

Value co-creation and its effect on behavioral intentions. An analytical study of the opinions of a sample of clients of tourism organizations

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Abstract : The research aims to highlight and identify the ability of value co-creation and its effect on improving tourism companies' behavioral intentions. Tourism companies are working to develop their business by many means, including working to make the customer a partner in their business by creating value with the participation of both parties, which enhances the company's position with the customer and thus influences his future behavioral intentions through buying back or spreading word of mouth to attract the largest number of other customers or paying higher prices for the service provided. Therefore, the research established a theoretical framework for the concept of value co-creation, a new and significant perspective that companies are focusing on and which is now considered a modern field of study in marketing management. The aim of the research is to understand the variables and dimensions of both value co-creation, which includes dialogue, access, and risk, and behavioral intentions, which also include purchase intention and word of mouth. Researchers are applying the study to a sample of tourist company customers in the Middle Euphrates region. The study included a sample of 215 tourist company customers. We used the questionnaire form for data collection and the statistical program Spss.v.26 for data analysis and result delivery. The research reached a set of results, the most important of which are: the existence of an impact relationship between the value co-creation variable and behavioral intentions, where value co-creation contributes to guiding the behavioral intentions of customers, making the customer feel satisfied and loyal to the company, and achieving maximum benefit through the mutual relationship of value creation between the customer and the company.

Keywords: Value, Value co-creation, behavioral intentions

Introduction: The development in the field of service provision has made tourism companies take it upon themselves to use multiple means to ensure maintaining customer loyalty, satisfaction, a sense of belonging, and increasing their behavioral intentions towards the company. Therefore, understanding the relationship between value co-creation and behavioral intentions is important for the company to improve its customer experiences and increase sales and success.

The research highlights the significance of value co-creation in shaping the customer's behavioral intentions, as it amplifies the customer's role within the organization by fostering ongoing engagement and attracting new customers. The research also elucidates the roles and resources that both the organization and the customer contribute. It does this by providing theoretical background on the logic of service and the logic of the customer, as well as the roles that lead to value co-creation and the effects that happen when value co-creation happens between the organization and the customer.

Research Methodology:

First: The problem of research. In recent times, successful organizations have been involving their customers in their business through various means of communication, which creates value for both parties and works to increase the benefit to the interacting parties in terms of how to maintain their customers, increase their loyalty, increase sales, achieve the best level of profits, as well as achieve competitive advantage. This relies on the service organization's management style.

- ❖ Do tourism companies have a concept of value co-creation?
- ❖ What is the level of influence that value co-creation has on behavioral intentions?
- ❖ Is there a correlation between value co-creation and customers' behavioral intentions?
- ❖ What is the impact of customer experience and behavioral intentions on organizations?

Second: the importance of the research:

1. The study aims to clarify the importance of the research variables of value co-creation and their effect on the behavioral intentions of the company's customers.
2. Encourage customers to participate in service development and improvement, and promote continuous interaction between the customer and the company.
3. Improve customer experiences and reflect their behavioral intentions in the selection of services provided by tourism organizations, as well as the role they play in achieving marketing goals for the customer and the organization.
4. Comprehending behavioral intentions aids in directing purchasing behavior by comprehending the elements that effect purchasing choices.
5. Companies realizing the behavioral intentions associated with buying and recommending, companies can more effectively achieve their marketing goals.

Third: Research objectives:

the research seeks to achieve the following objectives:

1. Working on developing a conceptual framework for value co-creation and understanding its role in the behavioral intentions of customers in a way that achieves the company's goal.
2. The study aims to clarify the role of value co-creation in guiding the behavioral intentions of customers by recommending word-of-mouth and positive dissemination of the benefits of services provided by the companies studied.
3. Identify the level of value co-creation of the research sample.
4. Measuring the correlation relationships between the value co-creation and the behavioral intentions of the customer in the studied companies.
5. Identify the role of value co-creation in understanding the motives of behavioral intentions in the research sample customers.

Fourth: The hypothetical scheme of the Research.

This paragraph aims to create a hypothesis chart that illustrates the correlation between the research variables, as depicted in Figure (1). Based on this analysis, we have identified the research variables as follows:

The independent variable is represented by value co-creation and includes three dimensions (dialogue, access, and risk). Accreditation, the dependent variable: is behavioral intentions and is represented by two dimensions (intention to repurchase and word of mouth).

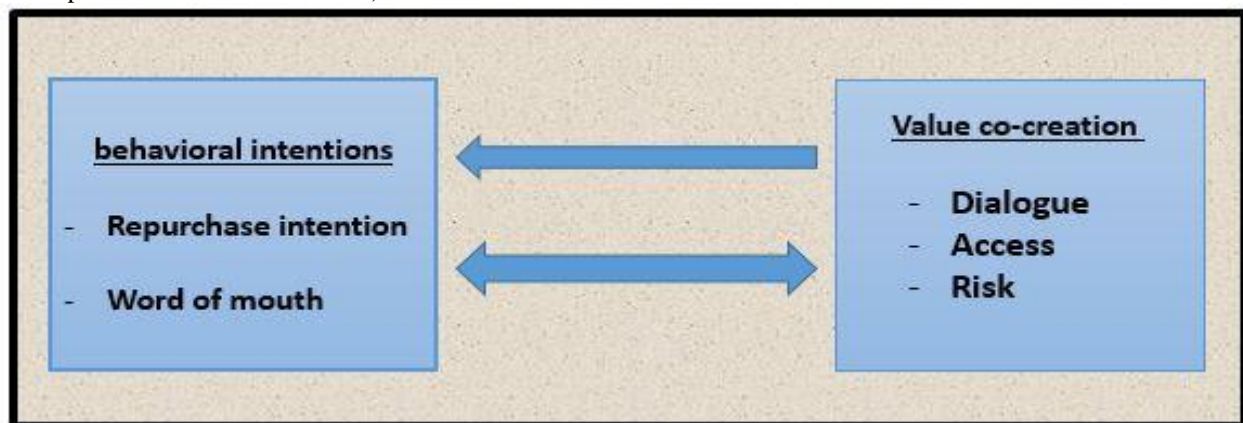


Figure (1) the hypothetical outline of research

Fifth: the research hypothesis:

Based on the hypothesis scheme of the Research, the following hypotheses were formulated:

A- Correlation hypothesis: there is a statistically significant correlation between value co-creation with its dimensions (dialogue, access, risk) and the dependent variable behavioral intentions with its dimensions (repurchase intention, word of mouth).

B- Effect hypothesis: there is a statistically significant effect relationship between the value co-creation with its dimensions (dialogue, access, risk) and the dependent variable behavioral intentions with its dimensions (repurchase intention, word of mouth).

Sixth: community and sample research.

The research was applied to a random sample of customers of companies working in the field of tourism in the Middle Al-Forat region, where the sample number reached (215) customers. Its questionnaire was employed for the purpose of data collection, and all of them were usable.

Seventh: statistical analysis.

The researchers utilized various statistical methods available in the statistical software SPSS.v.26 to evaluate the data and acquire the desired outcomes pertaining to the research variables. Among these methods are the following: the Alpha-Cronbach coefficient, which is a measure of internal consistency and reliability. They also mention descriptive statistics, which are used to summarize and describe data. Specifically, they mention the arithmetic mean, which is the average of a set of values, and the standard deviation, which measures the dispersion or spread of the data. In their investigation, the researchers employed both the correlation coefficient and the coefficient of simple linear regression.

Eighth: measurement tool.

The research measurement tool consists of two main variables. Table (1) shows the components of the measuring instrument, the number of items for each of the research variables, their dimensions, and their sources. The five-point Likert scale was also used in the questionnaire scale. Clarity and accuracy were taken into account when drafting the items of the scales to give a great ability to understand the variables and their purpose.

Second topic: Theoretical framework.

First, consider the concept of value co-creation. Value co-creation is characterized by the processes and activities that underlie the integration of resources and the integration of the roles of various actors in the service ecosystem (Lorkovic,2016:20). Service ecosystems are referred to as relatively self-regulating systems of actors in the integration of resources linked by a common institutional logic and the creation of mutual value through the exchange of services. Most Crucially, this definition of service ecosystems emphasizes the ever-changing characteristics of social systems that combine resources, offer services, and generate value through collaborative efforts.(Akaka et al., 2014:8).

Value co-creation is defined as a collaborative activity that involves both producers and customers.

Creating a certain value (Lorkovic,2016:20). Value may refer to different types of values (for the organization or the customer) both through different processes (B2C ,B2B, C2B, or C2C) (Alves et al, 2015:1) . As the customer is positioned as a participating producer, rather than a (passive) recipient of value, organizations need to rethink current concepts of value creation to succeed in an increasingly complex economy (Vargo & Lusch, 2019:70).

Customers have become increasingly sophisticated, discerning, and knowledgeable recently, thanks to their convenient access to information and the abundance of choices available. As a result, they now prioritize the acquisition of value rather than simply purchasing a service. In light of this, organizations must engage potential and existing customers in value creation. By involving customers in the production process, organizations demonstrate their appreciation and encourage customers to contribute their best efforts. Ultimately, this leads to customer satisfaction and loyalty interests (Wikner, 2010 :12).

Second: the importance of value co-creation. Current research assumes that customers can provide effective resources represented by knowledge and other various skills through value co-creation, just as an organization through value co-creation can provide both operational and technical resources (Ma et al., 2017:3028). The following points demonstrate the importance of value co-creation.

1. Through value co-creation, customers provide organizations with valuable information to reshape their operational strategies and redesign their offerings (Solakis et al., 2022:3). Value co-creation is crucial for generating value for both parties and should be approached comprehensively, considering the relationships with and among customers (Verhoef et al., 2009:38).
2. Service organizations and value co-creation involve demanding, listening, and observing, which facilitates mutual learning between the organization and the customer. This process allows both parties to gain a deeper understanding of each other's needs and preferences (Chowdhury, 2014:32).
3. Among the positive results obtained from the use of value co-creation are cost reduction ,increased effectiveness of products or services, the possibility of building long-term relationships, increased behavioral loyalty, increased sales revenue, an increased organization's ability to personalize and increase service capabilities, increased market performance, and financial performance of the organization (Riana et al., 2018:56). Brand confidence and brand commitment (Piligrimiene et al ,2015: 454).
4. Value co-creation is a holistic construction that embodies the evolution of organizational entities towards the development of a higher relationship orientation and deeper interaction with their customers (Marcos-Cuevas et al., 2016:104).

Third: the dimensions of value co-creation: there are many dimensions of value co-creation, and three important dimensions will be taken in our current research:

- **Dialogue:** an expression of readiness for reciprocal exchanges and common agreement between all actors of the service ecosystem (Polat,2021:220). Ballantine (2014) defines dialogue as (an interactive process of learning together), which should not be confused with means of communication that are used to manipulate the transmission of different messages and meanings between the organization and the customer (Zaborek & Mazur, 2018:4). Dialogue replaces the traditional one-way flow of information from the service provider to the consumer, to create a common meaning that requires deep involvement, lively interaction and sympathetic understanding, and the mutual readiness of both sides to take action, meaningful dialogue also requires that customers have immediate and timely access to people and resources that can facilitate a more efficient and effective exchange of information and ideas (Albinsson et al., 2016:44).
- **Access:** presenting information and services to the organization in the easiest way by providing appropriate tools or applications and means that lead to customers accessing them in the easiest way (Idros et al, 2020:351). It also involves marketing solutions that lead to greater freedom of choice for customers and enhance the sense of fairness of the interactors (Mazur & Zaborek,2014:108). As stated by Prahalad & Ramaswamy (2004), the generation of value Co-creation entails enterprises granting clients extensive access to their processes and resources. Access, when considered within the framework of value Co-creation refers to the intention of jointly sharing authority over information and establishing a cooperative atmosphere. (Jaakkola & Alexander, 2015:11).
- **Risks:** measures and means that allow customers to fully assess the risks involved in accepting a value offer (Zaborek & Mazur, 2018: 5) . As customers and organizations become value creators, the demand for information about potential risks increases, which enables them to better predict the future risks of the service. The risk here refers to the possibility of harming the customer, Managers traditionally assume that organizations can better access and manage risks, so organizations focus only on clarifying the benefits while communicating with customers, for the purpose of overcoming risks (Mulyana et al., 2022:65).

Thirdly: behavioral intentions: intentions come in many forms, because they take the form of predicting how future events will happen, they can be in the form of wishes about the future or take the form of an actual plan or a goal to influence the future in some way (Öhman, 2010:35). Intentions are the component that generates readiness to respond and the intention to buy or not to buy a product or service, and accordingly, the element of intentions is a much stronger indicator of behavior than perceptions or feelings, because it represents action (Lake, 2009:101). Behavioral intention was defined by Mowen (2002) as the desire of customers to act in certain ways to own or dispose of the service, therefore, Customers can develop an inclination to seek knowledge, share their experience with a product, make a purchase of a specific product or service, or discard a product in a specific manner. (Ratnasari et al., 2020:870). It is also defined as a common function of attitude towards the performance of a certain behavior in a given situation and the norms that are perceived as governing this behavior,taking into account the motives that lead to compliance with those norms (Ajzen & Fishbein, 1969:401). Behavioral intentions are considered to be indicators that indicate whether customers will stay with the organization or defect from it.

Fourth: dimensions behavioral intentions. Attitude-behavior relationship theories, behavior models, and goal theories converge around the idea that intention is the main determinant of behavior (Webb & Sheeran, 2006:249). Behavioral intentions can be captured through several measures, including repurchase intentions, word of mouth, complaint behavior, and price sensitivity. behavioral intentions consist of several dimensions, according to the following (Alexandris et al., 2002:225; Olorunniwo et al., 2006:63) :

1. Repurchase intention: repurchase intentions are described as an individual's judgment to purchase a certain service from the same organization again, taking into account his current situation and possible circumstances (Hellier et al., 2003: 1764). The intention to repurchase (RI) is also defined as the customer's decision to participate in the future activity with the service provider and the form that this activity will take (Hume et al,2007:137). From these definitions ,it is clear that repurchase behavior occurs when customers buy other products or services for the second or more time with the same organization, and the reason for buying again is mainly due to the customer's experience towards the products or services, therefore, it is noted that consumers are more likely to buy again from the same organization if they think that what they got was worth what they gave up, and the repurchase intentions of customers are influenced by several important factors, namely quality of Service, fairness, value, customer satisfaction, previous loyalty, expected turnaround cost, brand preference (wahyuningsih, 2011:4). Where the study conducted by(Patrick et al) (2001) indicates that consumers ' intention to buy back is influenced by three factors: Perceived value, prior behavior, and satisfaction are important factors in consumer decision-making. Perceived value refers to the consumer's total evaluation of the product's utility, based on their impression of what they receive and what is supplied. In Zeithaml's (1988) definition, four different definitions of value were discovered. (1) The value refers to the affordable price. (2) Value refers to the desirable attributes or benefits that a consumer seeks in a product. (3) Value represents

the level of quality that a consumer receives in relation to the price they pay. The consumer receives value in exchange for what he offers (Zeithaml, 1988:13).

2. Word of mouth: is defined as a type of communication about products or services between people perceived as independent of organizations, and word of mouth has also been defined as informal communications addressed to other customers about the ownership, use or characteristics of certain goods and services or their sellers (Wahyuningsih, 2011:4; Westbrook, 1987:261). For this reason, word of mouth is a powerful and reliable source of information in the process of making a purchase decision, where positive speech can be considered an important factor of success, due to the feeling of uncertainty associated with a lack of information during the selection of a service or product (López et al, 2022:33). It is widely recognized that when customers seek to purchase a new product or service, they typically rely on information provided by family members, friends, and other trusted individuals as their preferred sources of information. Consequently, for many consumers, information obtained through word-of-mouth communication is a significant source of product, brand, and retailer information. (Susana & Gildin, 2003:95). Where word of mouth refers to communication between customers about the offer of a product / service (Meng & Sego, 2020:7). Just as oral speech is defined as a form of communication between customers based on their personal experience and impressions of a product or service, studies have found the research conducted by Bergeron et al. (2003:109) found a significant positive relationship between word of mouth and customer trust. The authors (Parasuraman et al, 1988:17) discuss the level of excellence in the services offered. Additionally, it has been discovered that there is a correlation between it and the degree of client satisfaction (Anderson, 1998:5). Hartline and Jones (1996: 207) discuss the concept of perceived value. Furthermore, there is a desire to acquire (Crocker, 1986:25). Another objective of oral communication is to mitigate the risks involved with acquiring faulty services that fail to meet consumers' objectives, hence influencing their purchasing intentions (Aruan & Felicia, 2019:5).

The Third topic: the practical side of research

First: Variable coding and stability testing

It is clear from Table (2) that the stability of the research scale is because the Alpha Cronbach value of all variables was higher than (0.60), and because the variables of the research consist of two variables, including the first variable from three sub-dimensions, and the second variable from two dimensions, and to facilitate the presentation of data related to the research scales, it is preferable to encode them, and indicate the number of item for each dimension as shown in Table (1) below.

Table (1) variable coding, reliability testing and research scale

No.	main variables	code	Alpha Cronbach	sub-dimensions	Number of item	code	Alpha Cronbach	Source
1.	Value co-creation	VCC	0.803	Dialogue	4	DIAL	0.795	Solakis et al, 2017:544
				Access	4	ACEE	0.784	
				Risks	4	RISK	0.753	
2.	behavioral intentions	BEIN	0.819	Repurchase intention	4	REIN	0.801	Basaran & Aksoy, 2017:8
				word of mouth	3	WOMI	0.706	

Second: description of research variables.

Table (2) presents a statistical description represented by the arithmetic averages, standard deviations, coefficient of difference, relative importance, level of the answer, and ranking of the research variables, if it is a value co-creation variable, which is represented by three dimensions (dialogue, access, and risk). The arithmetic mean of the dialogue dimension was (3.936) and the standard deviation was (.6285). the coefficient of difference (13%), and the amount of relative importance (78%). this indicates that the research sample has a clear perception of the importance of dialogue in the formation of value co-creation between the company and the customer, which focuses on mutual dialogue between the two parties, as indicated by the arithmetic mean of the distance of arrival (3.944) and a standard deviation (.6115), the coefficient of difference (15%), and the amount of relative importance (79%), which indicates the importance of access to information and services provided by the company in the extreme impact of creating value co-creation, as well as the arithmetic mean of the risk dimension (3.839) and a standard deviation (.5589). the coefficient of variation (14%), and the amount of relative importance (78%). this indicates that the customers of the research sample have a clear perception of the importance of procedures that allow a full assessment of the risks involved in the formation of value between the company and the customer. As for the level of the value co-creation variable, the total arithmetic mean of this variable (3.919) and a standard deviation (.5674) coefficient of difference (14%) and relative

importance (78%) this indicates that the research sample customers have a clear perception of the importance of value co-creation in increasing

Table (2) the descriptive analysis of the variable

variable	dimensions	Mean	Standard deviation	Coefficient of variation	materiality	Level of response	Order of importance
Value co-creation	Dialogue	3.936	.6285	%13	%78	high	2
	Access	3.944	.6115	%15	%79	high	1
	Risk	3.876	.5589	%14	%78	high	3
behavioral intentions	Repurchase intention	3.839	.5742	%14	%77	high	5
	word of mouth	3.831	.5694	%15	%76	high	4
For All Item of the Value co-creation variable		3.919	.5674	%14	%78	high	1
For All Item of the behavioral intentions variable		3.835	.5513	%14	%77	high	2

Third: Testing correlation hypotheses

The correlation hypothesis is explained as follows: There is a significant correlation between the value co-creation variable with its dimensions (dialogue, access, risk) and the dependent variable behavioral intentions with its dimensions (repurchase intention, word of mouth). Table table (3) show this relationship between variables and their dimensions.

Table (3) correlation between the value co-creation with its dimensions and the behavioral intention with its dimensions

	VCC	BEIN	DIAL	ACEE	RISK	REIN	WOMI
VCC	1						
BEIN	.848**	1					
DIAL	.952**	.812**	1				
ACEE	.955**	.787**	.871**	1			
RISK	.931**	.809**	.821**	.834**	1		
REIN	.806**	.964**	.757**	.754**	.778**	1	
WOMI	.830**	.964**	.810**	.764**	.782**	.859**	1
**correlation is significant at the 0.01 level (2-tailed), N=215, Sig.(2-tailed)= 0.000							

The results of Table (4) showed that there is a significant correlation between value co-creation and behavioral intentions, the amount which is (0.848), which is a positive and significant direct correlation, as the level is lower (0.05), thus the hypothesis is accepted, and this indicates the role and correlation of value co-creation in the behavioral intentions of the customer. Also, the correlation between the value co-creation variable and the repurchase intention distance (0.806) and the word of mouth distance (0.830), which are all less than a significant level (0.05). The table also showed that there is a correlation between the dimensions of value co-creation and behavioral intentions, where

the correlation relationship between the dialogue dimension and behavioral intentions reached (0.812), which is positive and significant, as the level of is lower(0.05), so the hypothesis is accepted, and this indicates the need to pay attention to the dialogue between the company and the customer for the purpose of obtaining positive behavioral intentions, as well as the correlation relationship between a positive role on the future behavioral intentions of the client and also the correlation between the risk dimension and behavioral intentions (0.809), which is positive and significant, while the level is lower (0.05), so the hypothesis is accepted, and this indicates that understanding the risks of the services provided by companies is related to the behavioral intentions of the customer. The correlation between the dialogue dimension and the repurchase intention dimension was (0.757) and the word of mouth dimension (0.810), all of which are also below the level (0.05). The correlation between the arrival distance and the intention to repurchase (.7540) and after arrival and word of mouth (0.764), which is a positive and significant eviction, is lower (0.05) and thus the hypothesis is accepted. In addition, the correlation between the risk dimension and the repurchase intention dimension was (0.778) and the word of mouth dimension (0.782), which are also all below the significant level (0.05). Which indicates the existence of a significant correlation relationship between the value co-creation variable with its dimensions and the behavioral intention variable with its dimensions.

Fourth: Testing the effect hypothesis.

The effect hypothesis between value co-creation and behavioral intentions will be tested where the following impact hypothesis is explained : There is a statistically significant impact and correlation relationship between value co-creation with its dimensions (dialogue, access, risk) and the dependent variable behavioral intentions with its dimensions (repurchase intention, word of mouth). The results are shown in Table (4).

Table (4) results of the effect of value co-creation in its dimensions on behavioral intentions

independent variable and its dimensions	dependent variable	R ²	B	F calculated	T calculated	sig	Result
Value co-creation	behavioral intentions	0.720	0.824	546.379	23.375	0.000	Acceptable
Dialogue		0.660	0.712	413.375	20.332	0.000	Acceptable
Access		0.619	0.709	346.078	18.603	0.000	Acceptable
Risk		0.655	0.798	404.492	20.112	0.000	Acceptable

Through the table, We see there is significant effect between the value co-creation and its dimensions with behavioral intentions at a level (0.01), and the calculated (F) between the two main variables was (546.379), which is higher than the tabular (F) value, and the value of (R²) was (0.720). This indicates that(72%)of the change in behavioral intentions can be explained by the Value co-creation , and the remaining value (28%) is due to other factors not included in the research, and the value of (B) has reached (0.824), which shows that an increase in value co-creation is offset by an increase in behavioral intentions . Thus, it is clear that the value co-creation in its dimension has a significant impact on behavioral intentions, as is evident in the results of Table (4).

Table (5) results of the effect of value co-creation with dimensions on Repurchase intention

independent variable and its dimensions	dimension	R ²	B	F calculated	T calculated	sig	Result
Value co-creation	Repurchase intention	0.649	0.815	393.880	19.846	0.000	Acceptable
Dialogue		0.573	0.691	285.343	16.892	0.000	Acceptable
Access		0.568	0.708	279.909	16.730	0.000	Acceptable
Risk		0.606	0.800	327.663	18.101	0.000	Acceptable

Through the above table, we note the presence of a significant effect between the value co-creation and its dimensions and after the repurchase at a significant level (0.01), and the calculated (F) between the two main variables amounted to (393.880), which is higher than the tabular, and the value of (R²) has reached (0.649). This indicates that (64.9%) of the change in the intention to repurchase can be explained by the value co-creation, and the remaining value (35.1%) is due to other factors not included in the research, and the value of (B) was (0.815) This shows that the increase in value co-creation is offset by an increase in repurchase intention . Thus, it is clear that the participation value in its dimension has a significant impact on the dimension of the repurchase intention, as is evident in the results of Table (5).

Table (6) results of the effect of value co-creation with dimensions on Word of mouth

independent variable and its dimensions	dimension	R ²	B	F calculated	T calculated	sig	Result
Value co-creation	Word of mouth	0.689	0.833	472.251	21.731	0.000	Acceptable
Dialogue		0.655	0.734	406.504	20.162	0.000	Acceptable
Access		0.583	0.711	297.947	17.261	0.000	Acceptable
Risk		0.612	0.797	335.805	18.325	0.000	Acceptable

From the table, we presence of a significant effect between the value co-creation and its dimensions and after the word of mouth at a significant level (0.01), and the calculated (F) between the value co-creation variable and after the word of mouth (472.251). Which is higher than the tabular, and the value of (R²) has reached (0.689). This indicates that (68.9%) of the change in word of mouth can be explained by the value co-creation, and the remaining value (31.1%) is due to other factors not included in the research, and the value of (B) was (0.833) (This shows that the increase in value co-creation is offset by an increase in word of mouth. Thus, it is clear that the value co-creation, with its dimension, has a significant effect on the dimension of word of mouth, as is evident in the results of Table (6).

Conclusions and Recommendations:

First: Conclusions:

The research in the light of the results came to the following conclusions:

1. There is a significant correlation between value co-creation and behavioral intentions, and it follows from this that tourism organizations have become paying great attention to value co-creation in their relationship with customers because of its impact on behavioral intentions in terms of repurchase or word of mouth.
2. Tourism organizations involve customers in some of their businesses, which creates loyalty among the customer towards the company, and thus the organization achieves the goals it aims to achieve by integrating customers with the company's business.
3. The behavioral intentions of customers are influenced by the realized value of the parties involved in the relationship between the organization and the customer, which is translated in the form of customer behaviors towards the organization.
4. Value co-creation helps to conduct open dialogues between the organization and the customer and prepare for mutual interaction between the company and customers.
5. Through value co-creation, it results in access to data and information about the service provided and the advantages that characterize the service.
6. Value co-creation works in achieving a real assessment of the potential risks to which the customer is exposed due to the acceptance of value and service.

Second: Recommendations.

1. The need to put the customer in the list of direct attention of tourism companies by activating the role he plays as a major partner in the business of the tourism company.
2. The management of tourism companies should use the method of effective dialogue with the customer, which would achieve the main goals of the company and the goals of the customer in terms of obtaining the required service at the right time and at the right time.
3. The possibility of accessing information related to the services provided by the company, through many means used for this purpose, such as the company's official website. This information increases interaction and integration with the service provided.
4. In order for the customer to continue to buy back the services provided by the company service, the company must take care of the value co-creation as one of the means to achieve that goal.
5. Through the value co-creation, customers feel loyalty to the company that provides the service to them, and therefore the customer will spread the positive word to parents, relatives, friends and colleagues about the services provided by the company, so the company under study should pay attention to this role played by the customer and from which the promotion of the services provided is achieved.

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