

LAMPIRAN



Lampiran 1. Koesioner Penelitian

A. Individual Interaction Capability

No	Pernyataan	Jawaban												
1	Salon Kecantikan langganan saya berusaha memahami kebutuhan pribadi saya.	<table border="1"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Salon Kecantikan langganan saya sensitif terhadap situasi pribadi saya.	<table border="1"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Salon Kecantikan langganan saya berusaha untuk mencari tahu apa jenis layanan terbaik yang paling membantu saya.	<table border="1"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Salon Kecantikan langganan saya berusaha mengidentifikasi harapan pribadi saya	<table border="1"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

B. Developmental Interaction Capabilities

No	Pernyataan	Jawaban												
1	Salon Kecantikan langganan saya selalu membagikan informasi yang berguna untuk saya.	<table border="1"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Salon Kecantikan langganan saya selalu membantu saya menjadi lebih berpengetahuan.	<table border="1"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Salon Kecantikan langganan saya memberikan saran sesuai yang saya butuhkan.	<table border="1"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Salon Kecantikan langganan saya menawarkan keahlian	<table border="1"> <tr> <td>STS</td><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

	atau pengetahuan yang bisa saya pelajari.	
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C. Emotional Value Co-Creation (EVCC)

No	Pernyataan	Jawaban												
1	Saya dan Salon Kecantikan langganan saya membahas cara menciptakan layanan yang lebih nyaman.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Saya dan Salon Kecantikan langganan saya membahas cara menciptakan produk atau layanan yang lebih aman digunakan.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Saya dan Salon Kecantikan langganan saya membahas cara menciptakan produk atau layanan yang lebih menyenangkan.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Saya dan Salon Kecantikan langganan saya membahas cara menciptakan produk atau layanan yang lebih membanggakan.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
5	Saya dan Salon Kecantikan langganan saya membahas cara menciptakan produk atau layanan yang lebih membahagiakan.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

D. Market Performance

No	Pernyataan	Jawaban												
1	Kualitas layanan Salon Kecantikan langganan saya sesuai harapan saya.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
2	Saya merekomendasikan Salon Kecantikan langganan saya kepada pihak lain.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
3	Saya mendorong teman atau kenalan untuk menggunakan Salon Kecantikan langganan saya.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
4	Tarif dan harga yang ditetapkan Salon Kecantikan langganan saya sesuai dengan yang saya harapkan.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
5	Sudah cukup lama saya berlangganan dengan Salon Kecantikan langganan saya.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			
6	Jika saya akan memanfaatkan jasa salon, saya pasti dengan Salon Kecantikan langganan saya.	<table border="1"> <tr> <td>STS</td> <td>1</td> <td>2</td> <td>3</td> <td>4</td> <td>5</td> <td>6</td> <td>7</td> <td>8</td> <td>9</td> <td>10</td> <td>SS</td> </tr> </table>	STS	1	2	3	4	5	6	7	8	9	10	SS
STS	1	2	3	4	5	6	7	8	9	10	SS			

Lampiran 2. Hasil Kuesioner Responden

No	IIC					IID				
	X1.1	X1.2	X1.3	X1.4	Total X1	X2.1	X2.2	X2.3	X2.4	Total X2
1	9	5	8	9	31	6	10	8	5	29
2	5	5	6	6	22	7	5	5	5	22
3	7	7	6	6	26	6	6	5	6	23
4	7	5	9	5	26	9	6	7	5	27
5	8	8	9	8	33	9	9	9	8	35
6	10	1	9	6	26	9	9	10	8	36
7	8	7	10	8	33	8	7	10	7	32
8	10	5	10	10	35	10	10	10	10	40
9	9	9	9	9	36	8	9	10	9	36
10	7	5	7	7	26	5	5	8	8	26
11	9	9	10	10	38	5	10	10	10	35
12	10	4	10	10	34	10	8	7	10	35
13	9	6	10	9	34	9	9	9	10	37
14	9	9	7	8	33	9	9	8	9	35
15	9	2	10	9	30	6	8	9	6	29
16	6	9	9	8	32	10	8	9	3	30
17	5	7	5	5	22	5	5	6	6	22
18	9	5	5	4	23	10	10	10	8	38
19	10	10	5	8	33	10	10	6	9	35
20	8	8	9	9	34	9	8	8	9	34
21	10	1	10	10	31	10	10	10	10	40
22	4	4	6	6	20	5	7	8	4	24
23	9	9	8	9	35	8	8	8	9	33
24	4	7	8	5	24	9	8	8	9	34
25	8	7	10	6	31	5	9	6	6	26
26	9	7	10	8	34	7	6	8	6	27
27	9	4	9	8	30	7	8	8	6	29
28	8	1	10	9	28	9	7	9	8	33
29	8	3	7	5	23	8	8	8	7	31
30	9	5	10	9	33	7	7	9	9	32
31	9	9	9	9	36	9	9	9	9	36
32	8	4	8	8	28	8	6	7	6	27
33	8	7	7	8	30	7	7	7	7	28
34	7	5	8	8	28	8	8	8	5	29
35	7	7	8	7	29	6	7	7	6	26
36	10	7	9	7	33	10	9	10	8	37
37	10	3	10	9	32	9	9	8	6	32
38	10	1	10	10	31	7	7	10	8	32
39	8	8	8	8	32	8	8	8	8	32

40	7	5	6	6	24	8	6	7	5	26
41	8	8	7	7	30	9	8	7	8	32
42	7	7	8	7	29	8	7	8	6	29
43	9	1	10	9	29	10	9	10	9	38
44	7	7	9	7	30	9	9	8	9	35
45	6	8	8	7	29	8	7	7	7	29
46	10	1	10	8	29	9	8	9	7	33
47	9	8	9	9	35	10	9	9	9	37
48	10	5	10	10	35	10	10	10	7	37
49	9	9	9	9	36	10	8	10	8	36
50	10	7	10	9	36	9	10	10	6	35
51	7	4	7	7	25	8	7	7	7	29
52	9	7	9	5	30	7	6	8	6	27
53	9	9	8	9	35	7	7	8	8	30
54	9	2	9	5	25	9	9	10	8	36
55	8	5	8	8	29	8	8	8	8	32
56	9	9	9	9	36	9	8	9	8	34
57	10	8	10	10	38	10	10	10	10	40
58	7	6	6	7	26	9	9	9	8	35
59	9	4	6	6	25	8	8	9	5	30
60	7	7	7	6	27	8	7	8	7	30
61	6	4	9	7	26	8	9	8	8	33
62	9	9	9	9	36	9	9	9	9	36
63	8	3	8	8	27	9	8	9	8	34
64	8	6	8	7	29	9	9	9	9	36
65	10	10	7	6	33	9	6	6	1	22
66	9	8	9	9	35	9	9	9	9	36
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69	8	2	10	9	29	7	8	9	8	32
70	9	7	9	8	33	8	8	8	8	32
71	7	4	8	7	26	7	6	8	6	27
72	6	4	8	5	23	7	6	8	5	26
73	7	7	7	7	28	8	8	8	6	30
74	10	7	10	10	37	9	9	10	9	37
75	7	6	8	8	29	9	7	8	7	31
76	8	8	8	8	32	8	8	8	8	32
77	8	9	10	7	34	9	6	9	5	29
78	8	5	8	8	29	9	8	8	8	33
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80	10	8	10	8	36	10	10	10	10	40
81	9	8	9	8	34	9	8	9	9	35
82	7	6	7	8	28	8	7	7	6	28

83	9	7	8	7	31	8	9	9	9	35
84	8	6	8	8	30	7	6	6	5	24
85	5	5	5	5	20	5	5	5	5	20
86	9	8	9	8	34	5	5	8	5	23
87	10	3	9	10	32	10	10	10	10	40
88	9	8	9	8	34	8	7	8	7	30
89	10	5	9	9	33	7	8	9	6	30
90	7	4	7	6	24	8	7	7	5	27
91	7	7	7	9	30	6	9	7	6	28
92	5	5	4	6	20	5	6	6	6	23
93	8	7	10	9	34	9	9	9	7	34
94	9	5	9	9	32	9	9	9	8	35
95	6	7	10	10	33	8	6	5	7	26
96	8	5	8	8	29	8	7	9	8	32
97	8	5	9	9	31	9	9	9	9	36
98	10	4	10	9	33	10	10	10	9	39
99	7	7	7	7	28	8	7	7	7	29
100	8	5	10	6	29	10	9	9	7	35
101	10	8	10	10	38	10	8	10	8	36
102	9	8	9	8	34	9	8	8	7	32
103	10	10	10	9	39	7	5	10	9	31
104	8	7	8	9	32	10	10	10	10	40
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107	8	8	9	8	33	9	8	9	8	34
108	9	6	10	10	35	10	10	10	6	36
109	7	6	6	7	26	4	5	6	6	21
110	10	2	10	9	31	10	8	9	8	35
111	8	6	9	8	31	8	7	8	7	30
112	10	9	10	10	39	9	9	9	9	36
113	8	3	10	9	30	9	9	9	7	34
114	8	5	10	8	31	9	9	8	9	35
115	8	7	7	7	29	8	8	8	8	32
116	7	4	8	7	26	8	8	8	9	33
117	10	9	10	10	39	10	10	10	9	39
118	8	7	8	8	31	9	7	9	6	31
119	9	9	8	9	35	8	9	9	9	35
120	8	7	8	7	30	9	8	8	6	31
121	8	7	7	8	30	7	7	8	7	29
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123	8	6	9	8	31	7	7	8	5	27
124	8	8	8	8	32	7	7	8	8	30
125	7	6	8	8	29	8	7	8	7	30

126	8	7	8	8	31	7	8	8	7	30
127	8	7	9	7	31	8	6	6	6	26
128	9	7	9	8	33	8	9	8	7	32
129	6	6	9	8	29	7	7	7	7	28
130	8	4	8	8	28	8	9	8	8	33
131	10	7	10	9	36	10	9	8	8	35
132	10	6	10	9	35	10	10	8	7	35
133	4	5	5	5	19	6	6	6	6	24
134	10	9	8	10	37	7	8	9	9	33
135	6	6	6	6	24	6	6	6	6	24
136	10	5	10	9	34	10	10	10	10	40
137	9	9	10	9	37	9	8	8	8	33
138	10	1	10	9	30	1	10	9	9	29
139	9	9	10	9	37	9	10	9	9	37
140	7	7	7	6	27	7	5	6	7	25
141	8	9	10	9	36	9	9	10	9	37
142	6	5	7	6	24	8	6	6	5	25
143	8	4	8	8	28	7	7	7	6	27
144	9	6	10	10	35	10	8	10	9	37
145	8	8	9	9	34	9	9	9	9	36
146	8	3	9	8	28	10	9	9	8	36
147	8	3	7	4	22	5	6	8	6	25
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149	8	7	8	7	30	8	7	8	7	30
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151	6	6	9	7	28	8	7	7	6	28
152	6	5	7	7	25	5	5	5	4	19
153	10	5	10	10	35	10	9	10	8	37
154	8	2	8	2	20	8	8	8	8	32
155	6	5	8	8	27	6	8	9	10	33
156	8	3	8	7	26	8	9	9	9	35
157	8	8	8	7	31	8	9	9	8	34
158	6	5	7	7	25	8	7	8	7	30
159	9	2	7	7	25	9	9	9	6	33
160	8	7	9	10	34	10	10	9	9	38
161	8	7	8	7	30	9	7	8	9	33
162	10	1	10	10	31	10	9	10	9	38
163	10	1	10	9	30	10	10	10	9	39
164	8	8	8	8	32	10	10	10	10	40
165	10	7	10	9	36	10	9	10	9	38
166	10	8	9	10	37	10	10	10	10	40
167	10	9	8	8	35	10	5	8	8	31
168	4	6	4	9	23	10	9	7	8	34

169	10	10	10	10	40	10	10	10	10	40
170	8	5	7	8	28	8	8	8	8	32
171	8	8	9	9	34	9	9	9	9	36
172	8	8	9	9	34	8	8	9	8	33
173	9	8	9	9	35	9	9	9	8	35
174	8	8	8	9	33	8	10	10	10	38
175	10	9	9	7	35	9	8	9	9	35
176	8	6	8	9	31	9	7	9	8	33
177	10	10	10	10	40	10	10	10	10	40
178	9	7	10	9	35	8	8	8	8	32
179	9	8	8	8	33	8	9	8	9	34
180	10	8	9	9	36	7	8	10	9	34
181	10	3	9	9	31	10	10	10	9	39
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186	8	3	9	6	26	8	9	8	8	33
187	9	2	9	9	29	9	9	9	10	37
188	5	6	4	7	22	7	8	6	9	30
189	10	3	10	10	33	10	10	10	10	40
190	10	8	9	9	36	9	9	9	9	36
191	10	10	10	10	40	10	10	10	10	40
192	8	8	8	8	32	8	8	8	8	32
193	10	10	10	10	40	10	10	10	10	40
194	9	10	9	9	37	9	10	10	9	38
195	9	9	10	10	38	9	10	10	9	38
196	9	9	8	8	34	9	8	9	9	35
197	10	8	10	10	38	10	10	10	10	40
198	8	6	8	9	31	8	8	8	8	32
199	9	10	10	8	37	8	9	8	7	32
200	9	8	9	8	34	10	8	9	7	34

No	EVCC					Total Y1	MP						Total Y2
	Y1.1	Y1.2	Y1.3	Y1.4	Y1.5		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	
1	10	8	8	7	8	41	10	10	10	10	10	8	58
2	5	5	5	5	5	25	5	6	6	6	6	6	35
3	6	6	6	6	5	29	6	7	6	7	6	6	38
4	7	7	7	7	7	35	8	9	8	7	8	8	48
5	8	8	8	8	8	40	8	8	8	8	6	8	46
6	5	9	5	6	6	31	10	8	6	9	8	8	49
7	10	6	10	10	10	46	8	9	9	8	8	8	50

8	10	10	10	10	10	50	10	10	10	10	10	10	60
9	8	9	10	7	9	43	10	8	9	8	9	8	52
10	4	7	7	7	7	32	7	7	6	8	7	5	40
11	10	9	10	8	9	46	10	10	10	10	10	10	60
12	9	10	8	9	9	45	10	10	10	8	6	10	54
13	8	10	10	10	10	48	10	10	10	10	10	10	60
14	9	7	9	7	8	40	9	8	8	8	8	8	49
15	7	5	7	7	7	33	10	3	3	6	9	9	40
16	7	8	10	9	8	42	9	5	3	4	5	6	32
17	5	5	5	5	5	25	6	6	6	5	6	7	36
18	9	8	8	5	5	35	7	9	9	4	5	5	39
19	10	10	10	10	10	50	6	9	9	8	9	8	49
20	8	8	8	8	8	40	7	6	6	5	8	7	39
21	10	10	10	10	10	50	10	10	10	10	6	10	56
22	4	4	4	4	4	20	7	7	7	7	5	7	40
23	8	8	8	8	8	40	8	8	8	9	8	8	49
24	9	9	8	9	9	44	9	9	9	9	9	10	55
25	6	5	6	9	6	32	7	7	5	5	5	7	36
26	8	8	7	7	7	37	8	7	1	6	8	3	33
27	10	7	6	9	6	38	5	7	8	6	8	7	41
28	9	8	9	8	9	43	9	8	8	9	8	8	50
29	7	7	7	8	7	36	8	8	8	9	8	8	49
30	7	8	8	7	9	39	9	9	9	9	9	9	54
31	8	8	8	8	8	40	9	8	8	8	8	8	49
32	5	4	6	6	6	27	8	8	7	8	8	7	46
33	7	7	8	7	7	36	8	8	7	7	7	7	44
34	5	8	8	8	8	37	9	9	8	9	10	10	55
35	5	5	5	5	5	25	6	7	7	8	7	7	42
36	5	8	8	8	8	37	9	9	9	10	10	9	56
37	8	6	7	9	9	39	10	10	9	9	9	9	56
38	10	9	10	9	9	47	10	10	10	8	8	9	55
39	8	8	8	8	8	40	8	8	8	8	8	8	48
40	5	5	5	5	5	25	7	7	7	8	7	6	42
41	6	7	7	6	6	32	9	9	9	4	9	9	49
42	7	7	7	7	7	35	8	8	8	8	7	8	47
43	10	10	10	10	10	50	9	10	10	10	10	10	59
44	8	7	6	6	7	34	8	8	7	6	9	7	45
45	8	7	8	7	8	38	8	8	7	7	7	7	44
46	8	8	9	8	9	42	10	10	10	7	9	9	55

47	9	9	9	9	8	44	9	9	9	9	8	9	53
48	10	10	10	10	10	50	10	10	10	10	5	5	50
49	7	7	8	8	8	38	10	10	9	10	9	9	57
50	8	9	7	8	8	40	10	10	9	10	10	9	58
51	8	8	9	8	8	41	8	7	8	7	7	7	44
52	8	8	8	8	7	39	8	8	8	9	7	8	48
53	7	7	9	8	8	39	8	8	8	8	8	8	48
54	7	9	10	9	9	44	10	7	8	10	9	5	49
55	6	8	6	6	7	33	8	8	8	9	9	8	50
56	9	6	7	8	7	37	8	8	8	8	8	9	49
57	10	10	10	10	10	50	9	9	9	9	8	8	52
58	10	9	8	9	9	45	10	10	10	10	6	10	56
59	7	6	6	7	8	34	10	9	9	10	9	8	55
60	6	7	7	7	6	33	8	8	8	7	8	7	46
61	8	7	8	8	8	39	9	8	8	7	8	8	48
62	9	9	9	9	9	45	9	9	9	9	9	9	54
63	9	9	8	8	9	43	9	9	9	9	9	9	54
64	7	9	8	8	8	40	8	8	8	8	9	8	49
65	7	5	7	6	6	31	6	1	7	6	5	8	33
66	9	9	8	9	8	43	9	9	9	9	9	9	54
67	10	10	10	10	10	50	10	10	10	10	10	10	60
68	8	7	7	6	7	35	5	5	5	4	8	8	35
69	9	9	9	9	9	45	9	9	7	8	8	9	50
70	8	8	8	8	8	40	8	8	8	8	8	8	48
71	6	5	6	6	6	29	7	9	8	7	6	7	44
72	5	6	7	6	7	31	6	8	7	5	8	6	40
73	8	8	7	7	7	37	8	8	8	7	9	8	48
74	10	9	10	9	10	48	10	10	10	10	10	10	60
75	6	9	8	8	7	38	8	8	8	8	7	8	47
76	8	8	8	8	8	40	8	8	8	8	8	8	48
77	9	9	9	8	8	43	10	10	10	10	10	9	59
78	6	9	8	8	9	40	9	9	9	8	8	9	52
79	7	9	9	10	9	44	10	10	9	10	10	10	59
80	10	10	10	10	10	50	9	10	10	8	9	9	55
81	8	8	8	8	7	39	8	8	8	8	6	6	44
82	7	7	7	7	7	35	7	7	8	8	7	8	45
83	7	8	8	7	8	38	8	8	8	8	9	8	49
84	8	8	8	8	8	40	7	7	7	8	9	8	46
85	5	5	5	5	5	25	5	5	5	5	5	5	30

86	4	6	5	5	5	25	9	9	9	9	9	9	54
87	8	7	8	8	8	39	10	9	9	7	4	8	47
88	6	6	6	6	6	30	9	9	9	7	8	8	50
89	7	6	7	7	8	35	9	9	8	5	8	8	47
90	7	7	7	7	7	35	7	7	7	9	8	8	46
91	6	8	7	8	7	36	6	8	7	7	6	6	40
92	6	4	4	5	6	25	5	7	4	5	4	7	32
93	8	8	8	8	8	40	9	9	8	9	9	9	53
94	8	8	8	8	8	40	9	9	9	9	9	9	54
95	8	8	5	8	4	33	8	7	7	7	5	6	40
96	8	8	9	8	8	41	9	8	8	8	8	7	48
97	9	9	8	8	8	42	9	9	9	9	9	9	54
98	10	10	10	9	9	48	9	9	8	9	9	9	53
99	7	7	7	7	7	35	8	7	7	7	8	7	44
100	9	9	9	9	9	45	8	10	10	10	8	10	56
101	7	8	7	7	7	36	9	8	7	9	9	8	50
102	9	9	9	9	8	44	9	9	6	8	6	8	46
103	6	9	6	9	6	36	10	9	9	10	9	9	56
104	9	9	9	9	9	45	10	9	9	10	9	9	56
105	7	7	7	7	7	35	9	8	8	9	8	8	50
106	7	8	8	7	8	38	8	7	6	7	7	7	42
107	8	8	8	8	8	40	10	10	9	9	9	8	55
108	9	10	10	10	10	49	9	9	9	9	9	9	54
109	5	5	6	5	6	27	7	5	5	6	6	5	34
110	10	10	9	9	9	47	8	9	9	10	10	10	56
111	7	9	7	6	7	36	8	8	8	8	6	7	45
112	9	9	9	8	8	43	9	5	8	9	9	9	49
113	8	7	8	6	7	36	9	9	9	10	8	8	53
114	8	9	10	9	9	45	9	9	10	10	10	6	54
115	8	7	8	8	8	39	7	7	7	8	8	7	44
116	6	7	6	6	6	31	8	7	7	7	7	8	44
117	9	9	10	9	9	46	8	9	10	10	9	9	55
118	8	10	9	8	9	44	9	8	8	8	7	9	49
119	8	8	9	9	8	42	9	9	8	8	8	8	50
120	6	5	5	6	5	27	8	8	7	9	9	9	50
121	7	8	8	6	7	36	7	9	8	7	6	6	43
122	7	7	8	6	6	34	7	7	8	9	8	8	47
123	5	5	4	5	4	23	5	5	6	8	5	6	35
124	9	8	8	8	8	41	9	8	8	8	8	8	49

125	8	8	8	9	8	41	8	10	8	9	9	9	53
126	7	7	8	8	8	38	8	8	6	9	8	8	47
127	8	8	6	6	7	35	7	7	7	8	8	7	44
128	8	8	8	7	7	38	8	9	9	8	7	7	48
129	9	8	7	7	8	39	8	8	7	7	6	6	42
130	7	7	7	7	6	34	8	7	8	7	7	8	45
131	8	9	9	8	8	42	10	10	9	8	8	9	54
132	7	7	9	8	8	39	10	10	10	10	10	10	60
133	5	5	5	6	5	26	6	5	6	5	6	5	33
134	9	9	10	10	9	47	9	9	9	10	9	9	55
135	6	6	6	6	6	30	6	6	6	6	6	6	36
136	10	10	10	10	10	50	10	10	10	10	10	10	60
137	8	7	8	8	8	39	9	9	8	8	7	8	49
138	9	9	10	9	1	38	10	10	10	10	10	10	60
139	9	9	9	9	9	45	9	9	9	10	9	10	56
140	6	6	6	7	7	32	6	7	8	7	7	7	42
141	9	9	10	9	9	46	9	9	9	9	9	9	54
142	6	7	6	6	6	31	7	5	4	6	5	5	32
143	7	7	7	8	8	37	8	8	8	8	7	8	47
144	8	9	10	7	10	44	10	10	9	10	10	10	59
145	9	9	8	8	8	42	8	8	9	6	5	8	44
146	9	9	8	8	8	42	10	9	10	8	7	8	52
147	5	8	7	8	7	35	7	8	8	6	7	7	43
148	10	8	8	8	8	42	10	10	10	10	10	10	60
149	8	8	8	8	8	40	8	7	7	9	9	8	48
150	10	10	10	10	10	50	2	1	2	5	4	6	20
151	7	8	6	6	7	34	7	8	6	7	6	6	40
152	6	5	5	5	5	26	7	7	7	8	6	6	41
153	8	10	10	10	10	48	10	10	10	10	10	10	60
154	8	8	9	8	8	41	9	9	2	8	8	8	44
155	8	8	7	9	8	40	9	9	9	9	9	10	55
156	7	7	6	7	7	34	9	9	9	9	8	9	53
157	9	10	8	8	9	44	9	10	10	9	9	10	57
158	7	8	8	7	7	37	7	7	7	7	6	7	41
159	4	4	4	4	7	23	7	7	9	7	10	8	48
160	9	9	10	8	8	44	10	8	9	10	9	9	55
161	6	8	7	7	8	36	9	8	7	9	8	8	49
162	8	8	8	8	8	40	10	10	9	9	9	7	54
163	6	8	6	6	6	32	10	10	10	8	9	8	55

164	10	10	10	10	10	50	10	10	10	10	10	10	60
165	10	10	10	10	10	50	10	10	10	10	10	10	60
166	10	10	10	10	10	50	10	10	10	10	10	10	60
167	7	8	7	7	7	36	5	7	7	6	7	7	39
168	8	9	6	7	9	39	8	8	7	5	8	8	44
169	10	10	10	10	7	47	10	10	10	10	10	10	60
170	8	8	8	8	9	41	8	8	8	7	7	8	46
171	9	8	9	8	8	42	8	9	8	8	9	8	50
172	7	8	8	8	7	38	8	9	9	8	7	8	49
173	8	9	8	7	8	40	8	7	8	7	8	9	47
174	9	8	9	8	7	41	10	8	7	9	6	9	49
175	8	9	8	9	5	39	8	9	8	7	6	8	46
176	7	8	9	6	8	38	8	7	7	8	7	8	45
177	10	10	10	10	9	49	10	10	10	10	10	10	60
178	8	7	7	7	7	36	7	7	7	7	6	6	40
179	8	9	9	9	8	43	9	9	9	9	9	9	54
180	9	10	10	9	8	46	10	7	10	9	8	10	54
181	9	9	10	10	7	45	9	9	9	9	9	9	54
182	9	9	10	9	8	45	10	9	10	10	10	10	59
183	8	8	8	8	7	39	8	8	8	8	8	8	48
184	5	5	5	5	5	25	6	5	5	5	5	5	31
185	7	7	6	6	7	33	7	7	7	7	6	7	41
186	6	8	8	8	8	38	9	8	8	8	8	7	48
187	9	9	9	9	9	45	9	9	9	9	9	9	54
188	5	9	6	9	8	37	7	7	9	7	6	7	43
189	10	10	10	10	8	48	10	10	10	10	10	10	60
190	9	9	9	9	7	43	9	9	9	8	8	8	51
191	10	10	10	10	7	47	10	10	10	10	10	10	60
192	8	8	8	8	7	39	9	9	9	9	9	9	54
193	10	10	10	10	7	47	10	10	10	10	10	10	60
194	9	10	9	9	8	45	9	9	9	9	9	9	54
195	10	10	10	9	9	48	9	9	10	10	9	10	57
196	7	8	7	7	8	37	9	8	8	8	7	8	48
197	7	8	10	10	8	43	10	10	10	9	9	9	57
198	7	7	8	7	8	37	8	8	8	8	8	8	48
199	10	8	6	6	8	38	8	8	8	8	10	8	50
200	7	8	7	9	7	38	9	10	10	9	10	10	58

Lampiran 3. Hasil Olah Data SPSS

Hasil Uji Validitas dan Uji Reabilitas

A. Variabel *Individual Interaction Capability* (X1)

Correlations						
		X1.1	X1.2	X1.3	X1.4	Total_X1
X1.1	Pearson Correlation	1	.092	.663**	.568**	.738**
	Sig. (2-tailed)		.195	.000	.000	.000
	N	200	200	200	200	200
X1.2	Pearson Correlation	.092	1	.045	.198**	.602**
	Sig. (2-tailed)	.195		.529	.005	.000
	N	200	200	200	200	200
X1.3	Pearson Correlation	.663**	.045	1	.614**	.732**
	Sig. (2-tailed)	.000	.529		.000	.000
	N	200	200	200	200	200
X1.4	Pearson Correlation	.568**	.198**	.614**	1	.780**
	Sig. (2-tailed)	.000	.005	.000		.000
	N	200	200	200	200	200
Total_X1	Pearson Correlation	.738**	.602**	.732**	.780**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

B. Variabel *Developmental Interaction Capability* (X2)

Correlations						
		X2.1	X2.2	X2.3	X2.4	Total_X2
X2.1	Pearson Correlation	1	.570**	.513**	.457**	.771**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	200	200	200	200	200
X2.2	Pearson Correlation	.570**	1	.664**	.653**	.871**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	200	200	200	200	200
X2.3	Pearson Correlation	.513**	.664**	1	.582**	.827**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	200	200	200	200	200
X2.4	Pearson Correlation	.457**	.653**	.582**	1	.828**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	200	200	200	200	200
Total_X2	Pearson Correlation	.771**	.871**	.827**	.828**	1

	Sig. (2-tailed)	.000	.000	.000	.000	
	N	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

C. Variabel *Emotional Value Co-Creation* (Y1)

Correlations							
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Total_Y1
Y1.1	Pearson Correlation	1	.711**	.746**	.709**	.615**	.863**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200
Y1.2	Pearson Correlation	.711**	1	.774**	.762**	.653**	.887**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200
Y1.3	Pearson Correlation	.746**	.774**	1	.806**	.711**	.920**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200
Y1.4	Pearson Correlation	.709**	.762**	.806**	1	.669**	.896**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200
Y1.5	Pearson Correlation	.615**	.653**	.711**	.669**	1	.827**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200
Total_Y1	Pearson Correlation	.863**	.887**	.920**	.896**	.827**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

D. Variabel Market Performance (Y2)

Correlations								
		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2.6	Total_Y2
Y2.1	Pearson Correlation	1	.718**	.623**	.676**	.595**	.644**	.840**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200
Y2.2	Pearson Correlation	.718**	1	.760**	.643**	.570**	.601**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	200	200	200	200	200	200	200
Y2.3	Pearson Correlation	.623**	.760**	1	.659**	.555**	.670**	.854**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	200	200	200	200	200	200	200
Y2.4	Pearson Correlation	.676**	.643**	.659**	1	.650**	.652**	.850**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	200	200	200	200	200	200	200
Y2.5	Pearson Correlation	.595**	.570**	.555**	.650**	1	.671**	.802**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	200	200	200	200	200	200	200
Y2.6	Pearson Correlation	.644**	.601**	.670**	.652**	.671**	1	.837**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	200	200	200	200	200	200	200
Total_Y2	Pearson Correlation	.840**	.855**	.854**	.850**	.802**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	200	200	200	200	200	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

A. Variabel *Individual Interaction Capability* (X1)

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.616	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	22.53	14.783	.541	.462
X1.2	24.70	14.886	.130	.827
X1.3	22.37	14.626	.523	.468
X1.4	22.81	13.913	.596	.417

B. Variabel *Developmental Interaction Capability* (X2)

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.840	4

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	24.13	15.129	.588	.834
X2.2	24.33	14.122	.763	.759
X2.3	24.02	14.929	.696	.789
X2.4	24.74	13.681	.662	.805

C. Variabel *Emotional Value Co-Creation* (Y1)

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.926	5

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1.1	31.28	28.110	.780	.915
Y1.2	31.10	28.187	.820	.907
Y1.3	31.13	26.787	.868	.897
Y1.4	31.24	28.384	.837	.904
Y1.5	31.38	29.664	.734	.923

D. Variabel *Market Performance* (Y2)

Case Processing Summary			
		N	%
Cases	Valid	200	100.0
	Excluded ^a	0	.0
	Total	200	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.915	6

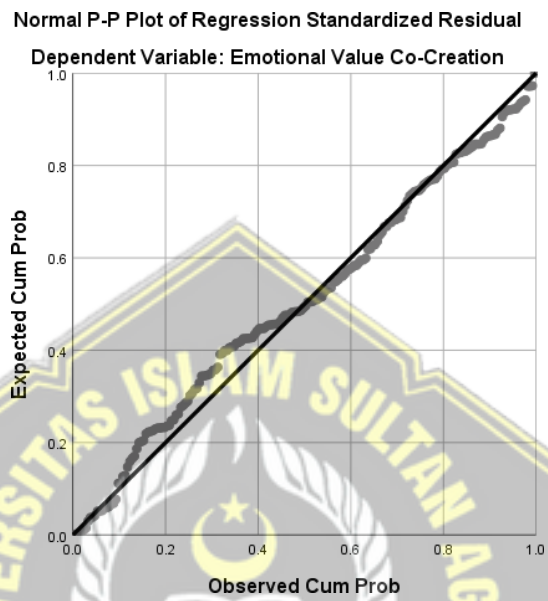
Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y2.1	40.55	41.233	.770	.899
Y2.2	40.70	39.568	.783	.897
Y2.3	40.86	38.499	.774	.899
Y2.4	40.82	39.817	.776	.898
Y2.5	40.99	40.849	.708	.908
Y2.6	40.86	41.313	.766	.900

Lampiran 4. Hasil Olah Data SPSS

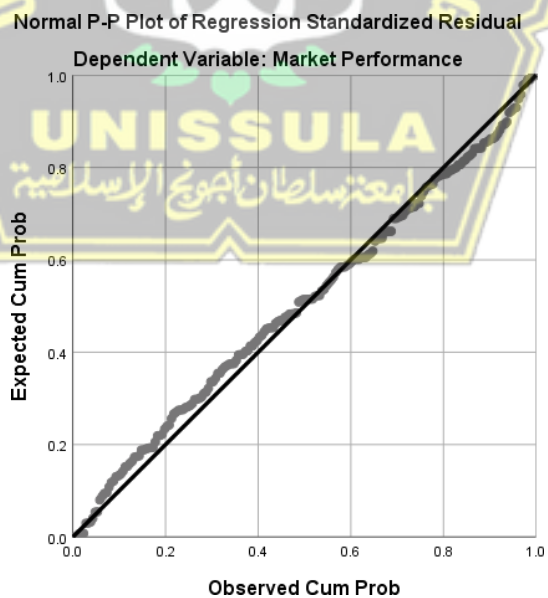
Hasil Uji Asumsi Klasik

Uji Normalitas

MODEL 1



MODEL 2



Uji Multikolinieritas

MODEL 1

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.444	2.237		1.987	.048		
	Individual Interaction Capability	.223	.082	.162	2.700	.008	.607	1.648
	Developmental Interaction Capability	.856	.080	.643	10.709	.000	.607	1.648

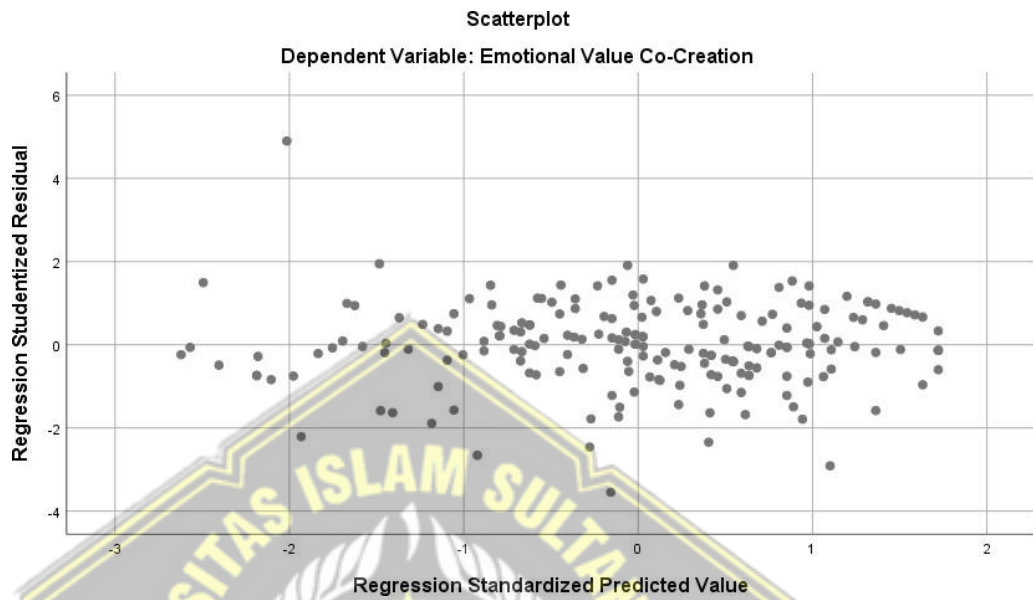
MODEL 2

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	8.161	2.538		3.215	.002		
	Individual Interaction Capability	.222	.094	.141	2.351	.020	.585	1.709
	Developmental Interaction Capability	.829	.113	.543	7.338	.000	.384	2.607
	Emotional Value Co-Creation	.182	.080	.159	2.277	.024	.430	2.323

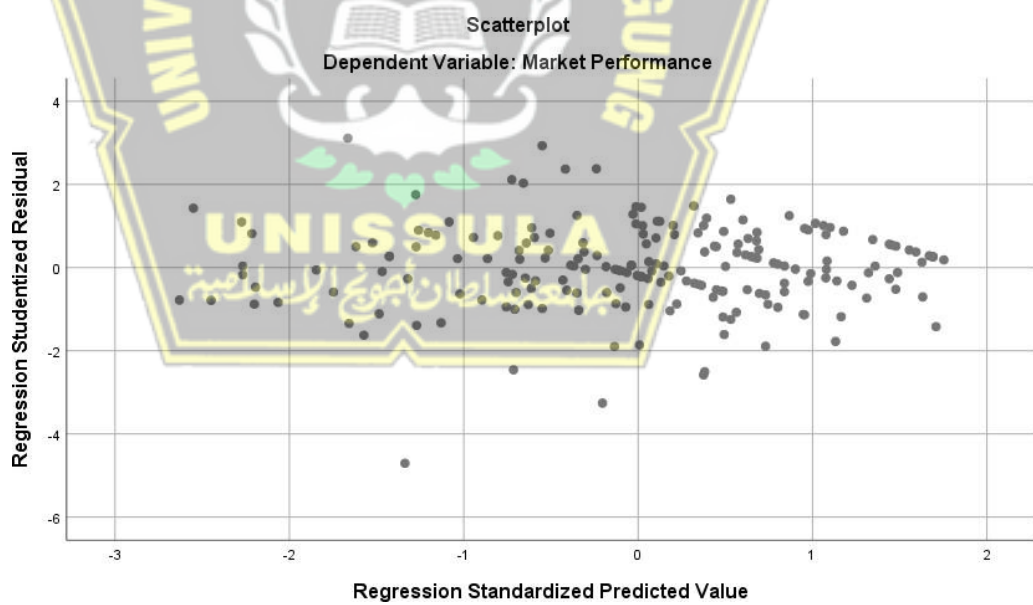
a. Dependent Variable: Market Performance

Uji Heteroskedastisitas

MODEL 1



MODEL 2



Lampiran 5. Hasil Olah Data SPSS

Hasil Uji Regresi Linier Berganda

Model Regresi 1

Variables Entered/Removed ^a									
Model	Variables Entered	Variables Removed	Method						
1	Developmental Interaction Capability, Individual Interaction Capability ^b		Enter						
a. Dependent Variable: Emotional Value Co-Creation									
b. All requested variables entered.									
Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.755 ^a	.570	.565	4.339	.570	130.347	2	197	.000
a. Predictors: (Constant), Developmental Interaction Capability, Individual Interaction Capability									
b. Dependent Variable: Emotional Value Co-Creation									
ANOVA ^a									
Model		Sum of Squares	df	Mean Square	F	Sig.			
1	Regression	4908.550	2	2454.275	130.347	.000 ^b			
	Residual	3709.270	197	18.829					
	Total	8617.820	199						
a. Dependent Variable: Emotional Value Co-Creation									
c. Predictors: (Constant), Developmental Interaction Capability, Individual Interaction Capability									
Coefficients									
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
		B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	4.444	2.237		1.987	.048			
	Individual Interaction Capability	.223	.082	.162	2.700	.008	.607	1.648	
	Developmental Interaction Capability	.856	.080	.643	10.709	.000	.607	1.648	

Model Regresi 2

Variables Entered/Removed ^a										
Model	Variables Entered	Variables Removed	Method							
1	Emotional Value Co-Creation , Individual Interaction Capability , Developmental Interaction Capability ^b	.	Enter							
a. Dependent Variable: Market Performance										
b. All requested variables entered.										
Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.767 ^a	.589	.583	4.875	.589	93.586	3	196	.000	
a. Predictors: (Constant), Emotional Value Co-Creation , Individual Interaction Capability , Developmental Interaction Capability										
b. Dependent Variable: Market Performance										
ANOVA ^a										
Model		Sum of Squares	df	Mean Square	F	Sig.				
1	Regression	6673.110	3	2224.370	93.586	.000 ^b				
	Residual	4658.570	196	23.768						
	Total	11331.680	199							
a. Dependent Variable: Market Performance										
b. Predictors:(Constant), Emotional Value Co-Creation, Individual Interaction Capability, Developmental Interaction Capability										
Coefficients ^a										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics			
		B	Std. Error	Beta			Tolerance	VIF		
1	(Constant)	8.161	2.538		3.215	.002				
	Individual Interaction Capability	.222	.094	.141	2.351	.020	.585	1.709		
	Developmental Interaction Capability	.829	.113	.543	7.338	.000	.384	2.607		
	Emotional Value Co-Creation	.182	.080	.159	2.277	.024	.430	2.323		
a. Dependent Variable: Market Performance										

Regresi Tahap 1

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Individual Interaction Capability ^b	.	Enter
a. Dependent Variable: Market Performance			
b. All requested variables entered.			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	21.262	2.866		7.419	.000
	Individual Interaction Capability	.899	.092	.571	9.780	.000
a. Dependent Variable: Market Performance						

Regresi Tahap 2

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Emotional Value Co-Creation, Individual Interaction Capability ^b	.	Enter
a. Dependent Variable: Market Performance			
b. All requested variables entered.			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.115	2.755		4.760	.000
	Individual Interaction Capability	.481	.098	.305	4.887	.000
	Emotional Value Co-Creation	.539	.072	.470	7.515	.000
a. Dependent Variable: Market Performance						

Regresi Tahap 3

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Developmental Interaction Capability ^b	.	Enter
a. Dependent Variable: Market Performance			
b. All requested variables entered.			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.886	2.357		5.043	.000
	Developmental Interaction Capability	1.144	.072	.749	15.913	.000
a. Dependent Variable: Market Performance						

Regresi Tahap 4

Variables Entered/Removed ^a			
Model	Variables Entered	Variables Removed	Method
1	Emotional Value Co-Creation, Developmental Interaction Capability ^b	.	Enter
a. Dependent Variable: Market Performance			
b. All requested variables entered.			

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.379	2.383		4.355	.000
	Developmental Interaction Capability	.928	.106	.608	8.766	.000
	Emotional Value Co-Creation	.218	.080	.190	2.740	.007
a. Dependent Variable: Market Performance						

Lampiran 5. Hasil Olah Data SPSS

Hasil Uji *Sobel Test*

Model 1

	Input:		Test statistic:	Std. Error:	p-value:
a	0.899	Sobel test:	5.94265639	0.08153946	0
b	0.539	Aroian test:	5.92314391	0.08180807	0
s _a	0.092	Goodman test:	5.96236299	0.08126996	0
s _b	0.072	Reset all	Calculate		

Model 2

	Input:		Test statistic:	Std. Error:	p-value:
a	1.144	Sobel test:	2.68578713	0.09285621	0.00723592
b	0.218	Aroian test:	2.68063468	0.09303468	0.00734827
s _a	0.072	Goodman test:	2.6909694	0.09267738	0.00712447
s _b	0.080	Reset all	Calculate		

