

The Role of Service Quality and Trust in Customer Value Co-Creation in Mobile Banking

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ABSTRACT: The transformation of digital banking has shifted its focus from “marketing to” customers to “marketing with” customers, positioning customers as active value co-creators. Despite high mobile banking adoption (79.5% of internet users), active customer participation in value creation remains low (39.2%). This study aims to analyze the role of Service Quality and Trust in Customer Value Co-creation Intention (CVCI) among bank customers representing the top-tier banking sector in Indonesia with core equity exceeding IDR 70 trillion. These banks are pioneers of digital banking innovation, offering an inclusive range of national and global services, facilitated by the strongest capital base for resilience. A quantitative approach was used in this study by utilizing an online survey of 350 bank customer respondents who have used the service for at least one year. Data were analyzed using SEM-AMOS. The findings of the study revealed that Mobile Banking Service Quality (MBSQ) and Trust Beliefs (TB) are the strongest promoters of CVCI. Although positive attitude (Attitude Toward Using M-banking/ATUM) influences CVCI, Trust Beliefs also plays a significant moderator role, which substantially strengthens the influence between attitude and Customer value Co-creation Intention. Practically, banks should prioritize Value-Added Features (VAF) and ensure strong privacy or security to promote customer participation and create sustainable value in the digital ecosystem.

KEYWORDS: Attitude toward using m-banking; Customer value co-creation intention; Customer trust; Service quality; Value-added features.

I. BACKGROUND

Digital transformation has fundamentally changed the banking industry in Indonesia. This shifting turn from traditional approach of “marketing to” customer becomes collaborative approach of “marketing with”, thus valuing customers as active partners in creating value in banking services. (Lusch and Vargo, 2012). This is in line with *Service Dominant Logic* (SDL), which considers customers as active partners, not passive recipients. (Vargo and Lusch, 2014). It drives a crucial transformation from traditional, product-centric business models to a highly collaborative, customer-centric paradigm. This requires banks to focus on facilitating *value co-creation* during service interactions. In Indonesia, this shift is evident in the increase of exponential *Mobile Banking*. Analyzing *value co-creation* in Indonesian banking is fundamental in building stronger relationships. This collaboration offers dual benefits: increased product innovation for banks and comprehensive service access for customers (OJK, 2023).

The success of mobile banking in Indonesia is ensured by its extensive market penetration, with an adoption rate of approximately 79.5% among national internet users (Kontan, 2024). This massive digital adoption is not only about the scale but also reflects the success of banks, particularly that represent the top banking sector in Indonesia with core equity of more than IDR 70 trillion and the pioneers of digital banking innovation in optimizing digital service. This successful adoption is strongly correlated with a substantial increase in digital transaction volume, amounting to 47.1% (Kontan, 2024). These numbers define the maturity of Indonesia's digital financial ecosystem and the success of major banks in driving transaction efficiency and utility.

However, there is a crucial difference in this high-adoption environment, which is the central issue of this study. While transactional usage is high, the active and relational customer participation needed to create shared value remains low. Despite high rates of technology adoption, research shows significant gaps (Tam & Oliveira, 2017): active participation of customers in creating shared value, which are specifically metrics, such as providing voluntary feedback, suggesting new features, or actively engaging in non-transactional problem-solving activities are still low, which is only affecting 39.2% of active users (OJK, 2023). This low engagement presents a significant strategic challenge for banks to achieve competitive advantage through sustainable innovation. It has become a concern for banks in Indonesia, as it highlights the wide gap between technological mastery and customer engagement. Without customer input and collaboration, banks risk failing to optimize their product-service systems for user experience and

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market relevance (Mostafa, 2020) resulting in lost opportunities for disruptive innovation and difficulty in securing long-term customer loyalty.(InfoBank, 2023).

The Indonesian banking industry is characterized by rapid digital mobility, with large banks dominating mobile banking transactions. (Kontan, 2024; McKinsey, 2021) This market dominance is accompanied by regulatory pressure for adaptation, highlighted by the Financial Services Authority (OJK)'s publication of the Digital Banking Transformation Blueprint. This blueprint mandates the acceleration of digital transformation in banking (RP2I, 2020-2025) and the Financial Services Authority itself (MPSJKI, 2021-2025) (OJK, 2023a). Therefore, the main challenge is overcoming the risks to the quality of mobile banking services and low customer intention to create shared value. System disruptions affect service reliability, efficiency, and responsiveness, worsened by slow bank response. In this digital era, where trust is the main currency, failures in mobile banking make it difficult to rebuild customer loyalty.(DetikNews, 2025). These issues erode perceptions of service quality and the desire to be actively involved in *value co-creation* (Gong & Yi, 2018; Prahalad & Ramaswamy, 2004), which in turn reduces innovation and potentially causes banks to lose crucial intangible assets. (Papa et al., 2018).

Therefore, it is important to increase digital engagement strategically which also includes promoting financial inclusion. Digitalization, particularly the use of mobile devices, significantly increases access to basic financial products for low-income and poor communities(Ozili, 2018), especially in rural areas of developing countries (Kano, 2018). Furthermore, various studies indicate that increasing financial inclusion has a positive impact on economic growth; for example, Loukoianova et al. (2018) shows that a 1% increase in the financial inclusion index can increase GDP per capita growth by 0.14%. Similarly, research finds that a 10% increase in financial inclusion has the potential to increase income per worker by an average of 1.34%.(Govind Hariharan et al., n.d.).

The gap between high adoption and low participation is the core issue addressed in this study. Previous research has primarily focused on technology adoption models (e.g., TAM by Davis,1989), while studies related to *Mobile Banking Service Quality*(MBSQ) and *Customer value Co-creation Intention* are still limited (Mostafa, 2020). *Value Co-creation* is very important because it drives shared value, increases product innovation, and fosters loyalty. (Lusch & Vargo, 2012; Saarijärvi et al., 2013). Although research on mobile banking is extensive, most of it focuses on adoption.(Tam & Oliveira, 2017). As a result, research that specifically examines the impact *Mobile Banking Service Quality*(MBSQ) to *Customer Value Co-creation Intention* *Customer Value Co-creation Intention* (CVCI) remain limited in current literature (Carranza et al., 2021; Hijazi, 2022; Mostafa, 2020). This lack of engagement creates a practical void, which hinders the full realization of the potential of the SDL framework in the digital realm. Therefore, the aim of this study is to investigate and analyze in depth the specific key antecedents that influence *Customer Value Co-creation Intention* through services *M-banking* offered by major banks focusing on the role *Mobile Banking Service Quality*(MBSQ), which is expanded to customers *Trust Beliefs* (TB). By addressing these empirical and theoretical gaps, this study provides an important bridge: integrating cutting-edge theories of service quality and trust with the customer paradigm.

Value co-creation is crucial because it drives shared value, enhances product innovation, and encourages loyalty (Lusch & Vargo, 2012; Saarijärvi et al., 2013). Although research on mobile banking is extensive, most of it focuses on adoption (Tam & Oliveira, 2017). As a consequence, research that specifically examines the role of *Mobile Banking Service Quality*(MBSQ) and *Trust Beliefs*(TB) which is a fundamental aspect of the banking industry towards *Customer Value Co-creation Intention* (CVCI) is limited in current literature.

To solve the significant gap between high transactional engagement and low relational engagement, this study builds its theoretical foundation by integrating TAM, expanded *Mobile Banking Service Quality* (MBSQ), and the important role of *Trust Beliefs* to *Customer Value Co-creation Intention* (CVCI) as a full realization of the potential SDL framework in the digital realm.

II. LIBRARY REVIEW

1. *Perceived Ease of Use*(PEOU) to *Attitudes Toward Using M-Banking* (ATUM)

Perceived Ease of Use(PEOU) is defined as a technology user's subjective assessment of the effort required to learn and use a system. In TAM, PEOU has consistently been found to be a strong predictor of user attitudes and subsequent behavioral intentions.(Davis, 1989). Numerous studies, particularly in the realm of mobile banking, confirm this positive influence: the simpler *M-banking* application being operated, the greater the possibility of customers developing ATUM(Deb & Lomo-David, 2014; Koksai, 2016; Mostafa, 2020). Since the complex financial system such as *M-banking* requiring ease of use, PEOU is essential for generating positive attitudes, which are important precursors to subsequent desired behaviors such as loyalty and purchasing decisions.(Glavee-Geo et al., 2017). Therefore, the following hypothesis is proposed:

H1: PEOU will improve ATUM positively

2. *Perceived Usefulness*(PUS) to *Attitudes Toward Using M-Banking* (ATUM)

PUS refers to users' subjective beliefs that a particular technology will improve service-related performance or outcomes (Salimon et al., 2017). PUS plays a significant role in shaping users' attitudes and influences actual m-banking usage afterwards (Malaquias & Hwang, 2019). When customers perceive *m-banking* offers relative advantages—such as efficiency, convenience, and security—compared to alternative channels, customers are more likely to develop positive ATUM (Deb & Lomo-David, 2014; Glavee-Geo et

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al., 2020; Koksai, 2016). This perceived benefit has been consistently recognized as a crucial factor driving technology adoption in banking, with studies confirming that PUS positively and significantly influences ATUM (Mostafa, 2020; T. Zhang et al., 2018). Therefore, the following hypothesis is proposed:

H2: PUS will increase ATUM positively

3. *Perceived Privacy/Security(PRIV) to Attitudes Toward Using M-Banking (ATUM)*

PRIV is an important antecedent in electronic financial transactions, as it addresses the protection of data, information, and transactions from manipulation or fraud (Singh & Srivastava, 2020). Considering the high risk of mobile banking, perceived security significantly impacts user behavior. When customers perceive information as secure, they consistently develop positive attitudes and intentions toward the service (Bailey, 2016; H. Zhang et al., 2018). In contrast, concerns about security and privacy can negatively impact user attitudes and reduce adoption intentions (Loewenstein et al., 2001). This important relationship is confirmed in the mobile banking literature, which shows that security or privacy positively and significantly influences ATUM (Mostafa, 2020). Therefore, the following hypothesis is proposed:

H3: PRIV will increase ATUM positively

4. *Perceived Enjoyment(PEN) to Attitudes Toward Using M-Banking (ATUM)*

PEN refers to the intrinsic pleasure and satisfaction derived from using a technology, regardless of its functional benefits; it represents the hedonic value of a service (Ji & Ha, 2021). Integrated into TAM to account intrinsic motivation (Venkatesh et al., 2012), PEN is an important driver of user behavior in mobile commerce. Studies show that high perceived enjoyment from applications *m-banking*—derived from engaging and enjoyable experiences—has a positive impact on customer ATUM (Arcand et al., 2017; Baptista & Oliveira, 2015). This suggests that the hedonic quality of an app is crucial for creating positive user attitudes (Mostafa, 2020). Therefore, the following hypothesis is proposed:

H4: PEN will increase ATUM positively

5. *Value-Added Features(VAF) to Attitudes Toward Using M-Banking (ATUM)*

VAF is a dimension of mobile service quality that provides utility-based incentives, such as personalized promotions, high-quality information content, and advanced service management tools (J. J. Kim, 2022; Rajaobelina et al., 2021). These features are crucial competitive differentiators because they go beyond basic transaction processing, thereby enhancing the overall value proposition. Study confirms that VAF is a significant predictor of customer behavior, directly influencing customers' positive brand attitudes, repurchase intentions, and overall brand attachment in mobile commerce (Kuo et al., 2009). By offering superior and relevant utility, VAF is hypothesized to increase overall customer satisfaction and positive disposition toward the *M-banking application*. Therefore, the following hypothesis is proposed:

H5: VAF will increase ATUM positively

6. *Interactivity(INT) to Attitudes Toward Using M-Banking (ATUM)*

INT is a crucial dimension of m-banking service quality, characterized by its ability to promote superior communication, increase perceived value, and provide a sense of control to users.(Rajaobelina et al., 2021; Ye et al., 2020). Interactive features, such as integrated chatbots or live chat, improve the quality of communication and are proven to create a more enjoyable experience.(Blázquez, 2014). By allowing customers to “talk back,” interactivity creates strong customer-brand relationships and highly positive perceptions.(Jun & Palacios, 2016; Yang & Chu, 2018). In the end, high interactivity is expected to result in positive ATUM. Therefore, the following hypothesis is proposed:

H6: INT will improve ATUM positively.

7. *Attitudes Toward Using M-Banking (ATUM) to Customer Value Co-creation Intention (CVCI)*

A customer's ATUM reflects a positive or negative evaluation of its behavior, which according to the Theory of Planned Behavior(Ajzen, 1991), is an established predictor of behavioral intentions(Davis et al., 1992). This relationship is consistently observed throughout the banking literature.(Deb & Lomo-David, 2014; H. Zhang et al., 2018). While the impact of attitudes on usage intentions is clear, the influence on CVCI, which is defined as a collaborative process, when customers actively engage with an organization to generate shared value (Grönross, 2013; Vargo & Lusch, 2014)—is underexplored. Considering positive ATUM indicates a positive predisposition toward service, it is hypothesized that this will motivate customers to engage in non-mandatory collaborative behaviors, such as providing feedback or sharing development ideas.(Cambra-Fierro et al., 2018).

H7: ATUM will improve CVCI positively.

8. *Trust Beliefs(TB) to Customer Value Co-creation Intention (CVCI)*

TB is very important in the banking sector, especially in digital channels such as m-banking, since it can reduce customer concerns regarding uncertainty and the perception of lack of control (Singh & Srivastava, 2018; Zhou et al., 2019). Trust is defined as the willingness to rely on an exchange partner and is conceptualized multidimensionally, involving customer perceptions of the bank's competence, goodwill, and integrity (Mostafa, 2020). This relational quality is important for encouraging collaborative behavior. Studies show that strong relationship quality, built on trust, encourages customers to go beyond basic usage and actively participate in CVCI, such as providing input and collaborating on product development (Cambra-Fierro et al., 2018; Mostafa, 2020).

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Considering the high risk of financial transactions, high levels of trust are essential for encouraging active customer participation. Therefore, the following hypothesis is proposed:

H8: TB will improve CVCI positively.

9. *Attitudes Toward Using M-Banking (ATUM) mediates Mobile Banking Service Quality(MBSQ) towards Customer Value Co-creation Intention (CVCI)*

Previous research by Sreejesh et al.,(2022) stated that M-banking users showed that ATUM acts as a mediator between certain factors such as ease of use and behavioral intentions. Finding stated that attitudes towards M-banking services related to ease of use and transaction intentions in a study done by Bailey et. al.(2016) concluded that customer trust in the ease of use and usefulness of mobile payments influences customers' value creation intentions through attitudes toward using M-banking. Although the role of attitudes in mediating M-banking service quality with customers' value creation intentions has not been widely studied, M-banking research conducted by Mostafa(2020) shows that MBSQ(*perceived ease of use , perceived usefulness, security/privacy dan enjoyment*) affect CVCI through ATUM. Therefore the following hypothesis is given:

H9: ATUM mediates positive influence MBSQ against CVCI

10. *Trust Beliefs(TB) moderate Attitudes Toward Using M-Banking (ATUM) against Customer Value Co-creation Intention (CVCI)*

TB is crucial to mitigate risks and promote collaboration in digital banking relationships (Jadil et al., 2021). The literature shows that trust plays a crucial moderating role, increasing the effectiveness of positive attitudes in realizing action.(J. J. Kim, 2022). Banks require actively building this trust—through quality service, data security, and transparent communication—to encourage customer participation in shared value creation. Although some studies, such as Mostafa(2020), have not found this moderating effect in m-banking, the theoretical premise remains strong: high TB acts as a reinforcer, making ATUM significantly more effective in driving CVCI. Therefore, the following hypothesis is proposed:

H10: TB moderates the influence between ATUM and CVCI.

11. *Mobile Banking Service Quality(MBSQ) to Customer Value Co-creation Intention (CVCI)*

SDL emphasizes that value is created collaboratively and advanced technology services, such as mobile banking, are important facilitators of this value creation process (Brodie et al., 2011; Lusch & Vargo, 2012). Quantitative research demonstrates a direct positive influence of MBSQ on customer behavioral intentions, including loyalty and CVCI (Albuquerque & Ferreira, 2022; Rajaobelina et al., 2021). Specific dimensions of MBSQ—such as VAF, PRIV, INTR, efficiency, PUS, and PEOU—shape positive customer perceptions, which directly drive high-effort CVCI (Bankuoru Egala et al., 2021; Mostafa, 2020). These behaviors include *Participation Behavior* (e.g., information sharing) and *Citizenship Behavior* (e.g., providing feedback, advocacy, and tolerance for imperfection) (Yi & Gong, 2013). Thus, excellent service platform quality is hypothesized to be a main key to encourage customers' intention to co-create value with the bank.

H11: MBSQ will improve CVCI positively.

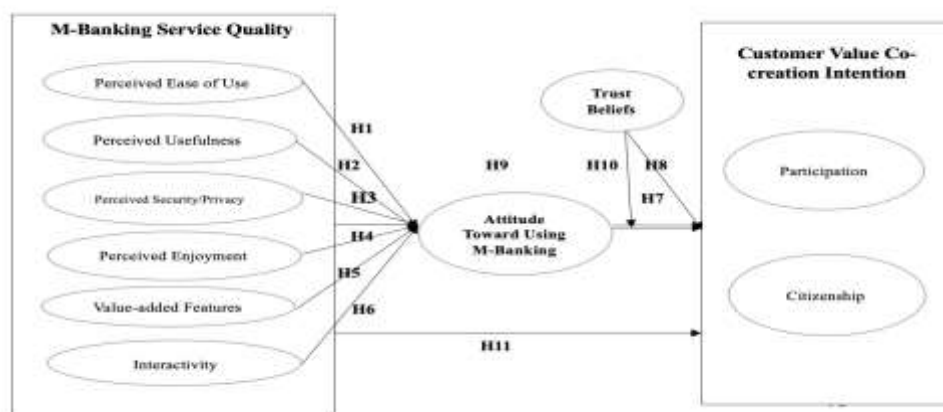


Figure 1. Conceptual Framework

III. RESEARCH METHODOLOGY

This study used quantitative research design with an online survey method. The research procedures included problem formulation, a literature review for model development, data collection, and statistical analysis. The study population consisted of bank customers who had used the service of *mobile banking* for at least a year. The final sample consisted of 350 respondents, which exceeded the minimum threshold required for statistical power of 0.95 (Faul, 2009). Data analysis was conducted using SEM-AMOS software. The research variables were measured using predetermined indicators for *Mobile Banking Service Quality*(MBSQ) which is expanded (*Perceived Ease of Use, Perceived Usefulness, Privacy/Security, Perceived Enjoyment, Value-Added Features,*

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Interactivity), *Attitude Toward Using M-banking* (ATUM), *Trust Beliefs*(TB), and *Customer Value Co-creation Intention* (CVCI). All instruments demonstrated good validity and reliability (Hair, 2022).

IV. RESULT AND DISCUSSION

The results of the model analysis showed suitability (CFI: 0.909, IFI: 0.919), which confirmed that the model explained the hypothesized effects related to CVCI.

Table 1.Hypothesis

Hypothesis	Path	Standardized Coefficient (β)	P-Value	Result	Finding
H1	PEOU $\rightarrow$ ATUM	0.084	0,23	Not Supported	No positive influence
H2	PUS $\rightarrow$ ATUM	0,471	0,008	Supported	Significant positive influence
H3	PRIV $\rightarrow$ ATUM	0,121	0,242	Not Supported	No positive influence
H4	PEN $\rightarrow$ POINT	0,302	0,008	Supported	Significant positive influence
H5	VAF $\rightarrow$ ATUM	0,802	0,003	Supported	Strongest positive influence
H6	INTR $\rightarrow$ ATUM	-0,556	0,000	Not Supported	No positive influence
H7	ATUM $\rightarrow$ CVCI	0,147	0,000	Supported	Significant positive influence
H8	TB $\rightarrow$ CVCI	0,502	0,000	Supported	Significant positive influence
H9(Mediation)	MBSQ $\rightarrow$ ATUM $\rightarrow$ CVCI	-0,042	0.005	Not Supported	No mediation effect
H10(Moderation)	ATUM $\times$ TB $\rightarrow$ CVCI	0,601	0,000	Supported	Significant moderation effect
H11	MBSQ $\rightarrow$ CVCI	0,973	0,000	Supported	Strongest direct influence

Notes: PEOU = Perceived Ease of Use; VAF = Value-Added Features; PUS = Perceived Usefulness; PEN = Perceived Enjoyment; INT = Interactivity; MBSQ = M-banking Service Quality; CVCI = Customer Value Co-creation Intention; TB = Trust Beliefs; ATUM = Attitude Toward Using M-banking.

H1:PEOU to ATUM(Not Supported)

Hypothesis Test 1 (Ha: PEOU will improve ATUM Positively) was not supported. The statistical analysis yielded a p-value of 0.23, which is greater than the significance level of 0.05. This result supports the null hypothesis (H0), which concludes that PEOU does not significantly affect ATUM. Although the estimated coefficient ($\beta=0.084$) indicates a minimal positive effect, the result is statistically insignificant at the confidence level of 95%. This finding shows that ease of learning and use of the application is no longer a differentiating factor or psychological barrier for bank customers (Widiar et al., 2023). Users already hold a collective positive belief that mobile banking technology is easy to use and requires minimal effort. As a result, further improvements in perceived ease of use do not affect significantly in increasing positive attitudes toward the application. Therefore, banks are required to focus on other service quality dimensions that still provide a competitive advantage in shaping customer attitudes such as *trust*, *service quality*, that becomes important factor in shaping consumer intentions to utilize *mobile banking*(Akhter et al., 2020; Makanyeza, 2017).

H2: PUS to ATUM(Supported)

Hypothesis Test 2 (Ha: PUS Has a Positive Influence on Increasing ATUM) was supported. The statistical analysis yielded a p-value of 0.008, which is smaller than the significance level of 0.05. This result allows the rejection of the null hypothesis (H0) and confirms that PUS significantly and positively influences ATUM. The estimated coefficient of 0.471 indicates that the increase of perceived usefulness leads to a substantial increase in customers' positive attitudes toward mobile banking use. This finding aligns

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with the basic premise of TAM, which asserts that users' positive beliefs about technology, specifically, that the using of mobile banking will produce positive outcomes, improve performance, and meet customer needs which contribute in developing positive attitudes.(Deb & Lomo-David, 2014). Strong support (Ben Mansour, 2016; Carranza et al., 2021; Malaquias & Hwang, 2019; Mostafa, 2020; Naeem et al., 2023) for this hypothesis emphasizes that banks are required to focus on implementing innovative features and ensuring functional efficiency to strengthen the perceived benefits of customer of *M-banking* applications.

H3: PRIV to ATUM (Not Supported)

Hypothesis 3 (Ha: PRIV will increase ATUM) was not supported. The statistical analysis yielded a p-value of 0.242, which is greater than the significance level of 0.05 . This finding supports the null hypothesis (H0), which asserts that PRIV does not significantly affect ATUM. Although the estimated coefficient ($\beta=0.121$) indicates a minimal positive correlation, the relationship is not statistically significant at the confidence level of 95%. This unexpected result suggests that for bank customers, perceived security and privacy of mobile banking applications are basic expectations and do not encourage a positive attitude. Similar with the findings for PEOU,(Sinurat & Sugiyanto, 2022; Taherdoost, 2017) Security is now a hygiene factor in digital banking markets which allow customers to assume that personal data and financial transactions are secure. So that strengthening security does not necessarily result in more positive attitudes toward application use, in fact, security failures lead to negative attitudes. This analysis suggests that in some environments, such as *M-banking*, the basic TAM model is sufficient to explain adoption intentions. The bank's success in mitigating main security risks indicates that this factor is no longer a source of competitive differentiation in attitude formation.

H4: Perceived Enjoyment (PEN) towards ATUM (supported)

Hypothesis 4 was conducted to test whether PEN does not increase ATUM positively (Ho). The p-value is $0.008 < 0.05$ (alpha 5%). The Ho test result is not supported, indicating that Ha is supported. This indicates a positive belief among users that M-banking will provide pleasure regardless of its functional benefits. Based on the table above, the estimated value is 0.302, which means that if PEN increases, so does ATUM. Therefore, it can be statistically concluded at the confidence level of 95% that PEN will positively increase attitudes towards using M-banking. This concept has hedonic elements such as entertainment and joy (Mostafa, 2020). Venkatesh et al. (2012) included *perceived enjoyment* into TAM to show the role of intrinsic motivation. Several studies conducted by Hsu et al., (2021)) and Morosan & Jeong (2017), proved that *perceived enjoyment* has a positive influence on attitudes towards technology. In the context of digital banking, this hedonic motivation is particularly relevant. Baptista & Oliviera (2015) found that *perceived enjoyment* has a positive impact on mobile banking adoption intentions. This is in line with the expansion of the TAM model by including *perceived enjoyment*(Davis et al., 1992; Li et al., 2017; Mostafa, 2020; Pagani, 2004; Rajaobelina et al., 2021) to improve the predictive power of the model.

H5: FAV against ATUM (Supported)

Hypothesis 5 (Ha: FAV positively increases Attitude Toward Using M-banking) was supported. The statistical analysis yielded a p-value of 0.003, which is less than the 0.05 significance level. This result allows the rejection of the null hypothesis (H0) and confirms that VAF significantly and positively influences ATUM. With the highest estimated coefficient of 0.802 among the tested MBSQ dimensions, its effect proved to be substantial. This strong support is crucial, indicating that VAF—such as personalized information, promotions, and advanced service management tools—are the most powerful support in shaping customers' positive attitudes toward m-banking. Since basic functionalities (PEOU and PRIV) are expected and thus not significantly supported (as seen in H1 and H3), VAF provides the necessary utility-based incentives and excellent quality that differentiates the service. This finding emphasizes the importance of moving beyond merely transactional services, encouraging banks to invest in features that offer tangible added value to the customer experience. It is in line with the views of Rajaobelina et al.(2021) and Hijazi(2022) about VAF as the main determinant of service quality.

H6: Interactivity (INT) to ATUM (Not Supported)

Hypothesis 6 (Ha: Interactivity positively increases Attitude Toward Using M-banking) was not supported. Although the statistical analysis yielded a p-value of $0.000 < 0.05$, indicating significance, the results were characterized by a highly negative estimated coefficient ($\beta = -0.556$). This substantial negative effect directly contradicted the positive relationship proposed and showed that the increasing of perceived interactivity decreases customers' ATUM. This unexpected finding suggests that for bank customers, the current implementation of interactive features—such as chatbots, live chat, or other two-way communication tools—through mobile applications especially when dissatisfied with a product or service, or when unable to find important information in the application, which is a crucial point that can explain why *interactivity* does not always result in a positive attitude. If *interactivity* often used as a way to solve problems or find solutions to dissatisfaction (Hijazi, 2022; Lee et al., 2023) rather than increasing customer satisfaction or perceived value as hypothesized, means implementations of interactivity are become source of friction, imperfect communication, or frustration for users (Rajaobelina et al., 2021). As a result, the feature acts as a barrier rather than a supporting positive attitude. Thus, the positive effect hypothesis was rejected.

H7: ATUM to CVCI (Supported)

Hypothesis 7 (Ha: ATUM will positively increase CVCI) was supported. The statistical analysis yielded a highly significant p-value of 0.000, which is lower than the 0.05 level of significance. This result allows the rejection of the null hypothesis (H0) and confirms that ATUM significantly and positively influences CVCI. The estimated coefficient of 0.147 indicates that positive evaluation and

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positive disposition toward mobile banking applications significantly support CVCI. This finding validates the theoretical relationship between attitude and intention, extending the application of behavioral models to the context of CVCI (Mostafa, 2020). This relationship between attitude and intention has been solidly confirmed in various literatures, including in the banking sector (Deb & Lomo-David, 2014; Glavee-Geo et al., 2017; T. Zhang et al., 2018). These findings confirm that when bank customers have positive sentiments toward M-banking services, they psychologically invest more in non-mandatory collaborative actions, such as providing feedback or contributing ideas for service improvement. Therefore, focusing on factors that increase ATUM (as supported by H2, H4, and H5) is an important prerequisite for stimulating CVCI.

H8: Trust Beliefs (TB) towards CVCI (Supported)

Hypothesis 8 (Ha: TB will Positively Increase CVCI) was supported. The statistical analysis yielded a highly significant p-value of 0.000, which is less than the 0.05 level of significance. This finding allows the rejection of the null hypothesis (H0) and confirms that TB significantly and positively influences CVCI. The estimated coefficient of 0.502 indicates a strong positive effect, indicating that high customer TB towards the bank significantly encourages customers' intention to actively participate in *value co-creation*. These results are important for the banking sector since it is confirming that TB is a prerequisite for collaboration in high-risk digital environments. (Mostafa, 2020) When bank customers believe in the bank's competence, goodwill, and integrity, they are more willing to be vulnerable by sharing information and investing time and effort in activities such as providing feedback or collaborating on new service development. These findings reinforce the idea that emotional and ethical assurance are more impactful than mere functional efficiency when it comes to achieving deep relational engagement from customers. Zhou (2019) and Malaquias & Hwang (2019) emphasize that trust is a crucial factor. TB plays a role in alleviating customer concerns related to uncertainty, lack of control, and human interaction in digital environments (López-Miguens & Vázquez, 2017; Singh & Srivastava, 2020). Researchers such as Agrawal et al. (2015) even proposed incorporating TB into a behavioral framework to more accurately predict banking customer behavior.

H9: ATUM Mediation (Not Supported)

Hypothesis 9 (Ha: ATUM mediates the positive effect of MBSQ on CVCI) was not supported in the hypothesized positive direction. The statistical analysis yielded a significant p-value of 0.005 ($p < 0.05$), confirming a significant indirect (mediation) effect. However, the estimated coefficient for this indirect path was -0.042. This negative sign contradicts the theoretical positive direction proposed. Therefore, it can be concluded that ATUM does not mediate the positive effect of MBSQ on CVCI. This finding suggests that although MBSQ (specifically, the combination of its supporting dimensions: PUS, PEN, and VAF) successfully builds ATUM, this positive attitude does not effectively translate into positive intentions to create shared value. The mediation relationship is weak and negative. This implies a gap where customers enjoy using the service (high ATUM) but remain reluctant to invest personal resources (time, ideas, feedback) in CVCI collaboration, even if they perceive the service quality is excellent. This suggests that the support for positive attitudes is different from those of active and collaborative participation. Thus, banks are required to build stronger relational collateral (such as TB) to bridge this gap. Rangkuti (2013) stated that *attitude toward usage* is also influenced by the situation in which the behavior occurs, cognitive engagement attitudes have an insignificant effect on CVCI (AbdelAziz et al., 2023). A positive attitude can be a prerequisite but not the main support, where other factors play a greater role in influencing customer behavior, for example the role of *trust*, where previous research documented the influence of trust on behavioral intentions including purchase intentions (Liu & Tang, 2018), intentions to use online shopping (Rahayu, 2021) and intentions to use online banking (Malaquias & Hwang, 2019).

H10: TB Moderates ATUM towards CVCI (Supported)

Hypothesis 10 (Ha: Trust belief moderates the positive effect of attitude toward m-banking usage on customer value creation intention) was supported. The statistical analysis yielded a highly significant p-value of 0.000 ($p < 0.05$) and a large positive estimated coefficient of 0.601. These results confirm that Trust Belief (TB) significantly and positively moderates the relationship between Attitude toward M-banking Usage (ATUM) and Customer Value Creation Intention (CVCI). This finding is significant because it provides a mechanism to bridge the gap identified in the unsupported H9 (Mediation). It suggests that while positive attitude alone (ATUM) may not effectively support CVCI, when it is reinforced by strong TB, the intention to actively participate increases. Specifically, customer belief that the bank will act reliably and trustworthy (high TB) is crucial for activating the positive relationship between app enjoyment and willingness to share resources, ideas, and knowledge (CVCI). Therefore, banks require seeing trust as a relational catalyst that transforms passive satisfaction into active collaboration. Research by Mostafa (2020) in the context of *m-banking* in Egypt found that trust did not have a moderating effect on attitudes towards the use of *m-banking* and the intention to create value with customers. It implies that the influence of positive attitudes on intention *co-creation* remains consistent, regardless of the level of customer trust. These contrasting results emphasize the complexity of the relationships between variables and suggest that trust's role as a moderator does not apply equally across all digital banking environments. These differences happen due to different research methodologies, sample characteristics, or other specific factors affecting customers in different regions. Therefore, further research is needed to understand the conditions in which trust plays a significant moderator role. These findings align with various literature confirming the important role of trust. Furthermore, these results also support research in North Africa by Jadil et al. (2021) and a TAM-based study in Canada by Rajaobelina et al. (2021) using the variable *trust* that highlighted banks

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require to build customer trust to promote digital banking. It is supported by TAM-based research in South Korea by Kim & Jones (2019) and research by Alsaad et al. (2021) in Jordan, which also shows that TB can function as a significant moderating variable in the digital environment.

H11: MBSQ towards CVCI (Supported)

Hypothesis 11 (Ha: M-Banking service quality positively increases Customer Value Creation Intention) was supported. The statistical analysis yielded a highly significant p-value of 0.000 ($p < 0.05$). This result allows the rejection of the null hypothesis (H_0) and confirms that MBSQ significantly and positively impacts CVCI. The estimated coefficient of 0.973 is the largest direct effect observed in the model, indicating that the perception of overall service quality provided by banks through their advanced technology is the most dominant factor in supporting customers' intention to create shared value. This strong finding directly validates the theoretical core of SDL, which states that high service quality creates opportunities for customers to participate in CVCI (Mostafa, 2020; Payne, 2021). This study confirms that *m-banking service quality* will improve *customer value co-creation intention* positively. TAM expansion to *perceived security/privacy* and *perceived enjoyment*, This research contributes to the understanding of adoption and *co-creation* in *m-banking* (Mostafa, 2020). Rajaobelina et al., (2021) offer four dimensions of *m-banking service quality* that is *usefulness*, *value-added features*, *security/privacy* and *interactivity*. Rajaobelina et al.'s (2021) research is different from most other studies since it includes *value-added features*. Previous research has focused on the adoption and the use of *m-banking* (Chaouali et al., 2020; Jun & Palacios, 2016; Kala Kamdjoug et al., 2021). Jun & Palacios (2016) explored the quality of service and application of *m-banking* emphasizes the need for value-added services or *value-added features*. Furthermore, this research also confirms that *m-banking* as a tool *co-creation* which is worth according to *service dominant logic* (Mostafa, 2020). Customers who perceive a bank's digital services as excellent—especially on dimensions considered significant (FAV, PUS, and PEN)—are highly motivated to engage in collaborative behaviors such as sharing information and providing feedback. An excellent MBSQ encourages customers to engage in both macro-dimensions *value co-creation* behavior (Bell & Eisingerich, 2007; Yi & Gong, 2013): *Participation Behavior* (active steps such as seeking information and responsible behavior) and *Citizenship Behavior* (voluntary actions such as providing feedback, recommending the service to others, and tolerating service imperfections). This positive influence is consistent with findings in other contexts, which supports the results of SDL-based studies connecting the service quality to loyalty and *value co-creation* behavior. (Albuquerque & Ferreira, 2022). Furthermore, this is in line with TAM-based research that confirms the influence of service quality dimensions—such as FAV, PRIV, and INT—on brand engagement. (Rajaobelina et al., 2021), customer satisfaction, and loyalty (Bankuoru Egala et al., 2021). In the end, these findings are strong and support similar research in the Egyptian banking sector. (Mostafa, 2020) and Jordan (Hijazi, 2022), which confirms that the MBSQ dimensions successfully shape customer perceptions, which in turn significantly influence CVCI.

CONCLUSIONS

This study concluded that MBSQ and TB are strong and significant positive predictors of CVCI among bank customers. Specifically, MBSQ has the most dominant direct impact ($\beta = 0.973$), followed by TB ($\beta = 0.502$), validating the SDL premise that platform quality and trust are the foundation of collaboration. However, not all service quality dimensions play an equal role. PEOU and PRIV are insignificant in shaping ATUM, indicating that these factors have become basic expectations (hygiene factors) in markets. In contrast, VAF ($\beta = 0.802$), PUS, and PEN) are significant support for positive attitudes. Another important finding is the strong negative effect of INT ($\beta = -0.556$) on ATUM, indicating friction in the current implementation of interactive features. Last, the moderating role of TB ($\beta = 0.601$) is highly significant as a relational support that transforms positive attitudes toward application usage into active intentions to collaborate and share resources.

LIMITATION AND IMPLICATION

This study has limitations due to its cross-sectional design and only measuring co-creation intentions, not actual customer behavior. Furthermore, the exclusive focus on bank customers limits the generalizability of the findings. Nevertheless, the findings offer important theoretical and managerial implications. Theoretically, this study enriches SDL and TAM by distinguishing between hygiene factors (PEOU, PRIV) and motivational factors (VAF, PUS, PEN) in shaping attitudes, which need to be considered in studies of digital service quality. Besides, this study confirms the dual role of TB as a direct predictor and a crucial moderator in the shift from positive attitudes to collaboration. Managerially, banks in Indonesia require to shift their investment and communication strategies from promises of security and convenience (which are already taken for granted) to developing FAV and increasing PEN to establish superior ATUM. Most urgently, banks are necessary to conduct an audit of their interactivity features (such as chatbots or live chat), as these features currently hinder positive customer engagement. Last, TB should be a key strategy for *value co-creation* since with a high level of trust, positive customer engagement is effectively translated into active participation and a willingness to share knowledge.

RECOMENDATION

To deepen understanding, further research is recommended to use actual behavioral data, such as transaction logs, bug report frequency, or ratings/reviews, to examine the impact of these factors on actual *co-creation* actions, not only just intentions. Qualitative research is essential to explore the root causes of Interactivity's negative impact, determining whether the problem lies in response quality, wait time, or design implementation. Furthermore, it's recommended to test this model with a longitudinal design to track how changes in service quality and trust influence co-creation intentions over time. Finally, comparing bank categories (e.g., banks with core capital <70 trillion rupiah) can provide insight into how digital market maturity influences the role of PEOU and PRIV as drivers of attitudes.

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