

ANTECEDENTS AND ROLES OF PERCEIVED COMPLEMENTARITY IN SERVICE CONSTELLATIONS

1 RESEARCH OBJECTIVES

- Explore how services work together in constellations to create customer value
- Identify **antecedents** of perceived complementarity and assess how they impact perceived **value** and **risk** of the service constellations

2 RESEARCH QUESTION

How do factors within a service constellation contribute to its **perceived complementarity**, and how does this complementarity affect customer perceptions of value and risk associated with the constellation?

3 METHOD

Setting



Sample Size

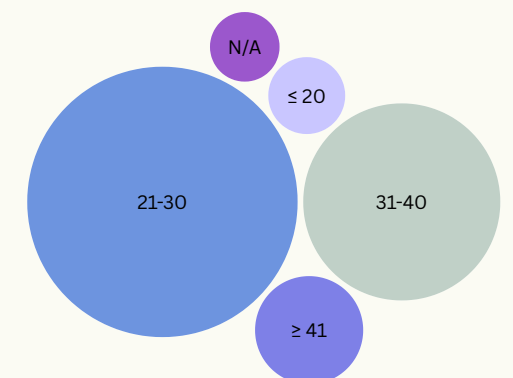
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27.5%



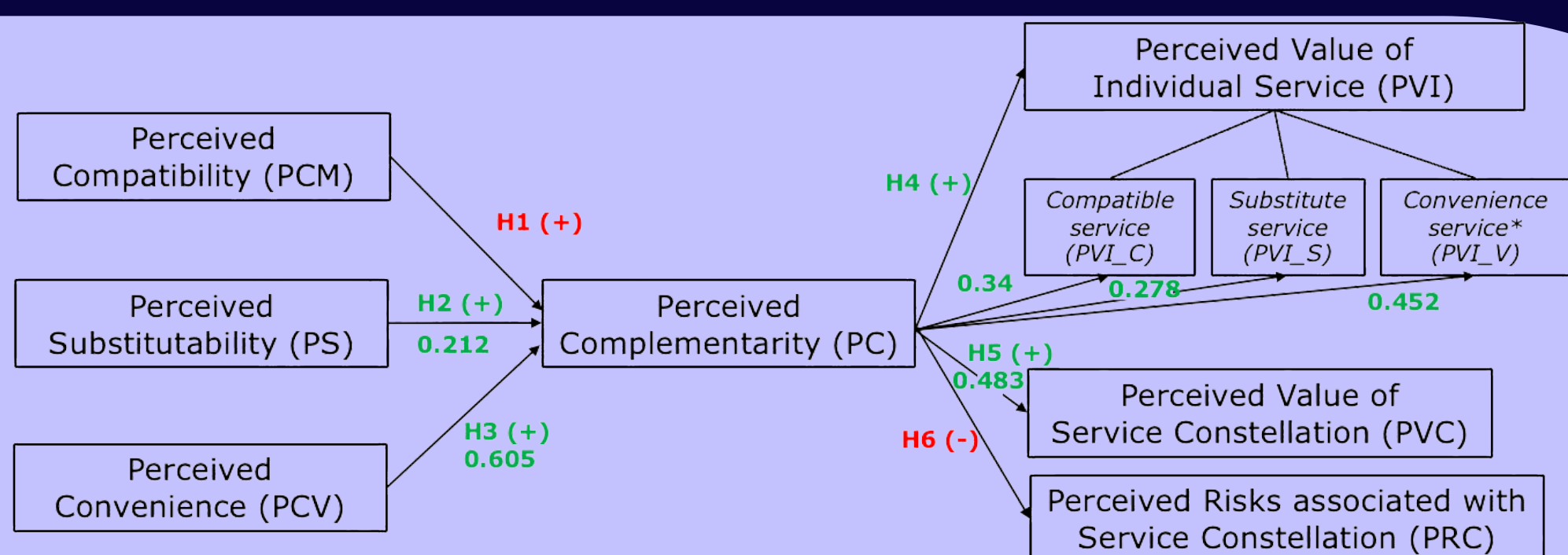
70.3%

- Literature review
- Quantitative survey
- SPSS & SEM-PLS



4 RESULTS

Supported hypotheses: 7/9



5 CONCLUSION

- Antecedents of PC: PCV & PS
- PC has significant impact on value of both individual services and service constellation

IMPLICATIONS

- Design for convenience
- Offer service variety
- Seamless integration > Compatibility
- Multi-faceted risk assessment