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Abstract

In recent years, there has been a growing movement toward Transformative Service Research, in which the outcome of service co-creation is not based on traditional indicators such as customer satisfaction or loyalty, but on behavioral and attitudinal changes that lead to the pursuit of human's physical and mental health as well as quality of life so called their wellbeing. The reason for this is that mature societies require services that not only pursue traditional outcome measures, but also take the improvement of beneficiaries' wellbeing into consideration. Beneficiary wellbeing is particularly important in the field of health care services. With the recent problems such as declining population, slowing economic growth, and national financial crisis, as well as the need to move away from a "cure-centered" approach that only aims to cure illness, it required that customers maintain, control, and even improve their own wellbeing, even in case of less serious illnesses.

We conducted researches on literacy that contributes to the improvement and maintenance of customers' wellbeing with dental healthcare services. Healthcare services are required but not always generally desired. Although people would like to stay healthy if possible, they generally choose to avoid visits to medical facilities where they are uncomfortable with treatment and examinations if and when they become mentally and physically weak. Dental care is a typical healthcare service that usually deals with more minor problems. Although the majority of oral diseases are preventable, they affect approximately 3.5 billion people in the world, the half of the world's population, which is a concrete evidence that oral health maintenance is a challenging issue.

This paper identifies three sub-research questions (SRQs) and derives answers to one main research question (MRQ): In the first SRQ, whether the value co-creation practices that customers engage in leading to the final outcome (wellbeing) are effective was examined using statistical causal inference. In the second SRQ, situations that inhibit customers' participation in the value co-creation process (value co-destruction) and situations that extinguish or reduce customers' intention to continue using the service were identified. In the third SRQ, factors leading to VCD were explored. The MRQ is to explore the key factors of Transformative Service Literacy (TSL), which is the customer literacy needed to co-create wellbeing.

The result of SRQ1 suggests that interpersonal interaction through customer participation is important for value co-creation in healthcare services, but that there are various factors that influence customer behavior and its outcomes. Although it is difficult to consider all factors that influence value co-creation practices by customers and their co-created wellbeing, we controlled the background information of customers obtained through questionnaires and used statistical causal inference techniques to determine whether the value co-creation practice by customers has a positive impact on improving customers' wellbeing. In the analysis of SRQ2, we analyzed an open-ended dissatisfaction questionnaire about dental services using a topic model, a machine learning text analysis technique, and subsequently analyzed its relationship with patients' intention to continue dental treatment to identify what types of value co-destruction exist. Based on the results of SRQ1-3, we proposed the elements of TSL, which is the customer literacy necessary to ultimately co-create wellbeing in healthcare services, and guidelines for fostering TSL.

Keywords

Value co-creation, Value Co-destruction, Healthcare service, Transformative Service Research, Transformative service literacy