

PERAN *INTERACTION CAPABILITY* DAN *VALUE CO-CREATION* UNTUK MENINGKATKAN *MARKET PERFORMANCE*

ABSTRAK

Penelitian ini menganalisis mengenai bagaimana peran *Emotional dan social Value Co-Creation* dalam memediasi relasi *Individual dan Relational Interaction Capability* dengan *Market Performance* pada industry jasa kreatif salon kecantikan. Jenis penelitian bersifat *Explanatory Research* dengan populasi penelitian yaitu pelanggan salon kecantikan di Jawa Tengah. Jumlah sampel yang digunakan sebanyak 203 pelanggan. Teknik pengambilan sampel menggunakan *Purposive Sampling* dengan kriteria pendidikan minimal SMA, dengan usia minimal 16 tahun, dan minimal sudah 3 kali menggunakan jasa salon yang sama. Teknik pengumpulan data melalui kuisioner yang disebarakan secara offline dan online. Sedangkan alat analisis data menggunakan analisis regresi berbasis SPSS 23.0. Hasil studi ini diharapkan mampu memberikan kontribusi pada pengembangan ilmu pengetahuan manajemen pemasaran jasa dan relational marketing yang secara praktis bermanfaat untuk meningkatkan kinerja pemasaran salon kecantikan.

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

THE ROLE OF INTERACTION CAPABILITY AND VALUE CO-CREATION TO INCREASE MARKET PERFORMANCE

ABSTRACT

This study analyzes the role of Emotional and social Value Co-Creation in mediating the relationship between Individual and Relational Interaction Capability with Market Performance in the beauty salon creative service industry. This type of research is explanatory research with the research population, namely customers of beauty salons in Central Java. The number of samples used was 203 customers. The sampling technique used purposive sampling with the criteria of a minimum high school education, with a minimum age of 16 years, and at least 3 times using the same salon services. The technique of collecting data is through questionnaires which are distributed offline and online. Meanwhile, the data analysis tool used regression analysis based on SPSS 23.0. The results of this study are expected to be able to contribute to the development of service marketing management knowledge and relational marketing which is practically useful for improving the marketing performance of beauty salons.

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