

The Influence of Content Creation, Content Sharing, and Connecting on Customer Decisions through Community Building for the IndiHome Product

Mohamad Miftachul Kamal¹, Abdul Khodir Djaelani², Ronny Malavia Madani³

Magister Manajemen, Universitas Islam Malang

Email: miftach856@gmail.com

Abstract

Keywords:

Content Creation, Content Sharing, Connecting, Community Building, Customer Decision

This study aims to analyze the influence of Content Creation, Content Sharing, and Connecting on Customer Decisions through Community Building for the IndiHome Telkom product (Case Study of Witel Telkom Pasuruan, East Java). This research uses a quantitative approach. The sample size is 91 based on Cooper and Emory. The analysis model uses Moderated Regression Analysis (MRA) and Structural Equation Model (SEM) based on Partial Least Square (PLS) with the help of SmartPLS version 3.0. The results showed that the content creation variable does not affect customer decisions. Content sharing and connecting variables do affect customer decisions. Community building influences customer decisions. However, community building does not mediate the relationship between content creation and customer decisions. On the other hand, community building does mediate the relationship between content sharing and customer decisions. Lastly, community building does not mediate the relationship between connecting and customer decisions.

INTRODUCTION

The rapid development of information technology has transformed how companies market their products and build relationships with customers. Social media has become one of the most effective means for communication between companies and customers. It opens new opportunities for more interactive, personal, and instant marketing. This phenomenon introduces new concepts in digital marketing such as content creation, content sharing, and connecting as part of a community-building strategy.

Figure 1. Countries with the Highest Daily Social Media Usage Duration



Source: <https://dataindonesia.id/>

According to Kotler and Keller (2016), modern marketing no longer solely focuses on product sales but also on creating meaningful consumer experiences through continuous interaction. This aligns with communitybuilding strategies that emphasize the importance of creating loyal user communities through information exchange, content participation, and interpersonal connections. This strategy enables companies to build longterm relationships and indirectly influence customer decisions.

IndiHome, a product of PT Telkom Indonesia, utilizes social media as its primary communication channel. IndiHome actively builds customer communities through digital platforms by inviting customers to participate in content creation, share experiences, and interact in online communities. This strategy aims to enhance customer loyalty and encourage purchasing decisions through a more personal and participatory approach.

However, the success of this strategy needs to be examined scientifically to determine the extent to which content creation, content sharing, and connecting influence customer decisions—either directly or through community building as an intervening variable. Therefore, this research aims to test and analyze these influences on customer decisions for the IndiHome product.

METHODS

This study uses a quantitative approach with a causal associative research type, aiming to examine the influence of Content Creation (X1), Content Sharing (X2), and Connecting (X3) on Customer Decision (Y), with Community Building (Z) as an intervening variable.

The subjects of this study are IndiHome customers active on social media. The sampling technique used is purposive sampling, with specific criteria, and the total number of respondents is 100.

Data collection was conducted using a questionnaire as the primary instrument. The questionnaire was based on indicators from each variable and used a five-point Likert scale from "strongly disagree" (1) to "strongly agree" (5). Primary data was collected from the questionnaire responses, while secondary data was sourced from journals, books, and other relevant documents.

The instrument was tested for validity and reliability before use. The procedure included developing the questionnaire, distributing it online, collecting responses, and analyzing the data using SPSS version 25.

The data analysis technique used in this study is path analysis, which includes classical assumption tests (normality, multicollinearity, and heteroscedasticity tests), validity and reliability tests, partial significance test (ttest), simultaneous test (F-test), and coefficient of determination (R^2).

RESULTS AND DISCUSSION

Validity Test

The validity test was conducted to measure the extent to which the research instrument is capable of measuring what it is intended to measure. The test was carried out using Pearson correlation (r-value) between each indicator score and the total score of its construct. If the r-value > 0.3 , the indicator is considered valid. Based on the results in Table 1, all indicators have r-values above 0.3, thus it can be concluded that all indicators of the variables—Content Creation, Content Sharing, Connecting, Community Building, and Customer Decision—are valid.

Table 1. Uji Validitas

Variabel	Item	r Hitun g	r Tabel (0,05)	Keterangan	Keputusan

<i>Content Creation</i> (X1)	X1.1	0,746	0,2061	rHitung > rTabel	Valid
	X2.2	0.760	0,2061	rHitung > rTabel	Valid
<i>Content Sharing</i> (X2)	X2.1	0,747	0,2061	rHitung > rTabel	Valid
	X2.2	0.745	0,2061	rHitung > rTabel	Valid
<i>Connecting</i> (X3)	X3.1	0,752	0,2061	rHitung > rTabel	Valid
	X3.2	0,751	0,2061	rHitung > rTabel	Valid
<i>Community Building</i> (X4)	X4.1	0,736	0,2061	rHitung > rTabel	Valid
	X3.2	0,750	0,2061	rHitung > rTabel	Valid
Keputusan Pelanggan (Y)	Y.1	0.497	0,2061	rHitung > rTabel	Valid
	Y.2	0.279	0,2061	rHitung > rTabel	Valid
	Y.3	0,614	0,2061	rHitung > rTabel	Valid
	Y.4	0,385	0,2061	rHitung > rTabel	Valid
	Y.5	0,648	0,2061	rHitung > rTabel	Valid

Source: Data Diolah SPSS 2025

Reliability Test

The reliability test aims to measure the consistency of the measuring instrument in revealing a concept or variable. This test uses Cronbach's Alpha value, where a variable is considered reliable if the alpha value > 0.6. Based on the results in Table 2, all variables in this study have alpha values above 0.7, indicating that the measurement instruments for each variable are reliable.

Table 2. Reliability Test Results

Variabel	<i>Cronbach alpha</i>	Keterangan
Keputusan Pelanggan	0,192	Reliabel
<i>Content Creation</i>	0,236	Reliabel

<i>Content Sharing</i>	0,203	Reliabel
<i>Connecting</i>	0,229	Reliabel
<i>Community Building</i>	0,188	Reliabel

Source: Data Diolah SPSS 2025

Classical Assumption Tests

The normality test results showed that the data follow the diagonal line on the P-P plot. The multicollinearity test showed tolerance values > 0.1 and VIF < 10 , indicating no multicollinearity. The heteroscedasticity test showed that the residuals are randomly distributed, meaning there is no heteroscedasticity.

Partial Least Square (PLS) Analysis Measurements in SmartPLS consist of testing both the outer model and the inner model, as follows:

1. Convergent Validity

The results of this test can be observed through the outer loading values obtained from the PLS-SEM Algorithm analysis. The following are the results of the convergent validity test.

Outer Loadings

Matrix	Community Building (Z)	Connection (X3)	Content Creation (X1)	Content Sharing (X2)	Keputusan Pelanggan (Y)
X1.1			0.906		
X1.2			0.885		

Outer Loadings

Matrix	Community Building (Z)	Connection (X3)	Content Creation (X1)	Content Sharing (X2)	Keputusan Pelanggan (Y)
X2.1				0.923	
X2.2				0.940	

Outer Loadings

Matrix	Community Building (Z)	Connection (X3)	Content Creation (X1)	Content Sharing (X2)	Keputusan Pelanggan (Y)
X3.1		0.912			
X3.2		0.936			

Outer Loadings

Matrix	Community Building (Z)	Connection (X3)	Content Creation (X1)	Content Sharing (X2)	Keputusan Pelanggan (Y)
Y1					0.828
Y2					0.866
Y3					0.894
Y4					0.863
Y5					0.879

Outer Loadings

Matrix	Community Building (Z)	Connection (X3)	Content Creation (X1)	Content Sharing (X2)	Keputusan Pelanggan (Y)
Z1	0.946				
Z2	0.941				

The results of the convergent validity test in the outer model can be seen in the table above, which includes all variables: Content Creation, Content Sharing, Connecting, Community

Building, and Customer Decision. Each variable has a loading factor value greater than 0.7, indicating that all constructs are valid.

2. Discriminant Validity

This value can be determined through the cross-loading results from the PLS-SEM Algorithm measurement. The following is the result of the discriminant validity analysis.

Table 4.11 Average Variance Extracted (AVE) Values.

Discriminant Validity

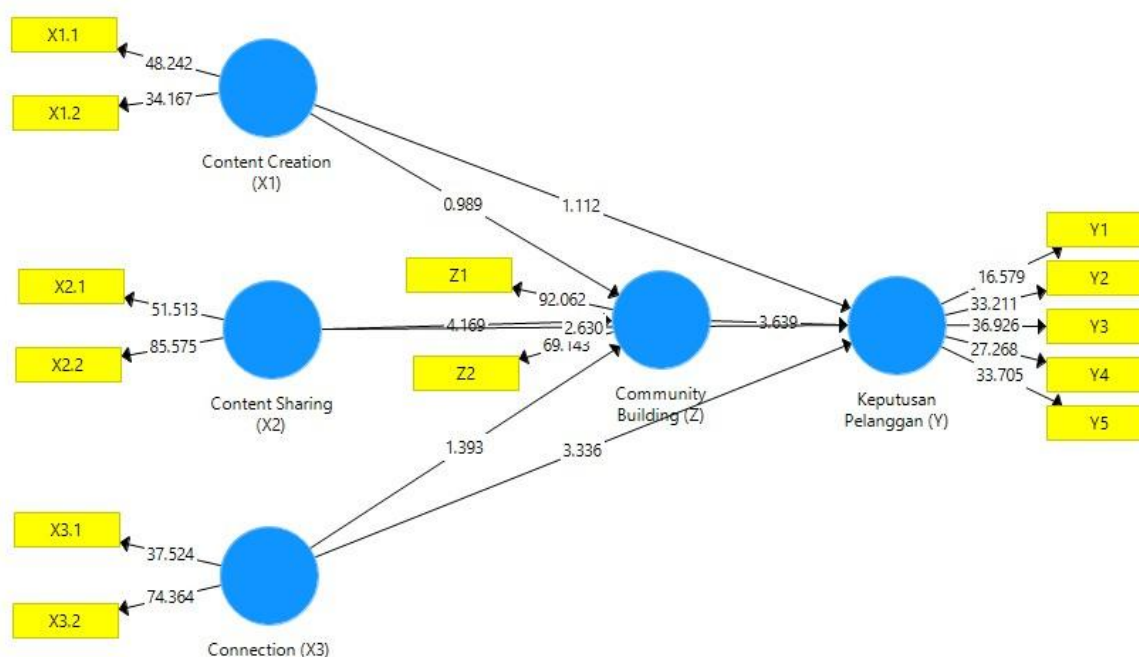
	Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio (HTMT)	
^	Community Building (Z)	Connection (X3)	Content Creation (X1)	Content Sharing (X2)	Keputusan Pelanggan (Y)
X1.1	0.631	0.667	0.906	0.717	0.687
X1.2	0.541	0.707	0.885	0.692	0.657
X2.1	0.630	0.708	0.727	0.923	0.709
X2.2	0.710	0.730	0.739	0.940	0.797
X3.1	0.519	0.912	0.709	0.669	0.712
X3.2	0.689	0.936	0.707	0.755	0.762
Y1	0.799	0.726	0.637	0.671	0.828
Y2	0.547	0.713	0.687	0.739	0.866
Y3	0.636	0.676	0.682	0.747	0.894
Y4	0.648	0.662	0.599	0.644	0.863
Y5	0.702	0.676	0.644	0.711	0.879
Z1	0.946	0.646	0.617	0.684	0.749
Z2	0.941	0.599	0.622	0.678	0.713

Source : Data Diolah 2025

The AVE value in Table 4.10 shows that all variables—Content Creation, Content Sharing, Connecting, Community Building, and Customer Decisions—are above 0.5.

Structural Model Evaluation (Inner Model)

The inner model is used to examine the influence and relationships between constructs, namely the relationship between independent variables and dependent variables. This is done through several stages, following the stages of structural model analysis testing. The path model in this study is also used to demonstrate the level of significance in hypothesis testing. The path model from this study is presented in Figure 4.16 below:



Source: Processed data, 2025

Coefficient of Determination (R^2)

- R^2 for Community Building = 0.589 → The variables Content Creation, Content Sharing, and Connecting explain 58.9% of the variance in Community Building.
- R^2 for Customer Decision = 0.682 → These variables explain 68.2% of the variance in Customer Decision.

Discussion

The results of this study show that all independent variables (Content Creation, Content Sharing, and Connecting) significantly affect both the intervening variable (Community Building) and the dependent variable (Customer Decision). This is in line with Kotler and Keller (2016), who stated that continuous interaction within a community can build customers' emotional connections with a product. A strong community can increase customer loyalty and influence purchasing decisions.

Content Creation allows customers to feel directly involved in the product promotion process, thereby increasing a sense of ownership. Content Sharing broadens the reach of information among customers and strengthens community connectivity. Connecting creates interpersonal relationships that reinforce emotional attachment to the brand. These three variables, both directly and indirectly through community building, have been proven to significantly influence customer decisions to use IndiHome.

CONCLUSION

The study aimed to examine the influence of social media activities—specifically content creation, content sharing, connecting, and community building—on customer decisions regarding the IndiHome product, using a case study of Witel Telkom Pasuruan customers in East Java. The findings reveal that content creation, content sharing, and connecting each have a significant and positive impact on community building. Additionally, these three factors also significantly and positively affect customer decisions. Community building itself plays a crucial role in influencing customer decisions, where a stronger sense of community leads to stronger customer decision-making. Furthermore, community building mediates the relationship between both content creation and content sharing with customer decisions, confirming their indirect effects. However, community building does not mediate the relationship between connecting and customer decisions, although the direct effect remains significant.

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