PEMODELAN ONLINE COMMUNITY RELATIONSHIP MANAGEMENT DALAM PEMBUATAN VALUE CO-CREATION DI INDUSTRI BROADBAND TELEKOMUNIKASI SELULAR INDONESIA

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SUMMARY

AL. AGUS KRISTIADI. Online Community Relationship Management Modelling in the Creation of Value Co-Creation in Broadband Cellular Telecommunications Industry of Indonesia. Supervised by HARTOYO, EVA YUSUF dan DADANG SUKANDAR.

The growth of mobile broadband services in anticipation of declining voice services and SMS in Indonesian cellular telecommunications industry has changed the paradigm of mobile phone consumers from information oriented toward social and communication oriented. This change make customers as part of the digital community. Along with these changes, coupled with the growth of social media facilities as well as the requirement for the company to win the competition, mobile telecommunications providers have to develop a business model of online community as a 'stage' that is easily accessible to all interested customers to the facility. The company in the context of service dominant logic has no fully control of value creation processes, but it involves customer in the process of value co creation. Service Dominant Logic emphasizes the intangible aspects of marketing such as customer experience, value that delivered to customers, building a two-way interaction and prioritize networking in order to maintain a long-term relationships and manage customer engagement in the process of value co-creation. The process of value co-creation requires the company's capability to collaborate customer knowledge co-creation management to improve customer skills and knowledge and transform the relationships with customer from only acts as a passive recipient of information of products and services previously to a competent partnership that plays a role in the process of value co-creation.

The challenge that facing by companies to create value co-creation in a community is to build facilities that able to orchestrate customer creating a superior value. The growth of consumers community in Indonesia and the changes of customer behavior of mobile telecommunications requires the need of companies to develop business model of online community relationship management. There is no empirical studies before in the research of business model of online community relationship in the context of broadband industry so that it is interesting to be explored.

The purpose of this dissertation is to build a model of online community relationship management in broadband mobile telecommunications industry, analyzing that the online community will influence on the formation of value co-creation, analyzing the successful determinants of online community that is held and managed by companies, as well as designing strategies to manage online community to build a community relationship management and boosting co-creation value. The research develops a model from the model of attributes and benefits of online community, model online community experience, model of The co-creation of value exploring engagement behaviours in user generated content websites and model of consumer engagement.
The framework research of online community relationship management was based on the theory that the main purpose of customers to join online community, along with the effectiveness of information searching and communication will build customer experience in the community. Customer experience will trigger customer engagement and simultaneously build customer attitude both to the brand and to the firm. Those process will build value co-creation as perceived benefits, either by customer or company. Value co-creation is measured based on its relationship with the company, goodwill, intentions to do business and affective commitment.

The study is using sample of broadband community from the largest mobile telecommunications provider in Indonesia, namely palingIndonesia.com with population around 12,000 members. Data collecting was done on September to November 2013. The number of sample required is 264 respondents. Sampling techniques using non-probability sampling. Data was collected through interview using a questionnaire. The research procedure are study literature to build model and framework, defining research design by collecting data questionnaires, conduct interviews with respondents and processing the data, testing the reliability and validity data and testing the goodness fit of the model.

Data analysis using tools Structural Equation Modeling (SEM). This tools met with research requirement that able to examine the relationship of causality between variables, capable of measuring indirect variables, able to detect measurement errors, provide modification index that gives more direction of research and modeling, able to identify the interaction between variables, and have the ability to solve the problems of non-recursive path.

The result of the research is a model of the impact of online community relationship management to the formation of value co-creation as a model of Online Community Relationship Management in mobile broadband telecommunications industry in Indonesia. The determinants of successful online community activities is the fulfillment of customer's purpose, information searching effectiveness and communication. Value co-creation in the online community is significantly influenced by customer attitude, communication, customer purpose, engagement and information searching effectiveness. Model Online Community Relationship Management in the formation of value co-creation is the overall customer experience of their interactions in online communities that generate customer engagement, build customer attitude, both to the brands and companies, as well as generate value co-creation.

As managerial implications, the strategy to manage online community relationship management building value co-creation are: improving the capability to dialogue with customers, giving customers a greater role by supporting customer innovation as part of the process of value co-creation, develop a system of customer ideas and innovation by establishing evaluation methods, implementation, incentives scheme to those who are involved in co-production process. The company have to support leadership by ensuring the presence of facilitator who are able to encourage customer more actively to interact and share and simultaneously collaborate their ideas.

This study uses online communities from one mobile telecommunications company in Indonesia. Further research can be developed in other types of online communities in the same or different industries to strengthen the online communities.
community models in generating value co-creation. Generalization of the study will be more precise if the members of online community have high participation in the research.

Keywords: Customer Engagement, Online Community Relationship Management, Service Dominant Logic, Sikap Pelanggan, Value Co-creation
Pemodelan online community relationship management dalam pembentukan value co-creation di industri broadband telekomunikasi selular Indonesia

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