

## **ABSTRACT**

*The rapid development of technology encourages the human need for technology that makes it easier in all aspects, especially in terms of communication. Humans, who in fact are social creatures, definitely need communication for their survival. Mobile or now better known as smartphone has become a necessity for communication. This is an opportunity for telecommunications business actors to develop various types of telecommunications businesses in Indonesia. Telkomsel, as the highest holder of telecommunications providers in Indonesia, maintains relationships with customers (brand relationships) to be able to compete with other competitor telecommunications providers.*

*This study measures customer participation (customer participation) and value creation (functional value, emotional value, relational value, entitative value) and their effect on brand relationship performance.*

*This research uses quantitative methods, the research of this nature is conclusive, the investigation is causal, the interaction of the researcher is not interfering with the data, based on the individual analysis unit, the research setting is an unconventional arrangement, and based on the time of the study, the research is cross sectional. The measurement scale used is the Likert scale. The population in this study are Telkomsel users in Indonesia who are members of the community on social media with a sample size representing 400 respondents. The sampling technique is non probability sampling and quota sampling. Sources of data in this study were obtained from primary and secondary data. The data analysis technique was carried out by using multivariate techniques, Structural Equation Modeling (SEM) Partial Least Square (PLS), as well as conducting hypothesis testing.*

*Keywords : Customer participation, Value co-creation, Social media Brand Community, Gender.*