

PERAN MEDIASI VALUE CO-CREATION DALAM HUBUNGAN ANTARA  
INTERACTION CAPABILITY DENGAN MARKET PERFORMANCE PADA  
INDUSTRY SALON KECANTIKAN DI JAWA TENGAH

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**Abstrak**

Tujuan dalam penelitian ini adalah untuk menjelaskan peran *emotional value co-creation* dalam memediasi *relational interaction capability*, *empowered interaction capability* dan *development interaction capability* dengan *market performance* dalam industry jasa kreatif salon kecantikan. Jenis penelitian *explanatory research* dengan populasi yaitu pelanggan salon yang berdomisili di Jawa Tengah. Pengumpulan data pada penelitian ini menggunakan metode *purposive sampling* dengan kriteria pelanggan yang sudah menggunakan jasa salon minimal tiga kali, masyarakat yang tinggal di Jawa Tengah dan berusia 16 sampai 40 tahun. Data diperoleh dari kuesioner yang disebar secara offline maupun online dengan jumlah responden 150 orang. Analisis data menggunakan regresi linier berganda berbasis aplikasi SPSS 16.0. Penelitian ini diharapkan dapat memberikan kontribusi untuk pengembangan ilmu pemasaran jasa dan relational marketing dan juga secara praktis bermanfaat dalam meningkatkan kinerja pasar pada industry jasa kreatif salon kecantikan.

Keyword : *emotional value co-creation*, *relational interaction capability*, *empowered interaction capability*, *development interaction capability*, *market performance*

THE ROLE OF VALUE CO-CREATION MEDIATION IN RELATIONSHIP  
BETWEEN INTERACTION CAPABILITY WITH MARKET PERFORMANCE IN  
BEAUTY SALON INDUSTRY IN CENTRAL JAVA

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Abstract

The purpose of this study is to explain the role of emotional value co-creation in mediating the relational interaction capability, empowered interaction capability and development interaction capability with market performance in the beauty salon creative services industry. This type of research is explanatory research with a population of salon customers who live in Central Java. The data collection in this study uses a purposive sampling method with criteria for customers who have used salon services at least three times, people who live in Central Java and are 16 to 40 years old. Data obtained from questionnaires distributed offline and online with 150 respondents. Data analysis using multiple linear regression based on SPSS 16.0 application. This research is expected to be able to contribute to the development of service marketing and relational marketing knowledge and also be useful practitioners in improving market performance in the beauty salon creative services industry.

Keyword: *Emotional value co-creation, relational interaction capability, empowered interaction capability, development interaction capability, market performance*