Co-creation value model based on co-synergy value

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Abstract

The life insurance industry plays a role in mobilizing and increasing the accumulation of public funds, through savings and investment funds. The basic concept in this research is the concept of relationship marketing and services marketing. The concept of collaboration is an extension of the above concept. This research aims to build co-creation value based on co-synergy with antecedent variable of customer participation, customer perception value and relational capability of insurance agent. Unit analysis of life insurance customer with 140 responden. Technique sampling used is purposive sampling. The finding of this research is that customer participation and customer perception value and relational capability of insurance agent have an effect on co-synergy value. Co-synergy variables affect the value of co-creation.

Keywords: Customer participation, Corporate Values, Collaboration Values, Co-Creation, Salesperson Capability

Introduction

The development and advancement of information technology has brought about a change of marketing concept that was originally selling and serving with little involving customers or passive customer roles. Now a marketing concept that is more dialogical, transparent, listening, adjusting and engaging active customers interact. This phenomenon makes the marketing environment more complex, open and challenging. Companies are required to more effectively innovate sustainably, seize opportunities, create value by using resources by redefining the company's position to maintain a competitive advantage.

The active participation of customers and end users can be through internet, web and social media technologies that enable such collaboration to take place. The goal is none other than to reduce costs, share risks, improve knowledge and adapt.

Marketing concepts that involve companies, competitors and consumers active in producing products and services are called collaborative marketing. Engaging consumers in product creation enables them to express their thoughts, skills and capabilities to collaborate with the company. The collaboration will result in a unique co-creation that makes it a distinct advantage for the company. Therefore, it is possible for a company to create unique value according to individual customer experience. This is what distinguishes the company from others, and this value is hard to duplicate. As a result of the increasingly open corporate paradigm, they must redefine the value proposition and the way it is delivered to the customer.

Co-creation provides space for customers and end users to be actively involved in the design, development of products and services, so that the resulting product is the embodiment of personal personality, consumer and company experience. In this activity customers are trying to use the influence of their innovation ideas on business systems. The influence is in certain stages of design, service or service side activities (Prahalad and Ramaswany 2004a; Chesbrough, 2007; Dervojeda, Verzijl, and Nagtegaal 2014).

Some empirical research and case studies that through web and social media enable exploration strategies that result in the development of new products and services by involving customers. The cooperation is conducted with the aim of reducing risk, cost, capture sharing of creative ideas, sharing knowledge and technology. (Chesbrough, 2003; Prahalad & Ramaswany, 2004a; Chesbrough, 2007; Ophof, 2013a; Filieri, 2013). The success of company cooperation with customers has been proven by Nike shoes, aviation industry, hotel industry, train ticket order, wikipedia and many more. Wikipedia is a collection of thousands of writers who collaborate in cyberspace write, edit, perfect information to realize the most complete encyclopedia on earth. Product development involving customers and end users. Customers involved in product development lack sufficient technical knowledge and poorly understood the articulation of their needs in producing innovation products (Christensen, 1997; Leonard and Rayport, 1997; Bogers, 2010).

However, not all companies are able to optimally utilize the benefits of information technology. They still maintain a less responsive conventional system, such as life insurance companies in Indonesia. The involvement of customers in determining what is desired and needed for the funds invested for the future is also low. According to Sunarto (2000) the lack of corporate interaction with policyholders after the transaction and the system used is still conventional causing low interest to invest in life insurance. Life insurance products are less attractive to the public in Indonesia due to many things such as research conducted by Rochma, (2007), where the level of people's income is not high cause insurance has not been a top priority. Other causes, lack of education by insurance companies so that customers are not getting the right information. According to research conducted by Khair (2014), poor corporate image leads to a lack of public confidence in insurance.

According to the OJK (2013) report, Indonesia is the country with the largest population of around 244 million people whose contribution of life insurance policy holders is only 3% of the total population. Compare with Malaysia's neighboring country with a population of about 30 million inhabitants where life insurance policy contributes 32.91% of the total population (LIMRA, 2010). This illustrates that the life insurance market opportunity in Indonesia is still very large, but the company has not been able to work on it optimally.

The connectivity of customers and life insurance companies through salespeople / agents becomes quite unique because agents not only sell and market, but are required to be value creators. As a value creator, a salesperson is required to have communication skills, competence, skill, hard work, and smart work (Sujan, Weitz, and Kumar, 1994).

According to Baker's (1999), the performance of salespeople has an important role because it will impact on the creation of competitive-advantage through the achievement of company goals, namely (1) increase sales volume, (2) increase profitability and (3) increase customer satisfaction. In addition they also serve as a financial consultant in financial investment plans for customers (Salipante, 2002a, Maglio and Spohrer, 2008).

Research conducted Zultowski (2012) found about the lack of customer confidence in the agent/salesperson insurance policy. This is because they prioritize their own interests and commissions, so customers in America prefer to transact through online (online). Unlike the results of research by Rochma (2007) in Indonesia, the role of agents / salespeople is still very high about 83% of total sales policy. This is due to the characteristics of the people of Indonesia are still classified as passive and technological stutter.

The above paradigm shift has not occurred in the life insurance industry in Indonesia. Therefore, this study is interesting to examine with focus on co-creation co-creation with antecedents of relational capability of insurance agent, customer participation, and customer perceived value.

Literature Review and Hypothese Development

Co-creation value

Co-creation value change is the impact of the company's cooperation with customers in order to get the product in accordance with the required and desired customers. According to Graf and Maas (2008) the company as a service provider's center, the value offered by the company to the products produced, must be in accordance with the perceived value and in accordance with its benefits and sacrifices. The value offered is an explicit promise made by the company to the customer that he will provide a number of useful value creations (Buttle, 2009). The value of co-creation is a creative activity through synergy collaboration between companies and users to create value for customers. Approach by using co-creation value enables partner-company customers to accommodate and generate creative ideas in the form of creating products, production processes and services. Co-creation value is the result of a more dynamic, interactive, multi-source collaboration-synergy form through creative and social activities between producers and users to create value to customers.

The concept of customer co-creation value was first introduced by Prahalad and Ramaswamy (2000). Since then the concept of co-creation value has been widely used and recommended in the service management literature (Prahalad and Ramaswamy 2004b; Prahalad Ramaswamy 2004a; Gronroos 2006a; Gronroos 2008) and service-dominant logic (Lus L and Vargo 2006 ; Vargo and Lusch 2008).

S-D L is a service center focusing on the interaction between producers, consumers, and peers in the supply chain and value creation as the parties that create value through collaborative processes. The paradigm shift from Goods-Dominant Logic (GD L) to Service-Dominant Logic (SD L) means that individuals and groups exchange services / services, while goods, money, organizations and networks are intermediaries or institutions in The process of exchanging services / services with services / services. S-D L views customers as value creators who play an active role and can be involved in the entire service process chain.

According to Gronroos (2011) the customer is the creator of value (co-creator), because new customers can feel the benefits if they have made a purchase and use it. Supplier is a value facilitator because the source / facility input to the process is produced by the supplier / company. Prahalad and Ramasmamy (2004) argue that traditional perspectives on customer engagement implicitly see value creation and innovation as corporate-centered activities, where most information flows in one direction from customer to company. Customers are described as passive recipients of innovation, where companies have limited knowledge of the customer experience. Company-centered occurs if the customer the company's target is not involved in the product creation. Traditionally product development is controlled by the company, while customers are only requested opinions on the product.

In the opinion of Mountinho (2013) future marketing treats customers not solely as passive recipients, but is treated as a whole person, encompassing mind, heart and soul. In line with that opinion, the marketing paradigm triggered by the values required, desired and expected by customers is called value-driven era (Kotler, Kertajaya, and Setiawan, 2010; Hooley, Piercy, and Nicoulaud 2012).

The creation of customer value involves the company's value-for-delivery, determining the value the company will gain from its customers and managing the value exchange and optimizing the desired value in the customer segment on an ongoing basis (Hendra 2009). Value creation can be created through interactions between companies and customers, shareholders, employees, suppliers, distributors, and society. In the insurance company the involvement of the customer in creating value plays a role in determining the claim procedure, managing the allocation of funds, and managing the risks and other services related to the insurance product.

The views of Vargo and Lusch (2008), on the value of co-creation are the knowledge and skills that are at the core of the service. The dominant service logic or S-D logic is the basic framework of co-creation value that shifts the focus on value creation from company outcomes and exchange values (Vargo, Maglio, and Akaka 2008). The value that the customer receives is the difference between the total amount of value for the customer and the total amount of customer cost (Kotler, 2002).

The study of customer value refers to Wooddruff's (1997) findings; Vargo and Lusch (2004); Smith and Colgate (2007) basically the process of co-creation value begins with the integration of resources and exchange of services for parties involved in the context of cooperation (dyadic exchanges).

A study by Bititci et al. (2004a), an organization in meeting customer expectations should create wealth for shareholders, and for both parties. Therefore, value creation in a collaborative organization should be a win-win-win situation for all parties concerned. Each partner should benefit from collaboration by increasing internal value to their shareholders as well as delivering better (external) value to the end customer.

Centering on the creation of corporate value begins by acknowledging that the role of customers in industrial systems has changed from isolated to connected, from being aware to tell, from passive to active (Prahalad and Ramasmamy, 2004). The impact of connectedness, information, and active customers manifests itself in many ways. Accessing information to some information causes customers to gain more knowledge in making better decisions. For companies that typically limit the flow of information to customers, this radical shift causes online millions of customers to collectively challenge the transparency of information.

Contrary to the above research, Christensen's (1997) research is about why the world's best companies can fail. The cause of this is because technology is rapidly changing, product life cycle is getting short while companies are burdened with slow resources in developing innovations to anticipate unpredictable consumer tastes. In the same year Leonard and Rayport (1997) examined the need for empathy in the conduct of professional profession (doctors, pharmacists, music) on technological innovation. The producers do not understand the needs used to support the profession. Because innovation is controlled by the company as a manufacturer, whereas the customer's role is in what is desired and needed, resulting in a gap.

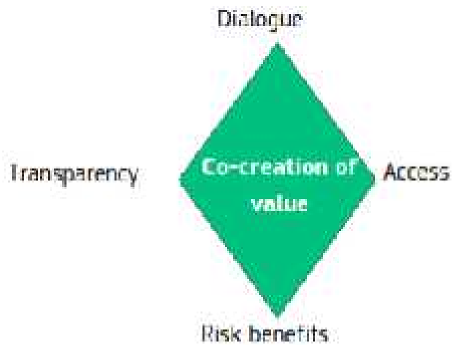
Research conducted by Neghina et al. (2015) describes three predecessors (antecedents) about the co-creation value of communicating, relating, and knowing. Still according to Neghina et al. (2015), the frequency of two-way communication positively affects the value of co-creation. Trust, interpersonal commitment between employees and customers as drives that positively influence the value of co-creation. Gwinner, Bitner, Brown, and Kumar (2005) further see information sharing as a driver of co-creation value.

New mindsets need to be built between those who work together in supervising, guiding the co-creation value process that includes elements such as product development, business model development, marketing or strategy. Furthermore, the concept of co-creation value has an integration process that can make individuals move positive (or negative).

Brunink (2013) found that the value of co-creation fails in determining the motivation of customer engagement. Failure is because the samples used are those involved and not involved in the value of co-creation. The concept of co-creation value has been adopted by several large global organizations as a solution to meet consumer demand (Libert, Wind & Fenley 2015).

According to Prahalad and Ramasmamy (2004) the value of co-creation is formed by building elements of dialogue, access, risk-benefit and transparency (DART), which allows customers as collaborators with companies. This building is used to address the gaps that arise as companies, suppliers, customers, employees and engineering teams learn new ideas about design, engineering and manufacturing. They seek to understand, deepen aspirations, desires, motivations, behaviors and trade-offs regarding suitability and function.

Figure 1: Co-creation Value Dimension



Source: Prahalad dan Ramasmamy (2004)

Collaborative Synergy (Co-Synergy)

Collaboration is a process whereby members of different disciplines, institutions or institutions share their expertise covering various activities, for example, communications, information sharing, coordination, problem solving, and negotiation to produce Collaborative Value. The terms of collaboration are often exchanged with terms of partnership, alliance, joint venture, co-operation, coordination or consortium (Haider, 2014). Collaboration is a more complex form of collaboration because of the nature of dependence and much more dynamic. Co-operation and coordination of its nature in relationships between organizations is more static.

The collaboration according to Marshal (1995) is a fundamental process of the form of cooperation that creates trust, integrity and breakthrough through the achievement of consensus, ownership and integration in all aspects of the organization. The underlying assumptions of collaboration are (1) the involvement of all parties from the strategic stage to implementation; (2) All aspects of the organization are committed to transformation; (3)

Changes in behavior and collaborative culture; (4) Actions based on results and work seseuai with the actual time (Marshal, 1995).

Collaboration involves an exchange of views or ideas, information, resources and competencies that provide perspective to all collaborators to produce shared value creation. Collaborations that integrate the resources and competencies of each member of the collaboration will result in great strength or synergy.

Synergy according to Williams (2006) is a process whereby the interaction of the involvement of two or more individuals or organizations will result in a larger combined effect as compared to individual influences. The effect of synergies on work or services will multiply exponentially called collaboration-bersinerji. Furthermore, Axelrod (1984, 2000) says synergy is an organizational condition that works together to produce something totally more efficiently, effectively, productively and better than if done individually. Sinerji (synergy) is a form of mutually beneficial or win-win cooperation generated through the collaboration process of each party in the absence of feelings of defeat. Covey (2000) asserted that an important element in producing synergy in cooperation is the high emotional involvement between the parties who work together to realize the results to be achieved, based on a proactive effort to understand co-partners and not to be understood, to open wide to get alternatives Best in cooperation and principled on a win-win (mutual) fikir pattern.

Collaboration of financial institutions through the efficiency, flexibility, quality of services to obtain information through information sharing so as to improve the quality of receivables and overall performance significantly (Erlena, Cerasi and Daltung, 2005; Ann and Steve 2006). Ken and Nigel (2007) found that the higher the collaboration would increase organizational profits through improved performance. In addition, companies can reduce product development costs, share risks, knowledge and technology. They can interact with each other, collaborate on capturing, creating values, sparking new ideas by utilizing their respective resources (Chesbrough, 2003, 2007; Prahalad and Ramaswany, 2004; Dervojeda, Verzijl, and Nagtegaal, 2014).

Customer Participation

Service marketing is a marketing concept that is oriented to the connectedness of service providers and users. The interaction is an active engagement between customers, company employees who are sometimes short or long and sustainable. The intensity of customer engagement with employees in transactions is key to the concept of service marketing. Customer involvement can be interpreted as customer participation in interaction between customer and employee. Such customer participation can be superior service delivery, production services both physically and share resources or competencies (Dabholkar 1990, Schneider and Bowen 1995, Lengnick-Hall 1996).

The development of information technology enables customers to participate actively in the marketing process. Companies must be more open in information and resources, for which companies collaborate with customers to create values that meet individual and dynamic needs (Prahalad and Ramasmamy, 2000). Participation involves voluntary action from consumers to ensure that the service is not only delivered in a way that meets their needs (co-production) but also to improve the quality and benefits of the process.

In the service industry, customers are required to provide production resources in the form of information or business before service transactions can be delivered. As in financial services in this case is life insurance services, customer involvement in providing information to professional financial advisers and jointly make decisions on the agreed investment. While customers are not members of partial organizations or employees. This reflects the customer's active role which includes sharing information during the transaction process and not just being present with the employee's service during the service-encounter.

Companies as service providers that offer company values that are reflected in the products they produce, must conform to the values that customers perceive in terms of benefits and sacrifices (Graf and Maas, 2008). Qualitative research conducted by Zeithaml (1988); Woodall (2003); Kotler and Keller (2012) include benefits, sacrifices, rationale, perceptions of product attributes being offered. The researchers found the concept of customer value is a company strategy to determine the needs and desires according to customer expectations. In the service environment the influence of customer engagement, the company and employees in delivering the product becomes the service provider's challenge to understand the perceived value. The results of Chang and Wang Shin-Wai's research (2011) show a weak influence on perceived value in online buying / shopping behavior.

Customer participation in the company from the design stage, the process and or delivery to the customer will result in high co-creation value, resulting in a synergistic effect. The results of this shared value will be different when compared to work separately or partially by utilizing resource integration, sharing of competence and knowledge on an ongoing basis (Heinola 2012, Gronroos 2011a, Vargo et al., And 2008a). The research was corroborated by Prahalad and Ramasmamy (2004), Thomke and von Hippel (2002) who said customer participation can be done through product innovation, innovation-process, and interactivity activities. However, according to Hsiuju, Yen, Gwinner, and Su (2004), Kotabe and Scott (1995) that not all customer participation with the company can run successfully. Failure in cooperation poses a negative effect on product development innovation due to resource differences and information disclosure.

Customer Perceived Value

The perceived value is the difference between the benefits a customer derives from a product and the efforts and sacrifices it makes to obtain and use the product. Customer value is an overall assessment of the usefulness of the product on the basis of the perceptions received and given by the product (Zeithaml1987,1998). According to Huber (2001) customer value is an embodiment of all efforts of the company directed to meet customer expectations and needs as well as reflected in the goods and services offered by the company to customers.

The findings (Koagow, 2015) say there is a difference in the value of perceived customers to the usefulness, quality and price of an automotive product. Along with that Assagaff research, (2014) conveyed that unbalanced information about product superiority and corporate image with lack of explanation about the ins and outs of risk and transparency of product information offered.

According to Graf and Maas (2008), customer value can be seen from the perspective of the company as a provider center, the value that the firm offers to the resulting product, which customers can evaluate after the product is enjoyed or purchased. The perceived value of perceived customer perceptions indicates whether there is a match between benefit and sacrifice. The perceived value of the customer is the customer's response to the promotion, the benefit to the perceived quality of the service (individual / family / other) (Supriyanto, 2005). According to Gale (1994) that consumers' perceptions of the value of quality offered relatively higher than competitors will affect the level of consumer loyalty, the higher the perceived value of the customer, the greater the possibility of a relationship (transaction).

Relational Capability of Insurance Agent

The Resource-base View (RbV) theory views the company as a collection of resources and capabilities possessed in the face of business competition (Penrose 1959; Wernerfelt, 1984; Peteraf, 1993). The RBV approach states that companies can achieve sustainable competitive advantage and gain superior advantage by owning or controlling both tangible and tangible strategic assets (Barney, 1991). Coo and Bontis (2002) argue that the organization's superior performance depends on the organization's ability to develop its unique resources and capabilities. The uniqueness and capability of a company that becomes a competitive advantage by building and empowering special competencies. Distinctive competencies are the strengths of a company that can not be easily matched or imitated by a competitor (David, 2009). According to Grant (2002) the company has tangible resources, manifestations and human resources as well as unique competencies used to win the competition.

Typical Competence = Weakness (fixed + transformed into power).

In addition to the typical competencies, the Knowledge-based Knowledge (RBK) is also a strategic resource that can be used as a competitive advantage for companies (Balogun and Jenkins, 2003; Curado and Bontis, 2006; De Carolis, 2002; Grant 1996; Et al.Hoskisson, 1999; Huizing and Bouman, 2002; Roos, 1998; Sveiby, 2001). RBK according to Denisi (2003) includes the intellectual and knowledge capabilities of employees and their capacity in learning and acquiring more knowledge. RBKs in human capital or human capital include skills, capability and learning capacity through experience and formal training.

Relational capability is intangible resource capable of creating social relationships as one form of dynamic organizational capability. Relational capability is used to create, expand or modify the resource base owned by the organization, and add or enlarge the resource base by incorporating various resources owned by partners (Luo et al., 2004; Helfat et al. (2007).

Abilities that must be owned by an insurance agent or insurance salesman is a broad knowledge, communication, solution solutions and professionalism in the field. This is because the insurance agent must have a commitment and trust given the product sold is a financial product or insurance program. Insurance agents not only aim to sell the product but the main thing is to build long-term relationships with customers. Customers buying insurance products can enjoy the benefits of insurance and investment in the long term.

The salesperson must be able to convey the correct and transparent information to the customer so that the customer becomes confident to establish a good cooperation. In order to convey good information an insurance agent must have good communication skills. In order to be able to explain the product to be offered and also must be able to provide solutions required by the customer.

According to Kohli, et al., (1998) that sales activity will be more effective when done by salespeople who have the ability, and experience. Salespeople must also be trustworthy and can provide solutions when customers encounter problems from using the product (Supriyono, 2008).

According to Kusumasari (2014) there are four dimensions that are related to capability. 1). Knowledge and skills. 2). Knowledge and skills are inherent in the technical system. 3). Knowledge and skills are inherent in the process of knowledge creation and supervision guided by the managerial system. 4). Values and norms relating to different types of knowledge are embodied and embedded with the process of knowledge creation and control.

Salespeople are considered to play an important role in customer value creation as a key to success, long-term success, and a source of competitive advantage (Weitz and Bradford 1999; Ulaga and Eggert, 2006; Woodruff R.B, 1997). However, according to Singh and Koshy (2010) the existing literature has not been able to explain the capabilities of sales force on business to business (B2B) can create value in relation to customers.

Smart work is an appropriate path or strategy direction as a key mechanism for achieving better sales force performance. Smart work is the goal of implementing various sales strategies by salespeople. Smart work built on knowledge and training is an important investment and strategic asset for salespeople in achieving superior and lasting performance (Geiger and Turley, 2005; Bulent and Barker, 2005).

The performance of successful salespeople is those who can work harder than other salespeople. Hard work makes the practice of quality sales activities (Grenville and Howard, 2007). Often the quality of sales activity is measured by the efforts of a salesperson. Sales force capability can be known from the breadth of knowledge possessed, the ability to provide the best solution for customers (Dahlstrom and Gasssenheimer, 1991).

Hypotheses

Hypothesis 1: The higher the customer participation, the higher the effect on co-synergy value.

Hypothesis 2: The higher the value of customer perception, the higher the effect on co-synergy value.

Hypothesis 3: The higher the relational capability of the insurance agent, the higher the effect on co-synergy value.

Hypothesis 4: The higher the co-synergy value, the higher the effect on the co-creation value.

Research Methodology

This research model builds on the above hypothesis, which is expected to explain the variables affecting co-creation.

Table 1: Research Stage

Stage	Information
The type of research	Quantitatif research
Research design	Data collection: A literature study, formulate hypotheses, identification of variables
Research sites	Semarang and surrounding areas
Data Source Type	Primer: Insurance Customers, Managers, Agents Secondary: Theory, Journal of electronic
Population	Insurance Customers in Semarang
Analysis unit	Insurance Customers
Technique Sampling	Purposive Sampling
Technique Data Collection	Quesioner
Number of Respondents	140 persons
Technique Analysis	Multiple Regression

Operational Definition Variables

- **Co-creation value:** collaboration capabilities between customers and companies by engaging in dialogue activities, accessing information, risks/benefits, and transparency.
- **Co-synergy value:** business cooperation between companies and customers that produce synergy, more effective, win-win solution, improve profitability and competitive advantage
- **Customer Participation:** customer engagement in interacting with employees can be a superior service, a production service or a sharing of resources or competencies.
- **Customer Perceived value:** the difference between the benefits the customer receives and the sacrifices made to obtain and use the product
- **Relational Capability of Insurance Agent:** ability of the insurance agent by empowering their knowledge and skills in establishing cooperation with employees, consumers, stakeholders.

Result and Discussion

Description of Respondents

- Number of samples
  Questionnaires distributed a total of 180 questionnaires, did not return as many as 25 questionnaires, 6 complete questionnaires and 9 respondents are not participants of insurance and investment. Questionnaire processed as many as 140 questionnaires.
- Gender
  Female respondents were 51.4% while male respondents were 48.6%. This shows women in addition to holding household finances who understand their financial capabilities. Women are also more aware of the importance of taking insurance for family survival if something happens to the head of the family and the benefits to be gained in the future.
- Age
  The largest distribution of insurance age is 31-40 years old with 32.1% and 41-50 years 36.4%. This shows the age range of 30 -50 years is the productive age which they still have the age of children under the age of adolescents. The high number of participation in the productive age indicates that respondents are aware and need insurance as a precaution and they understand about in addition to insurance also invest. Participation in insurance is getting younger the burden of premiums to be paid is cheaper.
- Salary
  The insurance-conscious customers who own the salary of 1-10 million of 89.3%. This is interesting to examine because customers with higher incomes above 10 million are even fewer. The most common reasons are getting younger, paying cheaper premiums. Seeing the respondents who became the target of this study many of the education so that the salary range recorded 5-10 million rupiah range. Whereas respondents working in private non-education salary ranges above 10 million rupiah there are some levels of his position as a manager of unior and senior.
- Long Be a Customer
  The duration of respondents who followed the insurance program mostly between 1 to 5 years of 60% and then a long time to customers between 1 to 10 years of 22.9%. This shows that most new customers first participate, the data from the above table there is

correlation with productive age in table 4.2 above. That participation in insurance products at the productive age and financial ability level at that age determines the length of participation is still at the stage of 1-5 years. While other data participation over 5 years are those who are over the age of 50 years.

- **Job**
  The occupations that are mostly carried by respondents are private and civil servants of 56.4% and 20%. It shows that although private companies have obliged to participate in Government insurance but the respondents still participate in private insurance in case of security and comfort.

Validity test

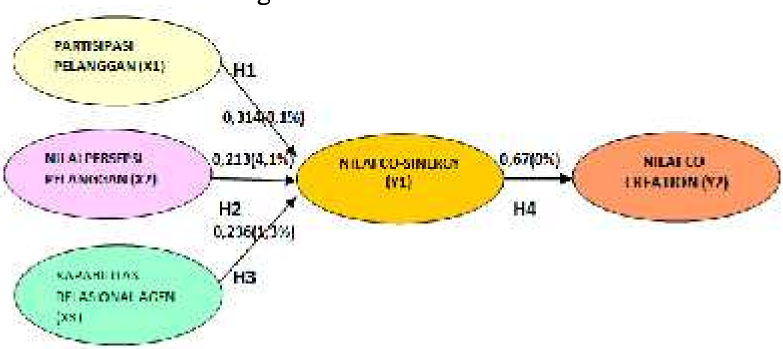
Validity test is done by using Barlett test to know correlation between indicator of variable question X1, X2, X3, Y1, and Y2. The result of all question indicator is low correlation with value of Barlett <5%, hence latent variables research can be continued. KMO (Kaiser-Meyer-Olkin) test to know the weakness of correlation between indicators in general. KMO test results all latent variables indicator has> 50% then said strong correlation. The MSA (Measures of Sampling Adequacy) test is conducted to measure the strength of each indicator, from the validity test results, all indicators in the anti-image matrix have been above 50%. This shows the correlation between strong indicators. Test Factor Loading to know whether or not valid indicators latent variables. The result of all latent variables is> 50%, it shows all indicators are valid. In most references a factor weight of 0.50 or more is considered to have strong enough validation to explain the latent constructs of Hair et al. (2010); Ghozali, (2008). Although in other reference references Sharma, (1996); Ferdinand, (2000) explains that the weakest acceptable load factor is 0.40.

Test Reliability

The reliability test is useful for determining whether a questionnaire instrument can be used more than once, at least by the same respondent producing consistent data. In other words, the reliability of the instrument characterizes the degree of consistency. Reliability test results of all variables are above Cronbach's Alpha $\alpha > 0.6$, indicating the variable is reliable.

Research Model

Figure 2: Research Model



Model 1: $Y_1 = 0{,}314\ X_1 + 0{,}213\ X_2 + 0{,}236\ X_3$

(0,1% sig) (4,1% sig) (1,3%sig)

R^2 adjusted = 0,459 (45,9%)

F = 38,96 (0% sig)

Model 2: $Y_2 = 0{,}67\ Y_1$

(0% sig)

R^2 adjusted = 0,443 (44,3%)

F = 109,843 (0% sig)

X1 = Customer Participation X2 = Customer Perception Values, X3 = Relational Capabilities of Insurance Agent, Y1 = Co-Synergy Value, Y2 = Value of Co-creation
The above model implies that,

- The influence of customer participation (X1), customer perception (X2), and insurance agent relational (X3) relative to co-synergy (Y1) have positive and significant effect with p-value X1 = 0,1%> α = 5 %, P-value X2 = 4.1%> α = 5%, and p-value X3 = 1.3%> α = 5%. This means that the higher the participation of customers in interacting with agents, the higher the value of customer perception of the company and the higher the relational capability of the agent the higher the influence of the co-synergy value.

  The effect of co-synergy value (Y1) has positive and significant effect on co-creation value (Y2), because p-value (Y1) = 0% < α = 5%. This means that the higher the co-synergy values the higher the effect on the co-creation value that is formed.

Table 2: Hypothesis Summary

No	Hypothesis	Information
H1	The higher the customer participation (X_1), the higher the effect on co-synergy value (Y_1).	Accepted
H2	The higher the value of customer perception (X_2), the higher the effect on co-synergy value (Y_1).	Accepted
H3	The higher the relational capability of the insurance agent (X_3), the higher the effect on co-synergy value (Y_1).	Accepted
H4	The higher the co-synergy value (Y_1), the higher the effect on the co-creation value (Y_2).	Accepted

Discussion

The influence of customer participation on the value of co-synergy has a positive and significant effect, meaning that customer participation variables significantly influence the value of co-synergy. This empirical test supports research conducted by Yi and Gong (2013), Kelley and Skinner (1990), Kellogg D.L., Youngdahl W.E., and Bowen, D. E. (1997) information sharing is very important to reduce risk or uncertainty. According to Chan, Yim and Lam (2010) the concept of customer participation as a behavioral construct that measures the extent to which customers share information, suggest, and engage in decision-making during service encounters. The importance of information exchange and customer involvement in the process of education and transactions in insurance is a form of trust and commitment on both sides in sharing resources. Customer understanding of information exchange and information disclosure will have an impact on the cost to which the customer is responsible, decision-making and reduce the risk to be borne by the customer in the future.

The influence of customer perception value on co-synergy value has positive and significant effect. This means that the value of customer perceptions affect the value of co-synergy. The results of this empry test in line with the research Graf and Maas (2008) the company as a service provider center means that the value offered by the company to the products produced, must be in accordance with customer-perceived value in accordance with the benefits and sacrifices. The company's value-offer will be felt by the customer when the customer has an incident to make an insurance claim. Customers feel well served and the results of claims are as promised. Customer value proposition is an explicit promise made by the company to customers that it will provide a number of useful value creations (Buttle, 2009). The salesperson insurance company is the leading person in educating and informing transparently about the value of the products offered.

The agency's relational capability to the value of co-synergy has a positive and significant effect. This means that the higher the relational capability of the agent the higher the effect on the value of co-synergy. Salespeople as value creators play an important role in customer value creation as a key to success, long-term success, and a source of competitive advantage (Weitz and Bradford 1999; Ulaga and Eggert, 2006; Woodruff R.B, 1997). In insurance companies the agency's relational capability is the value creator of their ability to educate, explain transparently to the prospective customer making the power to influence the prospective customer that impacts the decision of the candidate to have the insurance product. In line with the findings of Prihantoro, Basuki, and Iskandar (2013), the national life insurance industry is actively increasing the demand for life insurance through the development of new product designs with certain characteristics in accordance with the needs and characteristics of the community. Empirical test results in this study co-synergy value is a commitment and trust between prospective customers with insurance agents in sharing resources to achieve kesapakatan transactions.

Still according to Prihantoro, Basuki, and Iskandar (2013) life insurance program with long-term savings (dual-purpose insurance program) and equipped with various alternative investment patterns. Based on empirical test results sharing information and resources owned to both parties determine the amount of premium to be determined and allocation of investment options in accordance with the needs and capabilities of prospective customers.

Co-synergy values have a positive and significant effect on the value of co-creation, meaning that the higher co-synergy value the higher the co-creation value. The value of co-creation will be created individually (unique) if there are values of cooperation in accordance with the values perceived by customers. Strong cooperation between organizations by Anderson and Narus (1990), Muthusamy (2007), Craig (2005), Sawler (2005), meaning that all parties believe that the cooperation will produce something bigger / better, and do not attempt to take opportunistic actions that will undermine the cooperation. From the results of empirical tests, insurance customers will feel having an insurance product in accordance with the needs because there is mutual trust and disclosure of information that is needed at the time of the insurance agency to design the desired insurance products. The resulting co-creation value makes it unique because the value is determined individually by the prospective customer, the unique value created (distinctinve value) is the competitive advantage of the company.

Conclusion

The antecedent variables of collaboration values significantly influence the value of co-creation in transactions in life insurance. The value-collaboration construct indicator is shown through the effect of transaction komiment, the determination of the premium value, the solving of the problem of increasing the benefit and the income of the prospective customer. These factors are supported also by the professional relational capability of insurance agents with knowledgeable indicators, smart in responding to customer problems and communicative education patterns.

Customer participation, customer perceptions and the relational capability of insurance agents affect the value of co-synergy this means sharing participation of resources conducted during dialogue with insurance agents, prospective customers openly provide information about financial capabilities. Financial information should be disclosed because the insurance agent in addition also serves as a financial consultant customers who design the amount of premium to be set as well as establish the contribution of investment benefits that will be felt by customers.

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