

Mobile Advertising Modelling for Telecommunications Industry: Focusing on the Boosting of Value Co-Creation

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Abstract: The telecommunications industry has turned into social and communication-oriented services, along with declining voice services. In line with these changes, the telecommunications industry must adjust to market changes. One of the service changes that occurred was the emergence of mobile advertising services. The aim of this research is to build a mobile advertising service model that serves to form value co-creation for the industry of mobile telecommunications in Indonesia. The study used a sample of the broadband community of users from the largest mobile telecommunications provider in Indonesia. They involved their customers as part of service delivery in the company to co-create the value. The number of participants was 284. The sampling technique that was used was non-probability sampling. The data analysis was carried out using Structural Equation Modelling (SEM). The result of this study is to find a mobile advertising model for the formation of value co-creation for the industry of mobile telecommunications.

Keywords: mobile advertising, service-dominant logic, structural equation modelling (SEM), telecommunication, value co-creation

Introduction

The process of co-creation in marketing is undergoing very rapid changes, becoming more complex, following digital processes, and more systemic ([Hartmann, Wieland & Vargo, 2018](#); [Moncrief, 2017](#); [Akaka & Vargo, 2014](#)). This is due to the changes in the business itself where

the digitalization approach is increasingly used. This change makes the process of value co-creation not only occur in the sales process between customers and companies, but also influenced by other things, both external influences, such as technological changes, and influences within customer interaction and the company itself, such as different levels of customer preferences ([Steward et al., 2019](#); [Lemon & Verhoef, 2016](#)). This condition presents a challenge in understanding the value of co-creation further, as the buying process is not only limited to the relationship between customer and company, but also includes various factors and other entities. ([Lemon & Verhoef, 2016](#)).

According to Lim, Yap & Lau ([2011](#)), the success of mobile advertising services depends mostly on the interaction between customers and the content of the products that are being offered. Because of that, the empowerment of information, ease of access to technology with the support of network strength, and active customers are expected to encourage value co-creation.

Purchase decisions by customers are closely related to business relationships within a company. This decision-making is influenced by several factors, including emotional and rational aspects ([Kotler & Keller, 2015](#)). The rational aspects such as product quality, technology, and after-sales service are more important than the emotional aspects, such as risk reduction, certainty, trust, and the close relationship between the company and customer ([Lin et al., 2018](#)). Although the rational aspect is more important than the emotional aspect, the emotional aspects such as how to form a close reciprocal relationship between the customer and the company still cannot be ignored completely.

The strength of the rational aspects of a product, which are compared to the emotional aspects in the context of the establishment of co-creation value, especially in the Mobile Advertising industry of the telecommunications market, became one of the research gaps in previous studies. A study of Bae & Zamrudi ([2018](#)) on social media mentioned that the introduction of the characteristics and needs of each customer is very useful to increase consumer satisfaction. Research that was conducted by Gaber, Wright & Kooli ([2019](#)) investigated the customer experience of the community using Instagram ads, concluding that the high interaction between communities is influenced by customer perceptions about content usability, entertainment, credibility and lack of irritation from ads on Instagram itself. This issue was another research gap and it became one of the reasons underlying this study. Besides, previous studies had paid less attention to the study of value co-creation in digital marketing because of the opinion that the decision-making process is more rational and focuses on the assessment of rational quality, so that there is no individual emotional aspect that is involved ([Sinclair & Seward, 1988](#)). However, other studies have shown that the emotional aspect needs to be further studied, as value co-creation is important and able to affect the purchase

decision-making process ([Lin et al., 2018](#)) and is expected to increase value co-creation ([Murillo, Merino & Núñez, 2016](#)).

Based on the above background, the research questions can be formulated as follows: What is the right mobile advertising service model and can it be used as a guide to implement the concept of value co-creation in the cellular telecommunications industry in Indonesia?

Material & Methods

Location and research object

In this study, the purposive method approach was used by choosing a location where 80% of national advertisers were located and made ad bookings.

This study was conducted in Jakarta for six months (October 2020–March 2021). The research object that was used in this study was broadband users, who get a mobile advertising campaign with certain profiling. They should have active Internet status. Besides, they had to be smartphone users whose phones used a modern operating system such as Android or IOS (because in Indonesia there are many people who use old handsets with Symbian, Java, etc.). The other requirement was their average revenue per unit (the total revenue divided by the number of subscribers) must above IDR 100,000. They also were always getting a mobile advertising campaign in the first half of 2020 and doing a performance-based activity (install, acquisitions, purchases).

Data analysis methods

Based on these criteria, there were 284 respondents. The basic method that was used was mixed methods that combined qualitative and quantitative approaches ([Creswell, 2015](#)). This study applied the descriptive analysis method and Structural Equation Modelling (SEM). Descriptive analysis aimed to get an overview of the characteristics of respondents (profile and behaviour of respondents), while SEM analysis aimed to test the static and causal model. SEM had the facilities that were needed in this study, namely: having causality facilities that examined the relationship between variables as a unit; facilities that measured variables indirectly and detected measurement errors; as well as facilities that identified the interactions between variables. ([Hair et al., 2019](#)).

Research variables

The variables included both independent and dependent variables. An independent variable was a variable that described or affected another variable (an exogenous variable with an X indicator), while a dependent variable was a variable that was described or was affected by an

independent variable. Dependent variables were referred to as endogenous variables, with a 'y' indicator. These variables, both exogenous and endogenous latent variables, were measured by several questions where each question was made according to its indicators. The scale of the data that was used in the measurement of indicator variables was performed using the Likert and Semantic Differential rules with a scale of 1 to 5, where 1 = strongly disagree and 5 = strongly agree.

The structural model of the study describing the interaction between the research variables can be seen in Figure 1.

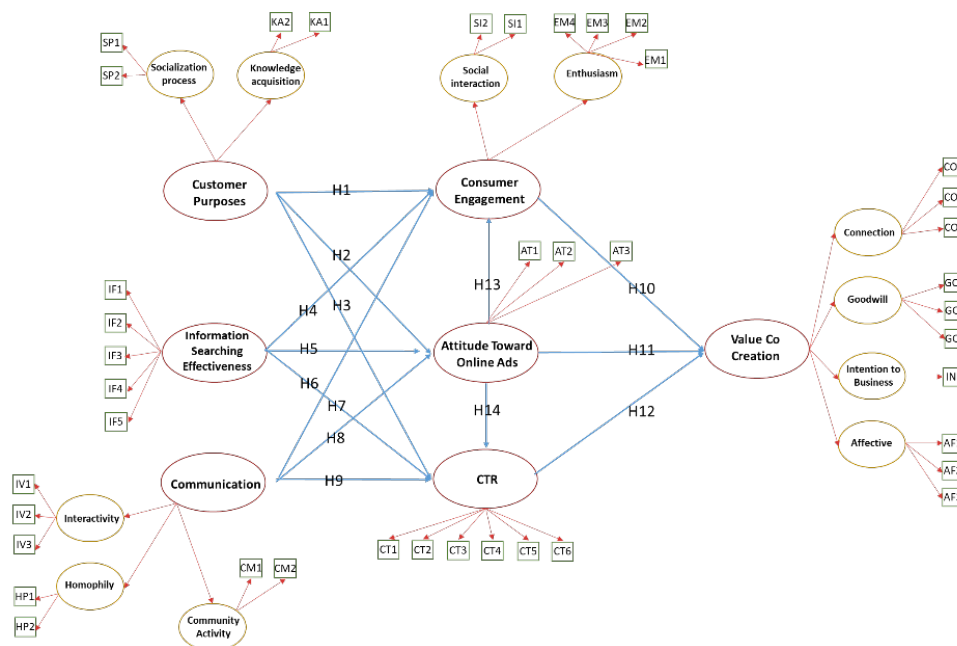


Figure 1. Conceptual Framework

Hypotheses

H1: Customer Purposes have significance positive effect on Consumer Engagement

Erat *et al.* (2006) and Joshi & Sharma (2004) in the context of customer knowledge management stated that the customer's goal to exchange knowledge is the key to success in attracting customers to engage in participation. This proved to be applicable in the context of an online community. The stronger the fulfillment of customer goals, the stronger the courage of consumers to participate and interact with the company will be.

H2: Customer Purposes have significance positive effect on Attitude Toward Online Ads

Menon & Soman (2002) investigated that the power of a customer's goal is based on customer curiosity about the ads that appear on the Internet. Their research resulted in the fact that curiosity about an ad will improve the quality of the customer aiming to get information from a particular product. In another study, Zhang & Katona (2015) stated that the goal of

customers to get clear information from advertisers can encourage customers to have both positive and negative attitudes towards ads that appear.

H3: Customer Purposes have significance positive effect on Click-through Rate (CTR)

Baltas (2003) argued that one of the factors supporting the high Click-through Rate (CTR) in online advertising is the emergence of a sense of pleasure, where the value of pleasure is obtained by customers from the results of customer interaction in online activities. The purpose of pleasure and entertainment includes aspects of pleasure, entertainment, escape, and the like.

H4: Information Searching Effectiveness has significant positive effect on Consumer Engagement

Williams (2013) stated that the fulfillment of significant information searching effectiveness will further improve the customer engagement process. The study found a new causality in the context of online communities, stating that information searching effectiveness significantly affects online consumer engagement. Another study by Garman (2013) also mentioned a similar thing, that information searching effectiveness causally affects customer engagement.

H5: Information Effectiveness has significant positive effect on Attitude Toward Online Ads

Smith Ducoffe, Tromley & Tucker (2006) found that Internet advertising must have information searching effectiveness that is effective to support the attitude of ad acceptance from customers, including that those ads must have informative, entertaining, useful, valuable, and important characteristics. Schlosser, Shavitt & Kanfer (2009) corroborated this opinion by conducting a survey of 400 respondents and found that there was no opinion of most respondents about the use of advertising on the Internet: respondents' opinions were divided into three parts (likes, dislikes, and normal attitudes) to ad acceptance.

H6: Information Searching Effectiveness has significant positive effect on CTR

The MMA (Mobile Marketing Association), an organization that regulates the standardization of Mobile Advertising services, mentions that effectiveness in the search for product information can increase the effectiveness of a CTR campaign (Mobile Marketing Association, 2018). Several previous studies have also confirmed a positive relationship between effectiveness in the search for product information and an increase in the effectiveness of CTR (Jin & Jun, 2011; Ju, 2013).

H7: Communication has significant positive effect on Consumer Engagement

Communication has a significant effect on the formation of engagement. This statement is in harmony with Wagner & Majchrzak (2006), who state that communication built on interactive

attributes can build customer engagement. Wagner & Majchrzak (2006) also state such causality in the context of the relationship with the offer or activity provided by the company. Narayan (2007) added that consumer engagement is the intensity of customer participation with both company representation and other customers in the process of knowledge exchange collaboration.

H8: Communication has significant positive effect on Attitude Toward Online Ads

Previous research has shown that the similarity of communication between individuals (homophily) who are targeted by mobile advertising services affects customer acceptance attitudes towards the advertising that appears (Chung & Holdsworth, 2012; Brynjolfsson, Hu & Rahman, 2013). Research by Murillo, Merino, & Núñez (2016) also confirms that not only homophily, but also good communication is needed, which is reflected by the homophily dimension and community activity level in each customer.

H9: Communication has significant positive effect on CTR

Customers are less likely to be attracted to uncommunicative ads and annoying ads (Smith Ducoffe, Tromley & Tucker, 2006). According to other studies, the same customer profiling factor when obtaining ads makes customers further encourage the level of customer activity in buying products offered by advertisers, so that proper customer profiling becomes a keyword (Kim & Sundar, 2010; Tassi, 2013).

H10: Consumer Engagement has significant positive effect on Value Co-Creation

Vivek (2009) builds a model of consumer engagement in which the intensity of consumer engagement relates positively to the value received by both consumers and companies, both extrinsic and intrinsic values. In addition, Prahalad & Ramaswamy (2004) also built a consumer engagement construct where consumer engagement encourages the process of value co-creation.

H11: CTR has significant positive effect on Value Co-Creation

CTR is the number of click-throughs as a percentage of the number of ad units that appear. According to Nihel (2013), CTR analysis of banner ads is believed to be the most common way to attract customers and engage them in the selection of brands or products from advertisers. Some previous studies (Dreze & Hussherr, 2003; Faber, Lee & Nan, 2004; Gong & Maddox, 2003) stated that CTR activity is directly proportional to the value of co-creation.

H12: Attitude Toward Online Ads has significant positive effect on Value Co-Creation

Some previous studies have believed that acceptance of online advertising has a significant influence on the value of co-creation ([Bauer et al., 2005](#); [Jayawardhena et al., 2009](#)). Jayawardhena et al. ([2009](#)) further stated that the purpose of receiving a positive attitude also makes customers re-purchase the products offered, so the positioning of advertisements must be appropriate to support the creation of a positive attitude from customers.

H13: Attitude Toward Online Ads has significant positive effect on Consumer Engagement

The Marketing Science Institute (MSI) tracks consumer engagement based on the background of changing communication technologies and market globalization. Rapid changes in communication technology as well as the globalization of the market have created greater prospects and customer communities than many previously isolated conditions. Fremlin ([2012](#)) proves that the online environment increases the engagement and activity of members interacting.

H14: Attitude Toward Online Ads has significant positive effect on CTR

Attitude of acceptance towards online advertising becomes a major factor in various research on online advertising ([Achadinha, Jama & Nel, 2014](#); [Muk & Chung, 2015](#)). When customers already have a positive attitude towards the acceptance of ads, this will encourage customers to do buying activities (click) in the ad, so this will encourage the high CTR value of mobile advertising services.

Results

Descriptive statistics

There were 284 respondents who were involved in this study. The questionnaire (in Indonesian) is given in the Appendix. The distribution of the respondents was dominated by males (56%), people who were aged between 31-40 years (40%), married people (67%), people who lived in DKI area (Jakarta) (47.5%), people who worked as an entrepreneur (68%), and people with undergraduate education (37%). Customer profiling was the main reason to use mobile advertising services, with the percentage of 50%. A total of 40.8% of customers were accessing mobile advertising services for 6 to 7 times every day. The revenue level of advertisers increased by 72.9% after using mobile advertising services.

Mobile advertising model

Based on the structural model that had been presented in the mind map as shown in Figure 1, the study was carried out with SEM tools using the unweighted least squares (UL) rules to

determine the coefficient values in the model and the contribution of each exogenous latent variable to its endogenous latent. The results of the model coefficient test can be seen in Figure 2.

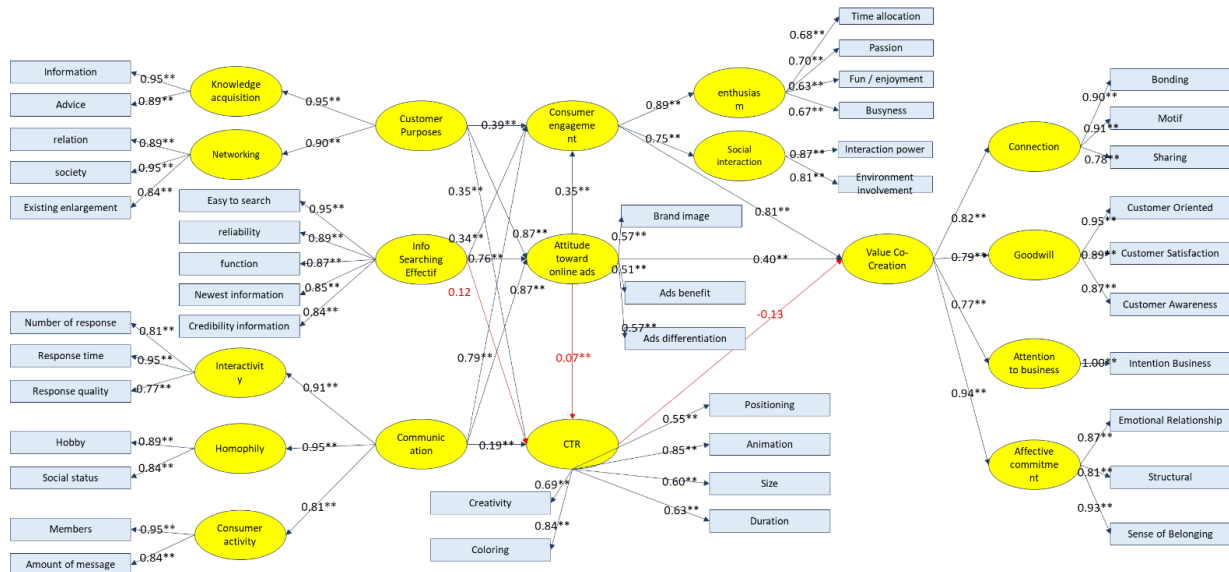


Figure 2. Coefficient of Structural Equations Model of Mobile Advertising

Hypothesis testing, validity, and reliability of the model were conducted using the P-value indicator, RMSEA (Root Mean Square Error of Approximation), and t values. It is a stable and reliable model if the P-value > 0.05 or RMSEA ≤ 0.08 and t value > 1.96 (Hair et al., 2019). P-value or significant probability showed how well the model described the population, while RMSEA indicated the total error. The result of the model test showed that the P-value was 0.10386 (it would meet the criteria if the P-value > the requirement of 0.05) and RMSEA 0.012 (it would meet the criteria if the RMSEA ≤ 0.08). Thus, it met the criteria, showing that the data taken is in accordance with the developed model.

The detail results for the SEM modelling are shown in Table 1.

Table 1. Goodness-of-Fit Test Results

Item	Standard value	Result	Remark
Root Mean Square Residual (RMR)	≤ 0,05 or ≤ 0,1	0,01	Good Fit
Root Mean square Error of Approximation (RMSEA)	≤ 0,08	0,012	Good Fit
Goodness of Fit (GFI)	≥ 0,90	0,94	Good Fit
Adjusted Goodness of Fit Index (AGFI)	≥ 0,90	0,92	Good Fit
Comparative Fit Index (CFI)	≥ 0,90	0,92	Good Fit
Normed Fit Index (NFI)	≥ 0,90	0,93	Good Fit
Non-Normed Fit Index (NNFI)	≥ 0,90	0,93	Good Fit
Incremental Fit Index (IFI)	≥ 0,90	0,96	Good Fit
Relative Fit Index (RFI)	≥ 0,90	0,96	Good Fit

An overview of the coefficients (loading factors) of the structural equations and t-values can be seen in Table 2.

Table 2. The Coefficient of the Model and t-values

Hypothesis	Description	Coefficient	t	Remark
H ₁	Customer's Purpose significant positive effect on Consumer Engagement	0.39	2.03	Accepted
H ₂	Customer's Purpose significant positive effect on Attitude Toward Online Ads.	0.87	5.90	Accepted
H ₃	Customer's Purpose significant positive effect on CTR	0.35	2.70	Accepted
H ₄	Information Searching Effectiveness significant positive effect on Consumer Engagement	0.34	2.40	Accepted
H ₅	Information Searching Effectiveness significant positive effect on Attitude Toward Online Ads.	0.76	5.19	Accepted
H ₆	Information Searching Effectiveness significant positive effect on CTR.	0.12	1.82	Not Accepted
H ₇	Communication significant positive effect on Consumer Engagement.	0.27	2.49	Accepted
H ₈	Communication significant positive effect on Attitude Toward Online Ads.	0.79	5.21	Accepted
H ₉	Communication significant positive effect on CTR	0.19	2.31	Accepted
H ₁₀	Consumer Engagement significant positive effect on Value Co-Creation	0.81	5.41	Accepted
H ₁₁	CTR significant positive effect on Value Co-Creation.	-0.13	1.23	Not Accepted
H ₁₂	Attitude Toward Online Ads significant positive effect on Value Co-Creation.	0.40	5.31	Accepted
H ₁₃	Attitude Toward Online Ads significant positive effect on Consumer Engagement	0.35	6.31	Accepted
H ₁₄	Attitude Toward Online Ads significant positive effect on CTR	0.07	0.20	Not Accepted

Discussion

The formation of value co-creation in mobile advertising was directly influenced by the attitude toward online ads (= 0.40) and consumer engagement (= 0.81). On the other side, it was indirectly influenced by customer purpose (= 0.39), online community engagement (= 0.2), and communication (= 0.27). The attitude towards online ads was significantly positive on the value of co-creation (= 0.40 and $t = 5.31$). The customer attitude towards the company and the brand that gets stronger will increase the value co-creation, and the more value co-creation in the company, the more valuable the mobile advertising platform will be.

In the long run, the value co-creation is beneficial for increasing consumer engagement, customer loyalty, and customer interaction with the company. On the other hand, the value co-creation provides useful values for both consumers and companies for short-term purposes. In general, there are three values that can be generated in the value co-creation process on the mobile advertising platform, namely: the value that is generated from the existence of a platform that unites consumers with certain interests and demographics; the value that is generated through content contributions or co-production; and the value that is generated through commerce or commercial activities. A platform that is able to survive and is sustainable will provide a value to all stakeholders.

The consumer engagement significantly influenced the value co-creation (= 0.81 and $t = 5.41$). The results of this study reinforce the statement of Vivek ([2009](#)), which built a model of

consumer engagement where the intensity of consumer engagement related positively to the value that is received by both the consumers and companies, both extrinsic and intrinsic values. The results of the study are also in line with the construct of consumer engagement from the study of Prahalad & Ramaswamy (2004), where consumer engagement encouraged the occurrence of the value co-creation process. The study also reinforces the statement of Jacobson (2015) that there is a positive correlation between online interactions and the value of intrinsic experiences that are felt by the customers. Stronger consumer involvement tends to potentially generate intrinsic values in addition to extrinsic values, which in turn creates the value co-creation for companies and consumers.

The variables of the attitudes towards online ads, CTR, and consumer engagement are generated from customer purpose, information searching effectiveness, and communication. The causality that states that the attitude toward online ads and consumer engagement significantly affects the value co-creation is a new causality in the context of mobile advertising research.

Moreover, CTR is a percentage form to calculate the number of clicks and the number of ad units shown. As explained by Nihel (2013), CTR analysis of banner ads is believed to be the most common way to attract customers and engage them in the selection of brands or products from advertisers. From this study, CTR did not have significant and direct effect on the formation of value co-creation. The tests showed that $t = -0.13$ (smaller than 1.96) and so was insignificant. The effect of this CTR hypothesis was that the establishment of the value co-creation was not accepted or rejected. However, if we look further in this study about the variables forming the CTR variables, there are two variables that have significant effect, namely customer's purpose and communication.

According to the results of this study, it is known that communication significantly affects the CTR ($= 0.19$ and $t = 2.31$). Stronger communication will build a greater CTR. Communication as a second-order variable is built from the first-order variables of interactivity, homophily, and community activity level. Causality that states that communication significantly affects CTR is a new causality in the context of mobile advertising research. Communication is one of the factors that influences CTR and then builds customer loyalty behaviour in the context of financial services (Auh *et al.*, 2007). Innovation in improving CTR is a form of communication (Gustafsson, Kristensson & Witell, 2012). Johansen & Andersen (2012) added that integrated communication generates benefits in the context of marketing and corporate communication. Causality that states that communication affects CTR is also proven to be significant and can be applied in the context of mobile advertising platforms.

Furthermore, customer's purpose has a significant effect on the formation of the value co-creation with a positive coefficient ($= 0.35$) and $t = 2.7$. This causality is new in the context of mobile advertising studies. Breazeale (2010) explained the concept of customer bonding in the context of marketing in general and stated that the process of integrative customer formation began from the process of customer reaction to select, consume, and build relationships with the company. The results of this study showed that the stronger the customer's purpose, the stronger the formation of the CTR. The biggest contributor to the customer's purpose is the fulfillment of networking objectives and knowledge acquisition objectives. The fulfillment of customer's purpose against all dimensions in a balanced manner will build the CTR. The results of this study also corroborate the theory of Service-Dominant Logic (SDL) as the formation of value co-creation, where, in mobile advertising services, any individual or group that wishes to benefit more from this exchange must have understanding and knowledge, and must contribute to the exchange process itself.

Managerial implications that can be proposed to follow up on the study are enhancing the capabilities of the companies and customers to have an open dialogue, provide a large customer role to share, and implement transparency to build long-term relationships. Companies can also build an idea creation system to engage as many customer ideas as possible as part of the innovation process by establishing evaluation methods, implementing ideas as well as incentivizing those who are involved in the co-production process. Another important implication is to segment mobile advertising customers and build customer's purpose fulfillment programs according to their segment in the formation of value co-creation. Customers in a segment of young people and dominant to the purpose of pleasure are involved in co-production programs in the form of sharing articles, stories, or games that can create pleasure in customers. Adult segment customers who are dominant towards the purpose of socialization are involved in professional sharing activities as well as offline meeting activities.

Companies can provide education to customers that mobile advertising platforms can be applied and utilized for many aspects, not only for pleasure, such as advertising, games, and the like, but also for more useful purposes, such as research, education, knowledge sharing, health, finance, productivity and so on. Companies also must ensure the effectiveness of information search by providing fast information access, developing a wide network of infrastructure, providing the right application tools, and updating the design of mobile advertising platforms by engaging customers in the co-production process.

Conclusion

This study shows that the formation of value co-creation in mobile advertising is shown by the formation of customer's purpose, information searching effectiveness, and communication,

which results in a positive attitude toward online ads and strong consumer engagement, both for the brands and the companies. The process eventually forms value co-creation as a benefit that is felt, by both customers and companies. It is measured based on some indicators, such as the connection with the company, goodwill, intention to do business, and affective commitment.

The company's strategies in managing mobile advertising in building value co-creation are as follows:

- a) Improve the company's ability to have an open dialogue with customers, provide greater customer roles, and support customer innovation ideas as part of the value co-creation process;
- b) Build a customer idea creation system as part of the innovation process by establishing evaluation methods, implementing ideas, and incentivizing those who are involved in the co-production process;
- c) Provide leadership support from the company by ensuring the presence of a facilitator who can encourage the customers to be more actively interactive and share, and at the same time collaborate on, existing thoughts.

Limitation and suggestions

The limitation of the present study and proposed suggestions for future studies are as follows.

- a. This study used objects oriented in the common interest of a mobile advertising platform in one mobile telecommunication company in Indonesia. The next study can be developed on other types of mobile advertising platforms with the same and different industries to strengthen the mobile advertising model in producing value co-creation in the broadband industry in general. Generalization of the results of the study is more appropriate if the mobile advertising platform that is used as a research object has a high level of member participation in subsequent research.
- b. A mobile advertising platform that generates value co-creation for the mobile telecommunications industry requires customer education that is conducted comprehensively by the businesses of mobile telecommunications companies, regulatory bodies, and academics to show that mobile advertising can be used for more useful purposes, such as research, education, knowledge sharing, and other things.

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Appendix: Questionnaire

Lampiran Kuesioner Penelitian

Judul Penelitian: PEMODELAN MEDIA *MOBILE ADVERTISING* SEBAGAI UPAYA PEMBENTUKAN *VALUE CO-CREATION* DALAM INDUSTRI TELEKOMUNIKASI SELULAR DI INDONESIA

Identitas responden	:	
1. Nama responden	:	
2. Alamat email	:	
3. No HP	:	
Demografi	:	
D1 Usia	:	
D2 Jenis Kelamin	:	[1] Pria [2] Wanita
D3 Pekerjaan utama	:	[1] Wirausaha / Wiraswasta [2] Karyawan swasta [3] Pelajar / mahasiswa [4] PNS [5] Tidak / belum bekerja [6] Lainnya (_____)
D4 Pendidikan terakhir	:	[1] Lulus SMA [2] Lulus Diploma D3 [3] Lulus Sarjana S1 [4] Lulus Magister S2 [5] Lulus Doktoral S3
D5 Domisili (Tempat tinggal)	:	Kotamadia / Kabupaten : Provinsi :
D6 Status perkawinan	:	[1] Kawin [2] Belum kawin [3] Cerai hidup [4] Cerai mati
D7 Rata-rata pengeluaran pribadi dalam sebulan (Rp)	:	[1] < 1 juta [4] 5.1 – 7 juta [6] 9.1 – 10 juta [2] 1 – 3 juta [5] 7.1 – 9 juta [7] > 10.1 juta [3] 3.1 – 5 juta

Screening

Apakah bapak/ibu/saudara/saudari bekerja di perusahaan atau organisasi sebagai berikut:

	Ya	Tidak	
Operator Telekomunikasi Selular	1	2	Jika terdapat kode 1 yang terpilih, maka STOP, jika keduanya terpilih kode 2 LANJUT Pengisian Kuesioner
Perusahaan riset pasar	1	2	

TTD Responden	Tanggal Wawancara	Lokasi Wawancara	Jam mulai – selesai wawancara	TTD Interviewer
<p>Catatan.</p> <p>1. Kuesioner ini ditujukan kepada pelaku usaha yang menggunakan layanan Mobile Advertising yang terlibat dalam proses pengambilan keputusan pembelian iklan. Pelaku usaha dalam kuesioner ini adalah responden dalam tiga tahun terakhir. Setiap responden diminta mengisi atau memberikan pendapat terhadap pertanyaan yang diajukan pada kolom tingkat persetujuan.</p> <p>2. Kuesioner ini diperlukan untuk kepentingan penelitian ilmiah.</p>				

PROFIL USAHA *

P1. Sejak kapan Anda memulai usaha yang Anda lakukan saat ini: Tahun _____

P2. Berapa modal Anda saat memulai usaha

Item	Pilihan
5.000.000,- s/d 10.000.000,-	1.
10.000.001,- s/d 15.000.000,-	2
15.000.001,- s/d 20.000.000,-	3
20.000.001,- s/d 25.000.000,-	4
> 25.000.001,-	5

P3. Berapa omset usaha Anda pada Tahun 2019 lalu : Rp _____

P4. Sebutkan jenis usaha yang Anda jalankan saat ini :

Item	Pilihan
Bisnis Kuliner	1
Bisnis Fashion	2
Bisnis Pendidikan	3
Bisnis Otomotif	4
Bisnis Agribisnis	5
Bisnis Tour & Travel	6
Bisnis Produk Kreatif	7
Bisnis Teknologi Internet	8
Bisnis Kecantikan	9
Bisnis Event Organizer	10
Bisnis Jasa Kebersihan	11
Bisnis Kebutuhan Anak	12
Bisnis lainnya	13

P5. Bagaimana Anda memasarkan usaha Anda (Jawaban boleh lebih satu)

Item	Pilihan	Keterangan
Memasarkan secara <i>online</i>	1	Lanjut ke P6
Memasarkan secara <i>offline</i>	2	Berhenti

P6. Platform pemasaran online apa saja yang Anda gunakan dalam memasarkan usaha (Jawaban boleh lebih dari satu).

Item	Pilihan	Keterangan
MyAds	1	Jika Kode 1 (MyAds) tidak terpilih → STOP, jika terpilih Lanjut ke P7
Adsqoo	2	
Pasangiklan.com	3	
Adsmart.com	4	
Platform lainnya	5	

P7. Sejak kapan Anda bergabung dengan MyAds : Bulan: _____ Tahun _____

P8. Sejak bergabung dengan MyAds bagaimana omzet usaha Anda ?

Item	Pilihan	Keterangan
Meningkat	1	Terjadi peningkatan %
Tetap	2	-
Turun	3	Terjadi penurunan %

P9. Selain menginginkan adanya peningkatan omzet, alasan Anda menggunakan MyAds adalah (Jawaban boleh lebih dari satu)

Item	Pilihan
Profiling pelanggan yang tepat	1
User interface	2
Bonus/reward yang diberikan	3
Kemudahan pembayaran	4
Kemudahan user experience	5
Kemudahan submit iklan	6
Kemudahan submit campaign	7
Call center 24/7	8
Alasan lainnya	9

P10. Dalam 1 bulan berapa kali Anda membuat iklan/mempromosikan produk menggunakan MyAds

Item	Pilihan
2 s/d 3 kali	1
4 s/d 5 kali	2
6 s/d 7 kali	3
8 s/d 10 kali	4
> 10 kali	5

*Lingkari yang sesuai dengan pilihan Anda.

Anggota Komunitas Online "MyAds" Yth.

Kami membutuhkan umpan balik anda untuk membantu penelitian mengenai
**"PEMODELAN MEDIA *MOBILE ADVERTISING* SEBAGAGAI UPAYA
 PEMBENTUKAN *VALUE CO-CREATION* DALAM INDUSTRI TELEKOMUNIKASI
 SELULAR DI INDONESIA".**

Kami mengharapkan kesediaan anggota Komunitas Online 'MyAds' untuk mengisi kuesioner ini. Semua jawaban benar, tidak ada jawaban yang salah. Pernyataan dan data responden hanya akan digunakan untuk keperluan penelitian dan dijaga kerahasiaannya. Pernyataan dan data responden juga akan diolah menggunakan kaidah-kaidah ilmu pengetahuan yang komprehensif.

Atas kesediaan dan partisipasi anggota Komunitas Online 'MyAds', kami ucapkan terima kasih.

Pada setiap pernyataan di bawah ini, mohon lingkari PADA ANGKA YANG TERSEDIA sesuai tingkat persetujuan Anda.

Sangat tidak Setuju	Tidak Setuju	Antara Setuju-Tidak setuju	Setuju	Sangat Setuju
1	2	3	4	5

A. Akuisisi pengetahuan

1	Informasi	KA1	Saya mengikuti layanan <i>mobile advertising</i> ini untuk bisa aktif memberikan informasi produk yang tepat kepada pelanggan	1	2	3	4	5
2	Advice	KA2	Dengan menggunakan layanan <i>mobile advertising</i> ini pelanggan menjadi lebih mudah menyampaikan saran atau pendapat kepada Saya	1	2	3	4	5

B. Networking

3	Relasi baru	SP1	Saya mengikuti layanan <i>mobile advertising</i> ini untuk meningkatkan peluang mendapatkan relasi baru dari pengiklan lain.	1	2	3	4	5
4	Kelompok/ Group	SP2	Saya mengikuti layanan <i>mobile advertising</i> untuk mendekatkan saya pada kelompok pengiklan yang sama dengan keinginan saya.	1	2	3	4	5
5	Jaringan/ Networking	SP3	Saya mengikuti layanan <i>mobile advertising</i> ini untuk mengembangkan jaringan kelompok pengiklan yang sudah saya ikuti.	1	2	3	4	5

C. Efektifitas Pencarian Informasi

6	Kemudahan pencarian	IF1	Saya menggunakan layanan <i>mobile advertising</i> ini untuk memberikan kemudahan bagi pelanggan dalam proses pencarian informasi.	1	2	3	4	5
7	Keandalan	IF2	Saya merasa layanan <i>mobile advertising</i> ini dapat diandalkan untuk memasarkan produk kepada pelanggan dengan akurat.	1	2	3	4	5
8	Kegunaan	IF3	Saya merasa layanan <i>mobile advertising</i> ini dapat digunakan untuk memasarkan produk kepada pelanggan dengan akurat.	1	2	3	4	5
9	Kebaruan informasi	IF4	Saya menggunakan layanan <i>mobile advertising</i> ini untuk memberikan informasi produk yang <i>up to date</i> bagi pelanggan.	1	2	3	4	5
10	Kredibilitas informasi	IF5	Saya menggunakan layanan <i>mobile advertising</i> ini untuk memberikan informasi produk yang terjaga kredibilitasnya bagi pelanggan.	1	2	3	4	5

D. Interaktifitas (*Interactivity*)

11	jumlah tanggapan	IV1	Saya menggunakan layanan <i>mobile advertising</i> karena layanan ini memiliki jumlah interaksi tanggapan pelanggan yang tinggi.	1	2	3	4	5
12	Waktu tanggapan	IV2	Saya menggunakan layanan <i>mobile advertising</i> ini karena iklan yang ditampilkan cepat ditanggapi oleh pelanggan.	1	2	3	4	5
13	Kualitas respon	IV3	Saya menggunakan layanan <i>mobile advertising</i> ini karena kualitas respons pelanggan terhadap iklan yang ditampilkan sangat cepat.	1	2	3	4	5

E. Tingkat Kesamaan (*Homophily*)

14	Hobi	HP1	Saya meyakini bahwa pengiklan lain yang berpartisipasi dalam layanan <i>mobile advertising</i> ini, memiliki hobi yang sama dengan saya.	1	2	3	4	5
15	Status sosial	HP2	Saya meyakini bahwa pengiklan lain yang berpartisipasi dalam layanan <i>mobile advertising</i> ini, berasal dari kelas sosial yang sama dengan saya.	1	2	3	4	5

F. Tingkat Aktifitas Konsumen

16	Jumlah anggota	CM1	Saya meyakini bahwa layanan <i>mobile advertising</i> ini secara umum memiliki jumlah pengiklan yang cukup untuk berinteraksi.	1	2	3	4	5
17	Jumlah pesan	CM2	Saya meyakini bahwa layanan <i>mobile advertising</i> ini secara umum memiliki jumlah pesan interaksi antar pengiklan yang cukup.	1	2	3	4	5

G. Consumer Engagement

G (1). Antusiasme

18	Alokasi waktu	EM1	Saya mengalokasikan waktu yg cukup untuk beraktifitas dan menggunakan waktu saya dalam layanan <i>mobile advertising</i> ini	1	2	3	4	5
19	Semangat	EM3	Saya sangat bersemangat saat memasarkan produk kepada pelanggan menggunakan layanan <i>mobile advertising</i> ini.	1	2	3	4	5
20	Kesenangan	EP1	Saya menggunakan layanan <i>mobile advertising</i> ini karena mendapatkan rasa senang saat pelanggan bisa memahami produk saya dengan baik.	1	2	3	4	5
21	Kesibukan	EP2	Saya menggunakan layanan <i>mobile advertising</i> ini untuk menghabiskan waktu berinteraksi dengan pelanggan	1	2	3	4	5

G (2). Interaksi Sosial

22	Kesukaan interaksi	SII	Saya mendapatkan manfaat dari ruang untuk interaksi yang diberikan oleh layanan <i>mobile advertising</i> ini.	1	2	3	4	5
23	Keterlibatan lingkungan	SI2	Saya mendapatkan manfaat dari keterlibatan pengiklan di sekitar saya saat berinteraksi menggunakan layanan <i>mobile advertising</i> ini.	1	2	3	4	5

H. Attitude Toward Online Ads

24	Citra merek	AT1	Saya mendapatkan citra positif dari pelanggan saat menggunakan layanan <i>mobile advertising</i> ini untuk memasarkan produk.	1	2	3	4	5
25	Manfaat iklan	AT2	Saya bisa memberikan manfaat yang lebih kepada pelanggan saat memasarkan produk menggunakan layanan <i>mobile advertising</i> ini.	1	2	3	4	5
26	Diferensiasi iklan	AT3	Saya bisa memberikan pengalaman / hal yang berbeda kepada pelanggan saat memasarkan produk menggunakan layanan <i>mobile advertising</i> ini.	1	2	3	4	5

I. CTR

27	Posisi iklan	CT1	Saya merasa penempatan posisi iklan yang muncul di <i>handset</i> sangat penting bagi pelanggan layanan <i>mobile advertising</i>	1	2	3	4	5
28	Animasi iklan	CT2	Saya merasa bentuk animasi iklan yang muncul di <i>handset</i> sangat penting bagi pelanggan layanan <i>mobile advertising</i>	1	2	3	4	5
29	Ukuran iklan	CT3	Saya merasa ukuran iklan yang muncul di <i>handset</i> sangat penting bagi pelanggan layanan <i>mobile advertising</i>	1	2	3	4	5
30	Durasi iklan	CT4	Saya merasa durasi iklan yang muncul di <i>handset</i> sangat penting bagi pelanggan layanan <i>mobile advertising</i>	1	2	3	4	5
31	Creative content iklan	CT5	Saya merasa kreatifitas iklan yang muncul di <i>handset</i> sangat penting bagi pelanggan layanan <i>mobile advertising</i>	1	2	3	4	5
32	Coloring iklan	CT6	Saya merasa warna iklan yang muncul di <i>handset</i> sangat penting bagi pelanggan layanan <i>mobile advertising</i>	1	2	3	4	5

J. Value Co-Creation**J (1). Connection with the Company (Hubungan dengan Perusahaan)**

33	Keeratan/ Bonding	CO1	Saya merasa memiliki ikatan dengan operator penyedia layanan <i>mobile adverting</i> ini	1	2	3	4	5
34	Motif tanggapan	CO2	Saya termotivasi untuk menanggapi komunikasi yang diprakarsai operator penyedia layanan <i>mobile adverting</i> ini	1	2	3	4	5
35	Berbagi/ Sharing	CO3	Saya merasa operator penyedia layanan <i>mobile adverting</i> ini memiliki keinginan untuk berbagi tujuan yang sama dengan pengiklan dan pelanggan.	1	2	3	4	5

J (2). Goodwill (Itikad baik)

36	Customer Oriented	GO1	Saya merasa layanan <i>mobile advertising</i> ini memberikan ruang bagi saya untuk mendekati diri dengan pelanggan.	1	2	3	4	5
37	Customer Satisfaction	GO2	Saya merasa puas dengan keputusan saya menggunakan layanan <i>mobile advertising</i> untuk memasarkan produk kepada pelanggan.	1	2	3	4	5
38	Customer Awareness	GO3	Saya merasa layanan <i>mobile advertising</i> ini memberikan ruang bagi saya untuk memberikan perhatian lebih kepada pelanggan.	1	2	3	4	5

J (3). Intent to do business (Intensi berbisnis)

39	Intensi Berbisnis	IN1	Saya cenderung untuk membangun hubungan bisnis/tetap berhubungan bisnis dengan pelanggan layanan <i>mobile advertising</i> ini	1	2	3	4	5
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J (4). Affective Commitment (Komitmen mempengaruhi)

40	Hubungan emosional	AF1	Saya merasakan kedekatan emosional dengan operator penyedia layanan <i>mobile advertising</i> ini	1	2	3	4	5
41	Struktural	AF2	Saya merasa operator penyedia layanan <i>mobile advertising</i> ini seperti bagian dari perusahaan saya.	1	2	3	4	5
42	<i>Sense of Belonging</i>	AF3	Saya merasa ikut memiliki operator penyedia layanan <i>mobile advertising</i> ini.	1	2	3	4	5

TERIMA KASIH