

PERAN *INDIVIDUAL INTERACTION CAPABILITY* DAN *EMPOWERED INTERACTION CAPABILITY* MELALUI *EMOTIONAL VALUE CO-CREATION* TERHADAP *MARKET PERFORMANCE* PADA PERUSAHAAN SALON KECANTIKAN DI JAWA TENGAH

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis Peran *Individual Interaction Capability* dan *Empowered Interaction Capability* terhadap *Market Performance* dengan *Emotional Value Co-Creation* sebagai variabel intervening. Penelitian ini menggunakan data dari 150 responden salon kecantikan di Jawa Tengah Indonesia, yang diambil dengan mendistribusikan kuesioner. Penelitian ini menggunakan teknik pengambilan sampel purposive sampling, dengan kriteria : sudah pernah menggunakan jasa salon minimal 3 kali, pendidikan minimal SMA dan sederajatnya, salon kecantikan yang sudah digunakan berdomisili di Jawa Tengah, dan minimal sudah berdiri 4 tahun. Pengumpulan data melalui kuesioner disampaikan kepada responden secara langsung dan tidak langsung melalui Google Forms. Sedangkan teknik analisis data menggunakan analisis regresi yang dikombinasikan dengan analisis mediasi berbasis Sobel Test dan perangkat analisis data menggunakan SPSS 25.0. Dari hasil penelitian membuktikan bahwa *Individual Interaction Capability* dan *Empowered Interaction Capability* berpengaruh positif dan signifikan terhadap *Market Performance* dan adanya hubungan positif dan signifikan *Emotional Value Co- Creation* sebagai mediasi antara *Individual Interaction Capability* dan *Empowered Interaction Capability* dengan *Market Performance* pada industri jasa kreatif salon kecantikan di Jawa Tengah.

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

**THE ROLE OF INDIVIDUAL INTERACTION CAPABILITY AND
EMPOWERED INTERACTION CAPABILITY THROUGH EMOTIONAL
VALUE CO-CREATION ON MARKET PERFORMACE IN BEAUTY
SALON COMPANIES IN CENTRAL JAVA**

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ABSTRACT

This study aims to analyze the role of Individual Interaction Capability and Empowered Interaction Capability on Market Performance with Emotional Value Co-Creation as an intervening variable. This study uses data from 150 respondents of beauty salons in Central Java, Indonesia, which were taken by distributing questionnaires. This study uses a purposive sampling technique, with the criteria: have used salon services at least 3 times, have a minimum education of high school and the equivalent, the beauty salon that has been used is domiciled in Central Java, and has been established for at least 4 years. Collecting data using a questionnaire that is distributed directly to the respondents and indirectly using the google form. While the data analysis technique uses regression analysis combined with mediation analysis based on Sobel Test and data analysis tools using SPSS 25.0. The results of the study prove that Individual Interaction Capability and Empowered Interaction Capability have a positive and significant effect on Market Performance and there is a positive and significant relationship between Emotional Value Co-Creation as a mediation between Individual Interaction Capability and Empowered Interaction Capability with Market Performance in the creative service industry of beauty salons in Indonesia. Central Java

Keywords: *Individual Interaction Capability, Empowered Interaction Capability, Emotional Value Co-Creation and Market Performance.*