

## ***ABSTRACT***

Handling and utilization of waste in Indonesia has not been carried out optimally. There needs to be cooperation between waste management entrepreneurs and the community. However, this effort will be successful if the community has behavior that supports this waste management activity. Therefore, this study aims to measure awareness, interest, desire, and community action in the business processes of waste management companies and see their effect on the generation of value co-creation. This study also examines how Indonesian citizenship behavior can moderate the influence of AIDA on the generation of value co-creation.

A total of 79 people consisting of people who live in Bandung, Jakarta, Tangerang, Depok became the sample of this study, which used non-probability sampling with convenience sampling technic. While, the questionnaires were distributed by using the Google form. Because the community population is not limited, the researcher does not determine the number of community respondents with a certain method, but the number will be determined based on the minimum requirement to run the Smart PLS software. smart pls is used because this research is a complex study with four exogenous variables, one endogenous variable and one moderating variable. This study also tested 38 observed variables

The study findings show that AIDA communities in the business processes of waste management companies significantly increase their willingness to generate value co creation. On the other hand, customer citizenship behavior does not significantly moderate the influence of the awareness and desire of the community in the waste management company's business processes on the generation of value co creation. But Customer citizenship behavior moderates positively the influence of community interests and actions in the waste management company's business processes in generating value co-creation. This study suggest several things, namely to manage WME (Waste Management Enterprises) waste, collaboration with freelancers and housewife's groups, to increase community motivation, WME (Waste Management Enterprises) should set a slightly higher reward than that given by waste sellers, do effective and frequent promotion so that people know about it. business presence and understand how to use the app and its return impact. Value co creation

**Keywords:** AIDA, Communities Citizen Behavior, Value Co-creation, Waste Management Business Process.