

WHAT REALLY DRIVES VALUE CO-CREATION? RETHINKING RELATIONSHIP QUALITY IN GOFOOD'S SHARING ECONOMY PLATFORM

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Abstract

This research examines how relationship quality influences consumer value co-creation within food delivery sharing economy platforms, with a specific focus on GoFood users from Generation Z at Universitas Negeri Jakarta. It aims to determine the effects of trust, commitment, and satisfaction shape students' intentions to participate in value co-creation activities. Employing a quantitative survey approach, data from 52 GoFood consumers, which were analyzed through PLS-SEM. Results indicate that commitment has a positive and significant effect on value co-creation intentions, while trust and satisfaction do not show significant direct effects. These results suggest that relational attachment plays a more critical role than evaluative perceptions in motivating co-creation behavior among Generation Z users. The research adds to the literature by highlighting the differentiated roles of relationship quality dimensions in sharing economy platforms and by providing context-specific insights into food delivery services. Practically, the findings imply that platform providers should prioritize strategies that strengthen user commitment to encourage active participation and value co-creation.

1. INTRODUCTION

Indonesia's app-based food-delivery sharing-economy platforms (SEPs) have become central to urban food retailing and everyday consumption. Among these platforms, GoFood, which launched as part of the Gojek consumer app in 2015, is widely regarded as an early mover in Indonesia's app-based food-delivery market (Cordon, 2020). Subsequent entrants include GrabFood, which launched in Jakarta on 2 May 2016 (Grab, 2016), and ShopeeFood, which began public activity around 2020 and expanded more broadly into Jakarta in early 2021 (Mulia & Florene, 2021). GoFood's earlier entry allowed the platform more time to build merchant and rider networks, refine logistical operations, and establish brand familiarity among urban users. These path-dependent conditions make GoFood a compelling case for studying whether incumbent advantages influence relationship quality and consumer value co-creation among Generation Z (Gen Z).

Gen Z represents a digitally native and socially connected segment whose consumption practices differ meaningfully from older cohorts. Born approximately between 1997 and 2012, Gen Zers are heavy users of smartphones and mobile apps and tend to seek convenience, speed, social validation, and personalized digital experiences (Briliana, 2024). Studies of Indonesian youth consumption report that online channels are central to everyday routines; students use apps not only for purchases but also for information gathering, peer reviews, and social sharing (Briliana, 2024). Research on platform choice indicates that Gen Z users often prioritize promotional

offers, user interface experience, and peer recommendations when choosing between food-delivery apps (Jakpat, 2025). Platform preferences among Gen Z students are illustrated in Figure 1.

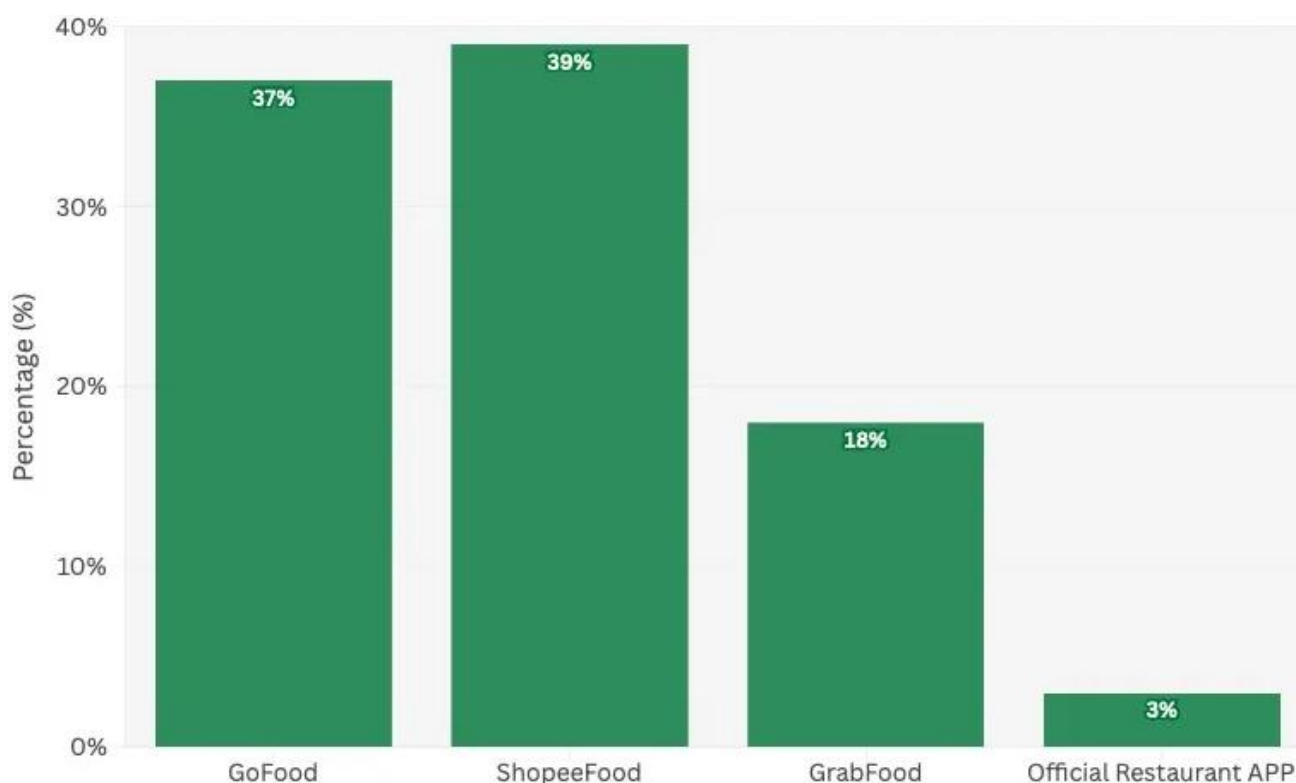


Figure 1. Most Used Online Food Delivery Apps among Gen Z in Indonesia — Early 2025

Source: Jakpat

Universitas Negeri Jakarta (UNJ) was selected as the study site because the institution offers a concentrated and relevant sample of Generation Z students in an urban, culturally plural environment. Jakarta functions as a national migration hub and a cultural “melting pot,” attracting residents and internal migrants from across Indonesia; this demographic mixing increases the likelihood that university cohorts include students with diverse regional and family backgrounds (BPS DKI Jakarta, 2023). UNJ’s student body reflects this diversity: as a major public university in the capital, UNJ enrolls students from varied provinces and socio-economic backgrounds, including students from migrant families and programs that explicitly admit students from underserved regions (UNJ, 2025). Because platform adoption and co-creative behaviors often diffuse through heterogeneous social networks and are shaped by varied cultural and economic experiences, UNJ provides a pragmatic and defensible setting to investigate how relationship quality shapes value co-creation among Indonesian Gen Z.

The construct of relationship quality (RQ) offers a productive lens for understanding persistent engagement with SEPs. RQ summarizes the strength of the ongoing bond between a consumer and a service provider, commonly operationalized through trust, satisfaction, and commitment, and it predicts outcomes such as loyalty and repeat use in service contexts (Walsh et al., 2010). In platform-mediated services such as GoFood, relationship quality is shaped by multiple touchpoints including app reliability and usability, perceived integrity of food and delivery partners, consumer service responsiveness, and the fairness and transparency of fees and promotions. Understanding how GoFood can build strong relationship quality with Gen Z through app features and support is thus critical because poor digital experiences or trust issues, for example errors or delays, could easily erode loyalty. High relationship quality reduces uncertainty and encourages continued interaction. Conversely, transactional failures such as late delivery, order errors, or opaque charges quickly erode trust and satisfaction. Given the low switching costs between apps, maintaining high relationship quality is especially critical for SEP providers targeting Gen Z on campuses where peer influence amplifies both positive and negative experiences (Walsh et al., 2010).

Consumer value co-creation reframes consumers as active contributors to value generation rather than passive recipients. Service-Dominant Logic posits that value emerges in use through interactions among providers, consumers, and resources; consumers co-create value by configuring services, giving feedback, sharing content, and influencing network effects (Vargo & Lusch, 2004). In the GoFood context, student co-creation can occur when users customize orders, rate and review merchants, share promotions, or use social features that influence others’ choices. Empirically studying these behaviors is important because co-creation mechanisms can strengthen perceived value, enhance personalization, and stimulate platform stickiness. Co-creation can also create governance challenges when user-generated content influences perceived quality or when collaborative promotions require careful coordination between platforms and merchants (Lyu et al., 2022).

Researching how RQ affects consumer value co-creation among Universitas Negeri Jakarta (UNJ) Gen Z students is therefore both timely and useful. Theoretically, the study examines how relationship quality dimensions such as trust, satisfaction, and commitment operate within a campus-bound Gen Z population and whether stronger relationships predict higher levels of active co-creation, for example rating behavior, social sharing, and personalization. Practically, the findings can inform platform feature design and campus-focused marketing. If trust and satisfaction are key antecedents of co-creation, platform managers and partnered merchants could prioritize transparent fee structures, reliable delivery service level agreements, and features that reward user contributions including reviews and referrals. For university stakeholders and student organizations, insights can guide partnerships such as campus promotions and student ambassador programs that enhance student experience and reduce friction in food access.

2.1 Theoretical and Conceptual Background

2.1.1 Understanding the Concept of Sharing Economy

The sharing economy, also referred to as the collaborative or platform economy, broadly refers to a technology-driven system in which consumers obtain temporary access to underutilized resources or services instead of owning them (Eckhardt et al., 2019). Digital platforms match supply and demand for services like transport, accommodation, and food delivery, privileging access over ownership. (Eckhardt et al., 2019). In the Indonesian context, GoFood represents a prominent example of a food delivery sharing economy platform operating under this model.

2.1.2 Value Co-Creation

Grounded in Service-Dominant Logic, value co-creation posits that value is generated in use through interactions among providers and consumers (Vargo & Lusch, 2008). Value co-creation occurs when consumers contribute resources—knowledge, preferences, feedback—integrating them with provider resources to create mutual value (Vargo et al., 2008).

Examples of GoFood value co-creation include actions such as: (1) Engaging with time-limited campaigns or redeeming coupons generate value for the customer (discounts), merchant (sales), and platform (higher transactions); (2) customizing and specifying order preferences (special instructions, toppings choices, portion sizes) that shape merchant offerings; (3) providing star ratings and written reviews supplies reputational information that other users and the platform used to evaluate merchants; (4) recommending a restaurant or sharing an order link with friends expands network demand and produces network value for merchants and the platform; and (5) reporting service issues (incorrect opening hours, incorrect merchant location, incorrect menu details, missing menu, stock is not up-to-date) that help platforms and merchants improve operations.

2.1.3 Relationship Quality Theory

RQ denotes the overall positivity and depth of consumer-service provider relationships, frequently operationalized as trust, commitment, and satisfaction (Morgan & Hunt, 1994; Hennig-Thurau et al., 2002). Trust reflects the consumer's belief in the reliability and integrity of the platform, commitment represents the desire for enduring association, and satisfaction captures consumer's overall evaluation of past service experiences (Hennig-Thurau et al., 2002).

2.2 Empirical Review and Hypothesis

2.2.1 Trust and Value Co-Creation

Empirical research in social commerce and food-delivery contexts shows that brand trust increases users' willingness to partake in value co-creation behaviours, including feedback provision and participating in platform interactions (Wang et al., 2019; Yu et al., 2022; Sohaib & Han, 2023).

Wang et al. (2019) demonstrate that trust, together with commitment, strengthens users' intentions to co-create brand value in virtual communities. Yu et al. (2022) find that brand trust mediates the impact of perceived value on consumer engagement behaviors, which are operational forms of co-creation. Sohaib and Han (2023) provide further evidence that trust established via social media and platform communication fosters consumer readiness to co-create through content sharing and interaction. Taken together this empirical evidence, the following hypothesis is proposed: **H1+**. Consumers' trust in GoFood increases consumers' value co-creation intentions at GoFood.

2.2.2 Commitment and Value Co-Creation

Multiple empirical studies consistently demonstrate that consumer commitment significantly increases users' intentions to engage in value co-creative behaviors on digital platforms (Wang et al., 2019; Tajvidi et al., 2020; Al-kumaim et al., 2021).

Wang et al. (2019) empirically confirm that relationship commitment directly enhances co-creation intentions of brand value in communities, as committed users are more inclined to collaborate and contribute beyond basic consumption. Similarly, Tajvidi et al. (2020) show that relationship commitment strengthens consumers' motivation to engage in information sharing and interactive behaviors that constitute value co-creation. Furthermore, Al-kumaim et al. (2021) provide robust evidence that commitment significantly predicts continuous participation in value co-creation initiatives on online platforms, highlighting commitment as a key driver of sustained participatory actions. Therefore:

H2+. Consumers’ commitment in GoFood increases consumers’ value co-creation intentions at GoFood.

2.2.3 Satisfaction and Value Co-Creation

Recent empirical studies provide direct evidence that greater consumer satisfaction predicts higher levels of consumers’ value co-creation or consumer citizenship behaviours, such as providing reviews, helping other consumers, and advocating for the brand (Villalan et al., 2024; Jois et al., 2022; Yu, 2020).

Villalan et al. (2024) empirically show that value co-creation is significantly positively impacted by consumer satisfaction, indicating that satisfied users are more willing to engage in interactive and contributive behaviors. Similarly, Jois et al. (2022) show that consumer satisfaction directly drives brand co-creation behaviors, particularly in contexts involving repeated interaction and experiential consumption. Yu (2020) further finds that consumer satisfaction positively influences consumer citizenship behaviors, which are widely conceptualized as an operational type of value co-creation in service research. These various studies supporting:

H3+. Consumers’ satisfaction in GoFood increases consumers’ value co-creation intentions at GoFood.

3. RESEARCH METHODOLOGY

3.1 Design Study

The quantitative survey approach, which this study employs, yields results that may be attained by statistical techniques or other measuring techniques (Sujarweni, 2015). The research focuses on Gen Z students enrolled at UNJ who actively use GoFood as a food delivery sharing economy platform.

The population criteria applied in this study include the following characteristics::

- 1. active students of Universitas Negeri Jakarta;
- 2. students aged 13–28 years old;
- 3. students who use GoFood food delivery SEP as a consumer.

Purposive sampling ensured respondents met these criteria. Referring to the sample size guidelines proposed by Hair et al. (2021), the minimum sample size needs to be at least: (1) 10 times the number of the largest formative indicators used to measure a construct or (2) 10 times the number of the largest structural paths affecting a specific construct in the structural model. A minimum sample size of 30 respondents is needed for this study because the maximum number of formative indicators for a single construct is 3. Despite this, the final sample comprised 52 respondents, exceeding the minimum requirement.

A systematic questionnaire was used to gather primary data. Data processing quantification from the questionnaire findings will be accomplished through the utilization of a Likert scale. This scale, predicated on the aggregation of respondents' perspectives when responding to statements associated with the assessment of a given concept or variable, aligns with the methodology outlined by Sanusi (2011). The Likert scale employed in this study spans a range 1 = “Strongly disagree” until 5 = Strongly agree”.

3.2 Data Analysis

Following the completion of the research instrument, the questionnaire was distributed online using Google Forms. Once the responses were collected and screened based on the sampling criteria, the data were analyzed in SmartPLS 4 using PLS-SEM procedures. This method was selected since it is suitable for exploratory research models with fairly modest sample sizes and does not require strict data normality assumptions (Hair et al., 2021).

The analytical procedure involved evaluating both models. The measurement model was assessed for convergent and discriminant validity, and reliability. The structural model evaluation examined multicollinearity via VIF, explained variance (R²), and significance testing through bootstrapping procedures.

The proposed research framework illustrates the relationships between trust, commitment, and satisfaction as independent variables and value co-creation intentions as the dependent variable, as presented in Figure 2.

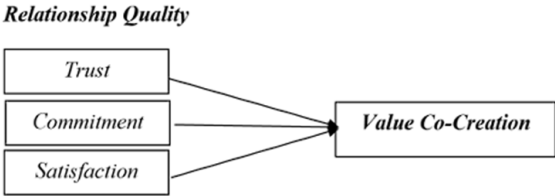


Figure 2. Research Framework

4. RESULT AND DISCUSSION

4.1 Result

4.1.1 Respondent Characteristics

A total of 69 returned questionnaires, 17 respondents deleted because it doesn’t meet the research requirements. Thus, 52 respondents chosen met the predefined criteria as Gen Z students of UNJ and active GoFood users. Demographic details and usage patterns are reported in Table 1.

Table 1. Sample Profiles

Variable	Frequency	Percentage
Gender		
Female	27	51.92%
Male	25	48.08%
Age		
21 years	23	44.23%
20 years	22	42.31%
22 years	4	7.69%
17 years	1	1.92%
18 years	1	1.92%
19 years	1	1.92%
Level of study		
Bachelor's Degree (S-1)	50	96.15%
Applied Bachelor's Degree (D-4)	2	3.85%
Faculty		
Faculty of Economics and Business	34	65.39%
Faculty of Education	5	9.62%
Faculty of Languages and Arts	5	9.62%
Faculty of Mathematics and Natural Sciences	3	5.77%
Faculty of Engineering	3	5.77%
Faculty of Social Sciences and Law	2	3.85%
Monthly Income		
<IDR2,000,000	40	76.92%
IDR2,000,000–IDR5,000,000	10	19.23%
IDR5,000,000–IDR10,000,000	2	3.85%

Variable	Frequency	Percentage
(Frequency) How often do you use GoFood?		
Monthly	21	40.39%
Weekly	13	25%
Quarterly	10	19.23%
Daily	4	7.69%
Once in six months	3	5.77%
Once in a year	1	1.92%

(Experience) How long have you been using GoFood?

2 years	13	25%
5 years	13	25%
4 years	11	21.15%
6 years	7	13.46%
3 years	6	11.54%
1 year	2	3.85%

In addition, respondent characteristics were also analyzed based on their usage of food delivery sharing economy platforms. The classification of respondents according to their preferred food delivery SEP usage is provided in Table 2.

Table 2. Food Delivery SEP Use

Food Delivery SEP	Frequency	Percentage
GoFood	52	100%
ShopeeFood	45	86.54%
GrabFood	31	59.62%
Maxim Foods&Goods	1	1.92%

4.1.2 Descriptive Analysis

Descriptive statistics were employed to examine respondents' general perceptions of trust, commitment, satisfaction, and value co-creation intentions toward GoFood. The mean values and standard deviations for each construct are reported below.

Table 3. Descriptive Statistics of Constructs

Construct	Mean	Scale Min	Scale Max	Standard Deviation (SD)
Trust	4.327	2.000	5.000	0.686
Commitment	3.910	1.000	5.000	0.936

Construct	Mean	Scale Min	Scale Max	Standard Deviation (SD)
Satisfaction	4.356	2.000	5.000	0.649
Value Co-Creation Intentions	4.154	4.000	5.000	0.871

Overall, respondents reported relatively positive perceptions across all constructs, indicating that GoFood is generally perceived favorably regarding aspects of RQ dimensions and value co-creation intentions. These descriptive results provide an initial overview of respondent attitudes prior to hypothesis testing.

4.1.3 Reflective Measurement Model

An assessment of convergent validity was the first step in evaluating the reflective measurement model. Convergent validity seeks to ascertain how consistently each study questionnaire item is constructed. The research instrument was deemed valid if the outer loading was > 0.7 (Hair et al., 2021). Below displays the findings of the convergent validity evaluation.

Table 4. Outer Loadings List

Construct and Measurement Items	Outer Loadings	Status
Trust		
I would characterize the GoFood as an honest food delivery SEP	0.923	Valid
GoFood is trustworthy	0.939	Valid
Commitment		
I feel a sense of belonging with GoFood	0.905	Valid
I care about the long-term success of GoFood	0.844	Valid
I am a loyal patron of GoFood	0.833	Valid
Satisfaction		
Overall, I am satisfied with GoFood	0.907	Valid
The last time I used GoFood, it fulfilled my expectation	0.908	Valid
Value Co-Creation Intentions		
I am willing to provide my experiences and suggestions when my friends on GoFood want my advice on buying something from GoFood	0.870	Valid
I am willing to buy the products/services of GoFood recommended by my friends through GoFood	0.807	Valid
I consider the buying experiences of my friends through GoFood when I want to go for a service in GoFood	0.892	Valid

In addition to outer loadings, the Average Variance Extracted (AVE) criterion was used to further assess convergent validity. A construct is said to explain more than half of the variance of its indicators if its average variance extracted is above 0.50 (Hair et al., 2021). Below displays the results for all constructs.

Table 5. AVE List

Construct	AVE	Status
Trust	0.867	Valid
Commitment	0.742	Valid
Satisfaction	0.823	Valid
Value Co-Creation Intentions	0.735	Valid

Since all constructs meet the AVE threshold, the measurement model is appropriate for additional investigation and shows sufficient convergent validity.

To achieve discriminant validity, a correlation value between a concept and other constructs must be met. The reference value for each construct is established by taking the average variance extracted value's square root. If there is a higher correlation between the construct and itself than there is between the construct and other constructs, the test findings are considered satisfactory. The Fornell Larcker test findings are as follows.

Table 6. Fornell Larcker Criterion

Construct	Commitment	Satisfaction	Trust	Value Co-Creation Intentions
Commitment	0.861			
Satisfaction	0.635	0.907		
Trust	0.587	0.751	0.931	
Value Co-Creation Intentions	0.726	0.514	0.366	0.857

For every construct, the square root value of average variance extracted is greater than the correlation. Consequently, the condition of discriminant validity has been satisfied.

Next, the reliability test, which determines the extent to which data obtained from measurements made with the same object will be consistent. Reliability is regarded as good if both the Cronbach's alpha value and the composite reliability are > 0.7 (Hair et al., 2021). Below displays Cronbach's alpha test findings.

Table 7. Reliability Test

Construct	Cronbach's Alpha	Composite Reliability (rho_c)	Status
Trust	0.825	0.829	Reliable
Commitment	0.785	0.785	Reliable
Satisfaction	0.848	0.856	Reliable
Value Co-Creation Intentions	0.819	0.826	Reliable

Each research construct has a Cronbach's alpha > 0.7 and a composite reliability > 0.7 , which enables it to be categorized as a research variable and used in further research.

4.1.4 Structural Measurement Model

A multicollinearity test is conducted to determine whether endogenous and exogenous variables have a significant relationship or not. Regression model quality is determined by the absence of multicollinearity symptoms. Analyzing the variance inflating factor (VIF), multicollinearity symptoms within the regression model can be identified. A good VIF value is < 5 (Hair et al., 2021). The subsequent table illustrates the VIF output obtained through SmartPLS.

Table 8. Collinearity Statistics (VIF)

Construct and Measurement Items	VIF
Trust	
I would characterize the GoFood as an honest food delivery SEP	2.180
GoFood is trustworthy	2.180

Construct and Measurement Items	VIF
Commitment	
I feel a sense of belonging with GoFood	2.378
I care about the long-term success of GoFood	1.814
I am a loyal patron of GoFood	1.808
Satisfaction	
Overall, I am satisfied with GoFood	1.718
The last time I used GoFood, it fulfilled my expectation	1.718
Value Co-Creation Intentions	
I am willing to provide my experiences and suggestions when my friends on GoFood want my advice on buying something from GoFood	1.975
I am willing to buy the products/services of GoFood recommended by my friends through GoFood	1.607
I consider the buying experiences of my friends through GoFood when I want to go for a service in GoFood	2.190

The VIF value of all indicators has a value < 5 . Thus, 24 research indicators are declared free from multicollinearity.

The variety of endogenous variable constructions that can explain exogenous variables is represented by R-Square. This suggests that the test's goal is to ascertain how much exogenous variables can be explained by endogenous variables. Chin (1998) stated that an R-Square is categorized as weak if it is higher than 0.19 but lower than 0.33, moderate if it is higher than 0.33 but lower than 0.67, and strong if it is higher than 0.67. Table 9 shows the outcomes of this test.

Table 9. R-Square Test

Construct	R-Square
Value Co-Creation Intentions	0.553

The test results indicate that Trust (X1), Commitment (X2), and Satisfaction (X3) account for 55% of that the variance in Value Co-Creation Intentions (Y).

The study's hypothesis is then supported by significance testing. To find the direct and indirect effects, bootstrapping can be used using the complete original sample to perform significance testing. The idea behind significance testing is that the hypothesis is accepted if t is more than 1.96 and p with sig. $5\% < 0.05$. The hypothesis is rejected if P with sig. $5\% > 0.05$ and t is less than 1.96. Below shows the results of the hypothesis test.

Table 10. Path Coefficients and Hypothesis Testing

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Supported
Trust -> Value Co-Creation Intentions	-0.225	1.179	0.238	No
Commitment -> Value Co-Creation Intentions	0.231	3.347	0.001	Yes
Satisfaction -> Value Co-Creation Intentions	0.711	0.996	0.319	No

The following are the findings of the hypothesis testing in this study based on table 10.

1. Consumers' trust in GoFood doesn't increase consumers' value co-creation intentions at GoFood.
2. Consumers' commitment in GoFood increases consumers' value co-creation intentions at GoFood.
3. Consumers' satisfaction in GoFood doesn't increase consumers' value co-creation intentions at GoFood.

4.2 Discussion

4.2.1 Trust and Value Co-Creation

The analysis shows trust does not have a significant direct influence on Gen Z students' intentions to co-create value on GoFood ($t = 1.179$, $p = 0.238$). Thus, H1 is not approved. This suggests that for Gen Z students, trust may function more as a baseline expectation than as a motivator for active participation. In other words, students may simply assume a certain level of reliability from an established platform like GoFood, so variations in trust no longer drive additional behavior. Prior studies similarly find that trust often has only indirect or conditional effects on co-creation. For example, trust may facilitate continued use and a sense of security, but it does not automatically inspire users to share content or customize services unless they also feel emotionally invested (Morgan & Hunt, 1994; Nadeem & Al-Imamy, 2020).

4.2.2 Commitment and Value Co-Creation

By contrast, commitment emerged as a clear driver of co-creation intentions. H2 is supported with $t = 3.347$, $p = 0.001$. This finding aligns with prior research showing commitment to be a powerful antecedent of co-creative behavior in online and sharing-economy settings (Wang et al., 2019; Tajvidi et al., 2020; Al-Kumaim et al., 2021). This suggests that for Gen Z students who feel a strong attachment or loyalty to GoFood are more willing to contribute actively to the platform. From a consumer-behavior perspective, commitment reflects an emotional or psychological bond with the platform. Committed users are likely to identify with GoFood's brand and community, seeing it as part of their social identity. As a result, they derive personal satisfaction from helping improve or promote the service.

4.2.3 Satisfaction and Value Co-Creation

Satisfaction did not exert a significant direct effect on co-creation intentions ($t = 0.996$, $p = 0.319$). As a result, H3 is not supported. This result can be understood in light of the active nature of co-creation. Satisfaction typically measures how well the platform met users' expectations or needs in past transactions. A student may be very satisfied with a smooth delivery and good food, but that positive feeling does not necessarily prompt her to contribute ideas or content. The literature emphasizes that satisfaction is essentially a passive evaluative state, whereas co-creation demands active role-taking and resource integration. Thus, even a fully satisfied user might simply continue to place orders without further engagement. This aligns with SDL, which emphasizes value co-creation through active consumer participation, not just by providing acceptable service outcomes (Vargo & Lusch, 2008; Yi & Gong, 2013; Ranjan & Read, 2016).

5. CONCLUSION

This study examined how relationship quality dimensions (trust, commitment, satisfaction) influence Indonesian Gen Z students' intentions to co-create value on the GoFood platform. We found that commitment was the only relationship quality factor that significantly predicts value co-creation intentions, whereas trust and satisfaction showed no direct impact. These findings highlight that among digitally-savvy young consumers, a strong relational bond (commitment) is more crucial for motivating active participation than transactional perceptions of reliability or contentment.

This study's contributions to science are:

1. provide evidence that the dimensions of relationship quality do not have uniform effects on consumer co-creation in SEPs, with commitment showing a more consistent association with co-creation intentions than trust and satisfaction in food delivery services;
2. suggest that consumer satisfaction may operate as a baseline evaluative condition rather than a direct driver of value co-creation, supporting theoretical perspectives that distinguish between passive evaluations of service performance and active participatory behaviors;
3. contributes context-specific insights to the co-creation literature in digital platforms, through examining Gen Z students within a university setting, indicating that relational attachment may be more influential than transactional assessments in shaping co-creation intentions among young users.

The implications of the study suggest several key points to foster value co-creation on GoFood.

1. GoFood ought to concentrate on prioritizing strategies that strengthen user commitment, especially among student users, since they have a substantial impact on consumers' value co-creation intentions at GoFood. This might include introducing game-like elements to the app experience to make co-creative activities more

engaging. For example, award badges or status levels for milestones (such as completing a set of reviews, trying new restaurants, or inviting friends). Interactive challenges like limited-time contests or leaderboards for top contributors, tap into Gen Z's affinity for social competition and digital play. These features can turn routine interactions into fun, rewarding experiences that reinforce users' attachment to GoFood.

2. Although trust and satisfaction did not directly drive co-creation, they are still key factors in relationship quality. GoFood should continue ensuring reliable delivery, transparent pricing, and responsive customer support.

Here are some recommendations that researchers can make in light of the research findings that have been presented in this study.

1. Through broadening the scope of the study to include provinces or cities in Indonesia, future study can develop the study.
2. Through focusing on the merchants' role in food delivery SEPs, future study may expand on the study.
3. For an in-depth rigorous exploration of the elements shaping the intentions to co-create value at food delivery SEPs, future study may consider incorporating qualitative methodologies, such as interviews, to glean deeper insights.

Limitations

Only 52 respondents made up the limited sample utilized in this research. Although the sample meets the minimum requirement under the 10-times rule for PLS-SEM, it provides only a minimum threshold and does not ensure optimal statistical power. Consequently, the results ought to be interpreted cautiously and viewed primarily as exploratory or preliminary evidence rather than definitive conclusions applicable to the broader population of Generation Z consumers in Indonesia.

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