

## ABSTRACT

The ubiquitous adoption of information technology alongside the growth of digital business enables the widespread popularity of peer-to-peer-based activity on sharing economy platforms. This condition allows for the simple sharing of personal assets and belongings by enhancing joint access to certain goods, services, or resources through renting, swapping, or sharing access. In recent years, the attitudes toward consumption have gradually changed, resulting in an increase in social embeddedness, environmental and ecological aspects. To begin, this research derives the influence of motivational factors behind why users engage in sharing schemes on a shifted consumption attitude and willingness to continue to participate in collaborative consumption.

Data were collected in an online survey through online questionnaires which were then analyzed by partial least squares (PLS) regression approach with Smart PLS version 3.3.9 to test the model in a quantitative way involving 127 users as a valid sample of Gojek services users.

In conclusion, this research reveals the evidence that shared ownership of accommodation through the Gojek platform is more than just a trend, but also a consumption alternative as more people participate in this kind of economic activity. The consumer's intrinsic and extrinsic motivation to share has a positive and significant influence on collaborative participation. The attitude towards consumption strengthens as well as significantly and positively influences the relationship between motivation to share and collaborative participation, which then influences the overall consumer's continuance participation.

Keywords: extrinsic motivation, intrinsic motivation, attitude towards consumption, continuance participation, sharing economy, Self-Determination Theory (SDT)

