

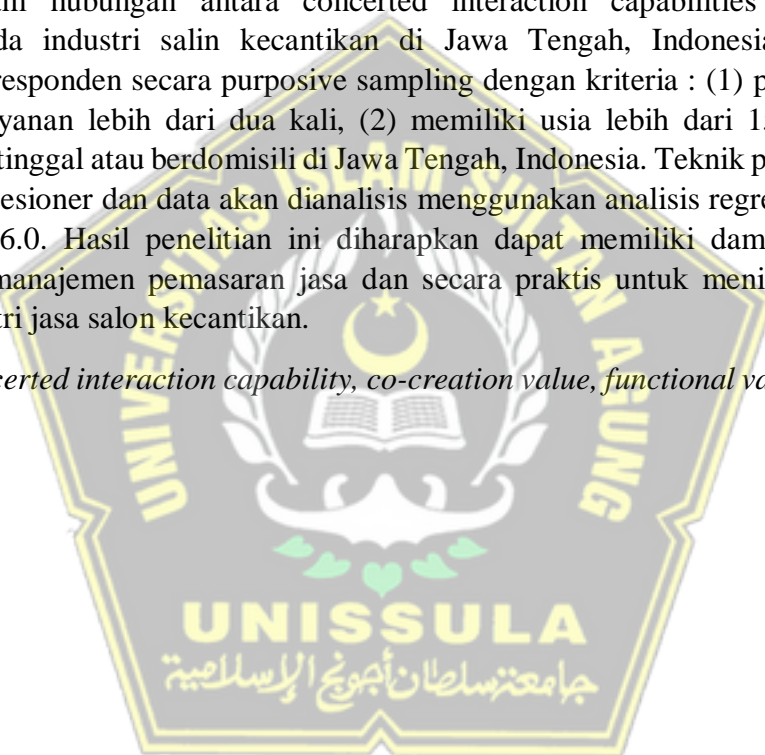
PERAN FUNCTIONAL, SOCIAL DAN EMOTIONAL VALUE CO-CREATION DALAM HUBUNGAN ANTARA CONCERTED INTERACTION CAPABILITIES DENGAN MARKET PERFORMANCE PADA INDUSTRI JASA KREATIF SALON KECANTIKAN DI JAWA TENGAH

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ABSTRAK

Tujuan penelitian ini adalah untuk menganalisis peran functional, social dan emotional value co-creation dalam hubungan antara concerted interaction capabilities dengan market performance pada industri salon kecantikan di Jawa Tengah, Indonesia. Penelitian ini mengambil 200 responden secara purposive sampling dengan kriteria : (1) pernah atau sudah menggunakan layanan lebih dari dua kali, (2) memiliki usia lebih dari 15 tahun, dan (3) memiliki tempat tinggal atau berdomisili di Jawa Tengah, Indonesia. Teknik pengumpulan data menggunakan kuesioner dan data akan dianalisis menggunakan analisis regresi menggunakan aplikasi SPSS 16.0. Hasil penelitian ini diharapkan dapat memiliki dampak positif pada pengembangan manajemen pemasaran jasa dan secara praktis untuk meningkatkan kinerja pasar pada industri jasa salon kecantikan.

Kata Kunci: concerted interaction capability, co-creation value, functional value, social value, emotional value



THE FUNCTIONAL, SOCIAL AND EMOTIONAL VALUE CO-CREATION ROLE IN THE RELATIONSHIP BETWEEN CONCERTED INTERACTION CAPABILITIES WITH MARKET PERFORMANCE IN THE BEAUTY SALON CREATIVE SERVICE INDUSTRY IN CENTRAL JAVA

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ABSTRACT

The purpose of this study is to analyze the role of functional, social and emotional value co-creation in the relationship between concerted interaction capabilities and market performance in the beauty copy industry in Central Java, Indonesia. This study took 200 respondents by purposive sampling with the following criteria: (1) had or had used services more than twice, (2) had more than 15 years of age, and (3) had a place to live or was domiciled in Central Java, Indonesia. Data collection techniques using questionnaires and data will be analyzed using regression analysis using SPSS 16.0 application. The results of this study are expected to have a positive impact on the development of marketing services management and practically to improve market performance in the beauty salon services industry.

Keywords: concerted interaction capability, co-creation value, functional value, social value, emotional value

