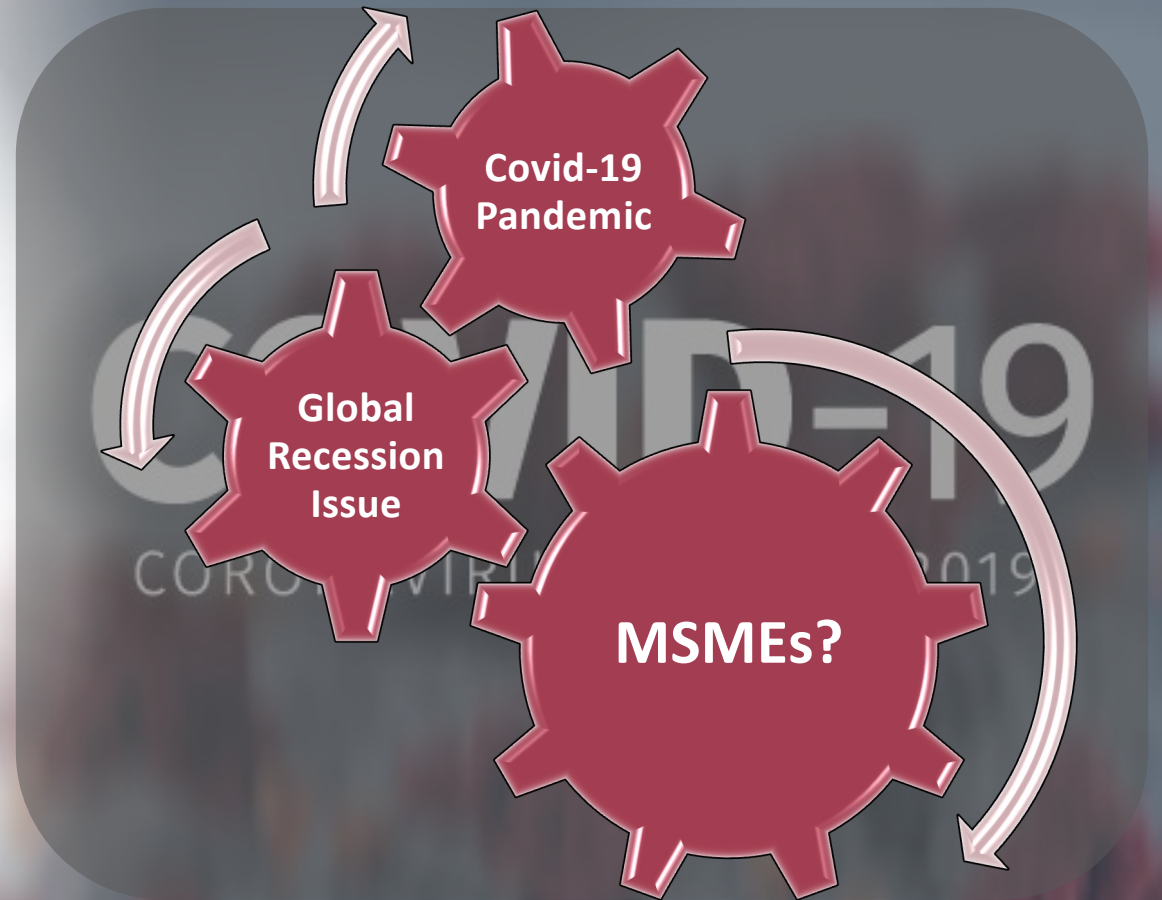
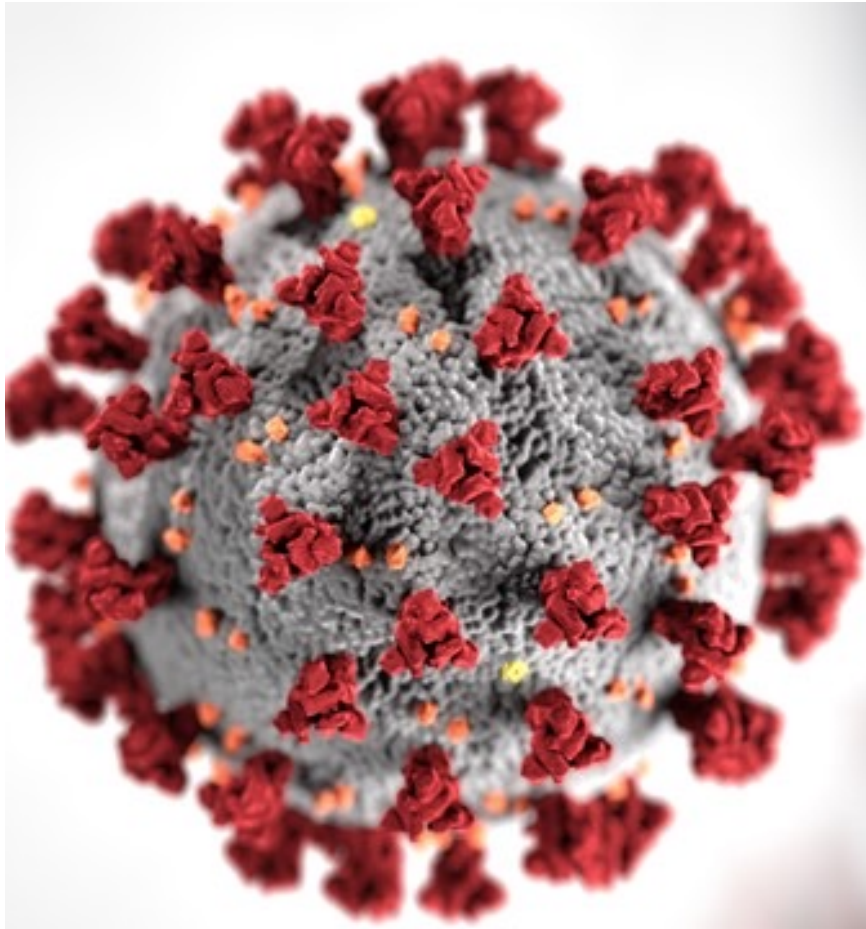




DART model of Value Co-Creation on digital MSMEs

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INTRODUCTION



MSMEs are integral to the economic development and growth of ASEAN Member States.

MSMEs play important roles to economic and social development, contributing to value-added activities, innovation and inclusive growth through the creation of job opportunities and their widespread presence in both urban and rural areas.

The MSME sector of the ASEAN country creates a vast number of employment opportunities for the people.

MSMEs are the backbone of ASEAN and are fundamental towards achieving long-run and sustainable economic growth and in narrowing the development gap.



Micro, Small
and Medium
Enterprises



3 MAJOR PILLARS

Develop Robust Post-Covid MSMEs

Resilience

Digitali
zation

CSR's

Bigot & Germon, 2021

MAIN ISSUE!!!



International
Labour
Organization

“Digitalization is the key to empowering small businesses, especially in developing countries”

“Digitization Encourages MSMEs to be Higher-Quality”



G20
INDONESIA
2022

- Indonesia is a country with the high use of e-commerce
- MSMEs play a role when they start to *"Go Digital"*

MSMEs DIGITAL ECOSYSTEM

NEW CHALLENGES:

- Every MSME actor is required to have high literacy in digital business processes because it is much different from the initial conventional business processes.
- The number of parties that play a role in the digital business process must always be well identified by each MSME actor.
- The biggest challenge for every MSME is the ownership of limited resources.
- Collaboration between MSMEs can be an alternative strategy to utilize this capacity.



VALUE CO-CREATION

in **MSMEs**

to become a better

**DIGITAL
ECOSYSTEM**



VALUE CO-CREATION?

Based on the perspective of service-dominant logic, value co-creation is a general concept that includes certain theories and empirical events in which companies and customers generate value through interactions (Vargo & Lusch, 2008).

In the business context, the interaction that occurs is between the customer and the company, where both relate to each other for business reasons and have the opportunity to influence each other's processes (Gronroos, 2011).

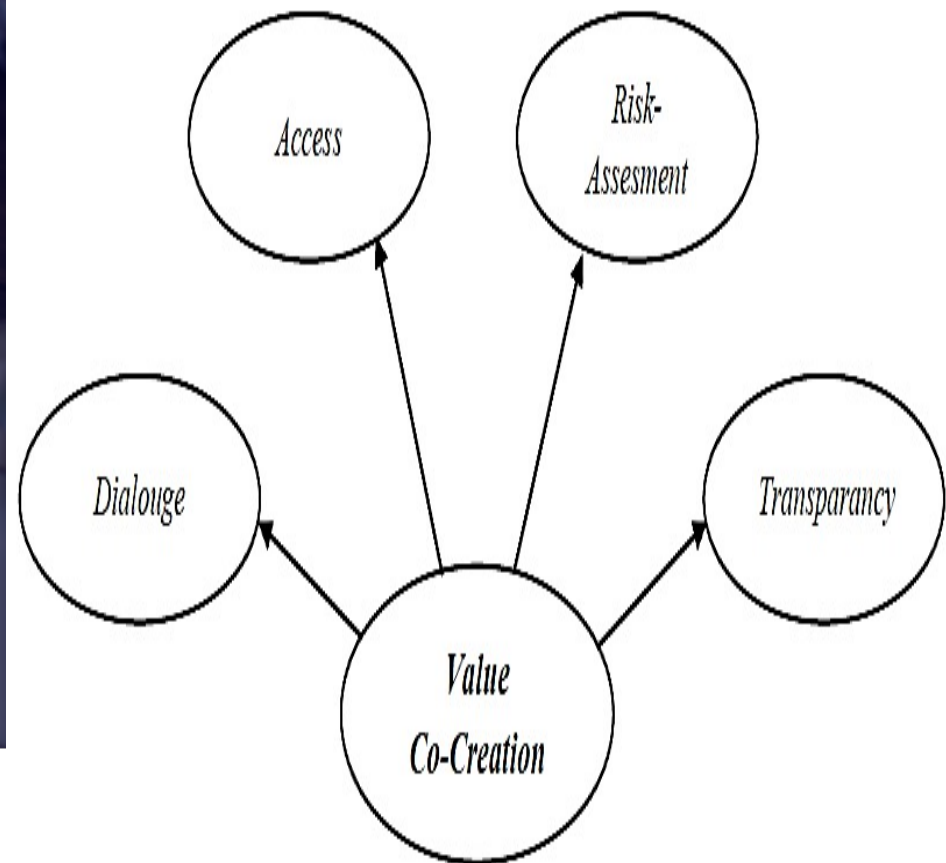
Value co-creation is an active dialogue between customers and companies in creating shared value (Prahalad & Ramaswamy (2004).

Value co-creation is an active, creative, and social process based on collaboration between producers and users initiated by the company to generate value for customers (Dollinger et al., 2018).

Value co-creation can be defined as the process of creating shared value by customers and companies and other parties who have high involvement in the process (Mulyana et al., 2019)

DART model of Value Co-Creation

RESEARCH FRAMEWORK



METHODOLOGY

Research Object

- Value Co-Creation Strategy in MSMEs Digital Ecosystems

Method

- Survey method

Population

- Stakeholders (main actors of MSMEs Digital Ecosystems) spread throughout Indonesia

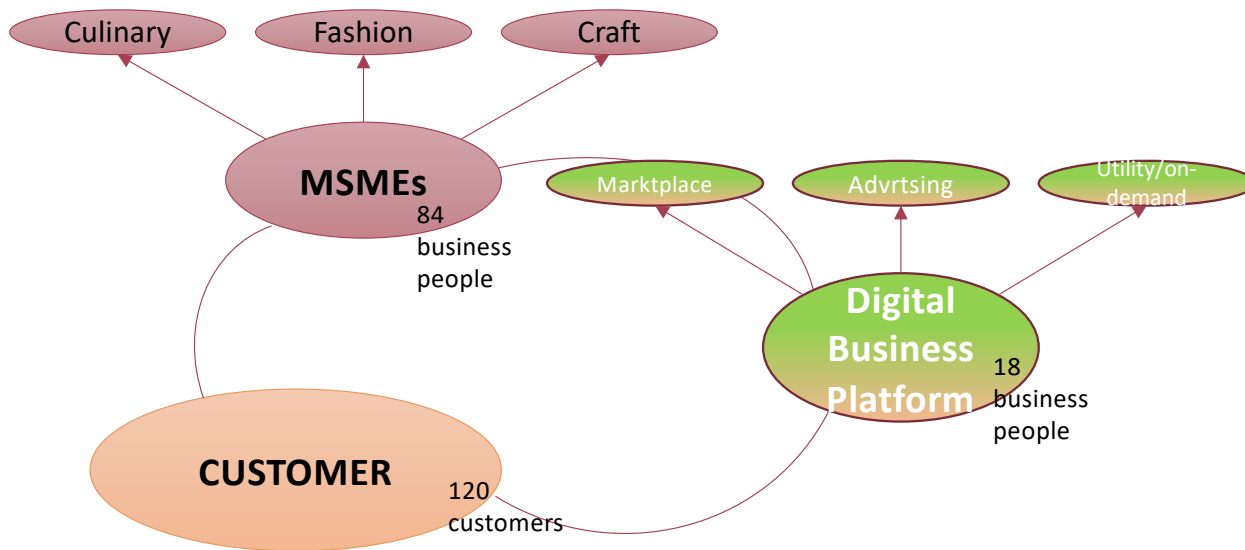
Sampling

- Purposive Sampling

Analytical Tool

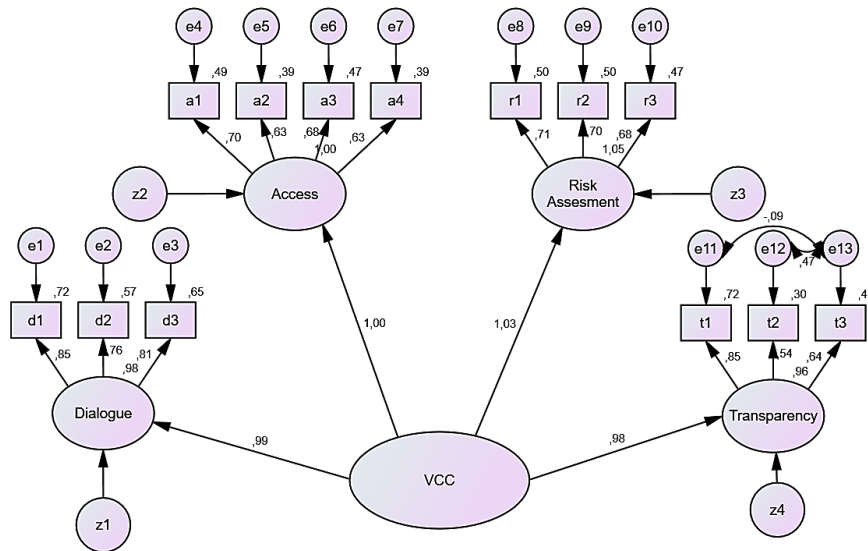
- Second-Ordered Confirmatory Factor Analysis (CFA)

3 Main Actors



RESULT

FABRIKAM



DART MODEL on 3 Main Actors:

- Dialogue dimension is proven to reflect the value co-creation variable with a p-value (0.000) less than the sig- α value, which is 0.05 with an estimated value of 0.992.
- Access can also be proven as a dimension that reflects the co-creation value with a p-value of (0.000) less than the sig- α value of 0.05 with an estimated value of 1.001.
- Risk Assessment dimension is also proven to reflect the co-creation value with a p-value of (0.000) less than the sig- α value of 0.05 with an estimated value of 1.026.
- Transparency dimension is also proven to reflect the co-creation value with a p-value of (0.000) less than the sig- α value of 0.05 with an estimated value of 0.978.

RESULT

FABRIKAM

RESEARCH CONCLUSION

The results of the analysis for testing the model and the hypothesis of the relationship between the constructs of the research variables found that the dimensions of dialogue, access, risk assessment, and transparency were proven to reflect value co-creation.

- Dialogue in this study can be represented by interactive communication, deep engagement, and empathy.
- Access dimension consists of the availability of information, supporting tools, facilities, and experience.
- Risk assessment dimensions consist of risk-sharing, risk probability, and responsibility.
- Transparency dimension is seen from the interaction, transaction system, and convenience.

The results of this study indicate that the dimensions of risk assessment and access are the main dimensions in value co-creation activities. This means that the evaluation of risk and accessibility is the main factor in the value co-creation process for digital MSMEs.

Therefore, every actor involved in digitizing the MSME business, be it companies, platform providers, or consumers, can emphasize the value of risk evaluation and ease of access between stakeholders.



FURTHER RESEARCH

Further research can be developed by applying to different business categories but still by considering digitalization interventions that are current and future needs.

Substantially, the development of the concept of value co-creation in this study is also still using the basic concept of the DART model which has become the main benchmark for discussing value co-creation so far. Future research is expected to explore other dimensions that might be an update of the DART model that has been used so far.

Other research can also be developed by connecting the DART model with other conceptual models both as an antecedent and as a consequence



THANK YOU