

PENGARUH *RELATIONAL* DAN *EMPOWERED INTERACTION CAPABILITY* TERHADAP *MARKET PERFORMANCE* PADA PERUSAHAAN JASA KREATIF SALON KECANTIKAN DI JAWA TENGAH : PERAN MEDIASI *SOCIAL VALUE CO-CREATION*

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *relational dan empowered interaction capability* terhadap *market performance* dengan *social value co-creation* sebagai *variable intervening*. Data yang digunakan dalam penelitian ini adalah 199 pelanggan salon kecantikan di Jawa Tengah, Indonesia yang diambil dengan mendistribusikan kuesioner. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*, dengan berdasarkan kriteria : (1) pendidikan minimal SMU, (2) sudah pernah menggunakan jasa salon yang sama minimal 3 kali, (3) salon kecantikan yang sudah digunakan berdomisili di Jawa Tengah dan minimal sudah berdiri 3 tahun. Teknik analisis data menggunakan analisis regresi yang dikombinasi dengan analisis mediasi berbasis Sobel Test. Perangkat analisis data menggunakan SPSS 25.0. Hasilnya menunjukkan bahwa *relational dan empowered interaction capability* benar-benar berpengaruh terhadap *social value co-creation dan market performance*. Selain itu *social value co-creation* juga berperan sebagai mediator dalam hubungan *relational dan empowered interaction capability* terhadap *market performance*. Diskusi dan pembahasan melengkapi kajian *service dominant logic* dan *service dominant orientation* pada pemasaran jasa, dan secara praktis berguna untuk meningkatkan kinerja pasar salon kecantikan.

Kata kunci: *Relational Interaction Capability, Empowered Interaction Capability, Social Value Co-Creation dan Market Performance.*

***THE EFFECT OF RELATIONAL AND EMPOWERED INTERACTION
CAPABILITY ON MARKET PERFORMANCE IN BEAUTIFUL SALON
CREATIVE SERVICES IN CENTRAL JAVA: THE ROLE OF SOCIAL
VALUE CO-CREATION MEDIATION***

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ABSTRACT

This study aims to analyze the effect of relational and empowered interaction capability on market performance with social value co-creation as an intervening variable. The data used in this study were 200 beauty salon customers in Central Java, Indonesia, taken by distributing questionnaires. The sampling technique used in this study was purposive sampling, based on the following criteria: (1) minimum high school education, (2) have used the same salon services at least 3 times, (3) beauty salons that have been used are domiciled in Central Java and a minimum of 3 years has been established. Data analysis techniques used regression analysis combined with mediation analysis based on the Sobel Test. Data analysis tools using SPSS 25.0. The results showed that relational and empowered interaction capability really affect social value co-creation and market performance. In addition, social value co-creation also serves as a mediator in relational relations and empowered interaction capability to market performance. Discussions and discussions complement the study of service dominant logic and service dominant orientation on marketing services, and practically useful to improve the performance of the beauty salon market.

Keywords: Relational Interaction Capability, Empowered Interaction Capability, Social Value Co-Creation and Market Performance.