

**MODEL PENINGKATAN MARKET PERFORMANCE MELALUI
INTERACTION CAPABILITY DAN PENGEMBANGAN EMOTIONAL
VALUE CO-CREATION INDUSTRI JASA KREATIF SALON
KECANTIKAN DI JAWA TENGAH**

Muchamad Abdul Aziz

Mahasiswa S1 Manajemen, Fakultas Ekonomi, Universitas Islam Sultan Agung,
Semarang, Indonesia.

ABSTRAK

Tujuan penelitian ini adalah untuk menjelaskan peran *Emotional Value Co-Creation* dalam memediasi hubungan *Individual Interaction Capability* dan *Developmental Interaction Capability* dengan *Market Performance* pada industri jasa salon kecantikan. Untuk kepentingan ini akan diteliti sebanyak 200 pelanggan salon kecantikan di Jawa Tengah, Indonesia. Data di peroleh melalui survey dengan mendistribusikan kuisioner secara tidak langsung melalui google form. Teknik *purpose sampling* dengan kriteria, (1) Pendidikan minimal SMU, (2) Sudah menggunakan jasa salon yang sama minimal 3 kali (3) Salon kecantikan yang digunakan sudah berpengalaman minimal 3 tahun. Teknik analisis data menggunakan analisis regresi yang dikombinasi dengan analisis mediasi berbasis Sobel Test. Perangkat analisis data menggunakan SPSS 25.0. Dari hasil penelitian membuktikan bahwa *Individual Interaction Capability* dan *Developmental Interaction Capability* mempunyai pengaruh positif dan signifikan terhadap *Market Performance* dan adanya pengaruh positif dan signifikan *Emotional Value Co-Creation* sebagai mediasi antara *Individual Interaction Capability* dan *Developmental Interaction Capability* dengan *Market Performance* pada industri jasa kreatif salon kecantikan di Jawa Tengah.

Kata kunci : *Individual Interaction Capability, Developmental Interaction Capability, Emotional Value Co-Creation, Market Performance.*

***MODEL FOR IMPROVING MARKET PERFORMANCE THROUGH
INTERACTION CAPABILITY AND DEVELOPMENT OF EMOTIONAL
VALUE CO-CREATION INDUSTRY CREATIVE SERVICES SALON
BEAUTY IN CENTRAL JAVA***

Muchamad Abdul Aziz

*S1 Management Student, Faculty of Economics, Sultan Agung Islamic University,
Semarang, Indonesia.*

ABSTRACT

The purpose of this study is to explain the role of Emotional Value Co-Creation in mediating the relationship between Individual Interaction Capability and Developmental Interaction Capability with Market Performance in the beauty salon service industry. For this purpose, a total of 200 beauty salon customers in Central Java, Indonesia will be studied. Data is obtained through a surveys by distributing questionnaires indirectly through google form. Purpose sampling technique with criteria, (1) Minimum high school education, (2) Already using the same salon services at least 3 times (3) The beauty salon used has at least 3 years of experience. The data analysis technique used regression analysis combined with Sobel Test-based mediation analysis. Data analysis tools using SPSS 25.0. The research results prove that Individual Interaction Capability and Developmental Interaction Capability have a positive and significant influence on Market Performance and there is a positive and significant influence on Emotional Value Co-Creation as a mediation between Individual Interaction Capability and Developmental Interaction Capability with Market Performance in the beauty salon creative service industry in Central Java.

Keywords: Individual Interaction Capability, Developmental Interaction Capability, Emotional Value Co-Creation, Market Performance.