

PERAN RELATIONAL DAN INDIVIDUAL INTERACTION
CAPABILITY DALAM MENINGKATKAN SOCIAL VALUE CO-
CREATION DAN MARKET PERFORMANCE

(Studi pada Industri Jasa Kreatif Salon Kecantikan di Jawa Tengah)

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ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui pengaruh *Relational dan Individual Interaction Capability*, dalam meningkatkan *Social Value Co-Creation* dan *Market Performance*. Data yang digunakan dalam penelitian ini adalah data primer dari 100 pelanggan salon kecantikan di Jawa Tengah, Indonesia. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*. Dengan kriteria telah menggunakan jasa salon yang sama sebanyak 3 kali, pendidikan minimal SMA, usia lebih dari 15 tahun. Pengujian dalam penelitian ini menggunakan analisis regresi dengan paket program SPSS 25.0 dan untuk menguji pengaruh variable intervening digunakan sobel test. Hasilnya, menunjukkan bahwa *relational interaction capability* benar-benar berpengaruh terhadap *social value co-creation* dan *market performance*. Selain itu *social value co-creation* juga berperan sebagai mediator penting dalam hubungan *relational dan individual interaction capability*. Penelitian ini diharapkan dapat bermanfaat bagi ilmu pengetahuan manajemen jasa dan relational marketing dan secara praktis juga bermanfaat guna meningkatkan kinerja pasar salon kecantikan.

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

ROLE OF RELATIONAL AND INDIVIDUAL INTERACTION
CAPABILITY IN IMPROVING SOCIAL VALUE CO-CREATION
AND MARKET PERFORMANCE

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ABSTRACT

The purpose of this study was to determine the effect of *Relational and Individual Interaction Capability* in increasing *Social Value Co-Creation* and *Market Performance*. The data used in this study are primary data from 100 beauty salon customers in Central Java, Indonesia. The sampling technique used in this study was *purposive sampling*. With the criteria having used the same salon services 3 times, minimum high school education, age more than 15 years. Testing in this study using regression analysis with the SPSS 25.0 program package and to test the effect of the intervening variables used the sobel test. The result, shows that *relational interaction capability* actually affects *social value co-creation* and *market performance*. In addition, *social value co-creation* also plays an important role as an important mediator in the *relationship* between *relational and individual interaction capability*. This research is expected to be useful for service management science and relational marketing and also in practical terms to improve the performance of the beauty salon market.

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