) Guttentag (2015)