

***THE ROLE VALUE CO-CREATION TO BOOSTE MARKET
PERFORMANCE IN THE BEAUTY SALON
CENTRAL JAVA***

Abstrak

Di era sekarang setiap pelanggan pada prinsipnya menginginkan pelayanan prima. Sehingga pengetahuan atau ketrampilan karyawan dapat memenuhi keinginan pelanggan. Hal ini membutuhkan interaksi antar pelaku sehingga dengan adanya komunikasi dua arah dimaksudkan dapat meningkatkan penciptaan nilai bersama sehingga tercipta kepuasan antara karyawan dan pelanggan serta *Market Performance* pada salon kecantikan. Tujuan penelitian ini adalah untuk menganalisa pengaruh keputusan relational dan ethical interaction capability terhadap market performance melalui social dan economic *value co-creation* pada industry jasa kreatif salon kecantikan di Jawa Tengah melalui proses Service Dominant Logic (SDL). Jenis penelitian ini bersifat Explanatory Research dengan populasi penelitian yaitu pelanggan salon kecantikan di Jawa Tengah. Sampel yang dipilih dalam penelitian ini sebanyak 150 responden. Analisis data penelitian menggunakan metode *Partial Least Square* (PLS) dengan *SmartPLS*. Dari hasil penelitian menunjukkan bahwa *Reational interaction capability* memberikan pengaruh positif dan signifikan terhadap *Social Value co- creation*, relational interaction capability berpengaruh positif dan signifikan terhadap *Economic value co – creation*, *Ethical interaction capability* berpengaruh positif dan signifikan terhadap Economic value co- creation, *Ethical interaction capability* berpengaruh positif dan signifikan terhadap *Social value co- creation*, *Social value co- creation* berpengaruh positif dan signifikan terhadap *Market performance*, dan *Economic value co- creation* berpengaruh positif dan signifikan *Market performance*.

Kata kunci : Relational interaction capability, ethical value co-creation, social value co-creation, economic value co-creation, market performance

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Abstract

In today's era, every customer in principle wants excellent service. So that the knowledge or skills of employees can meet customer desires. This requires interaction between actors so that the existence of two-way communication is intended to increase the creation of shared value so as to create satisfaction between employees and customers as well as Market Performance in beauty salons. The purpose of this study was to analyze the effect of relational decisions and ethical interaction capability on market performance through social and economic value co-creation in the beauty salon creative service industry in Central Java through the Service Dominant Logic (SDL) process. This type of research is Explanatory Research with the research population, namely customers of beauty salons in Central Java. The sample selected in this study were 150 respondents. Analysis of research data using the Partial Least Square (PLS) method with SmartPLS. The results of the study show that Relational interaction capability has a positive and significant effect on Social Value co-creation, relational interaction capability has a positive and significant effect on Economic value co-creation, Ethical interaction capability has a positive and significant impact on Economic value co-creation, and Ethical interaction. capability has a positive and significant effect on social value co-creation, social value co-creation has a positive and significant effect on market performance, and economic value co-creation has a positive and significant impact on market performance

Keyword : Relational interaction capability, ethical value co-creation, social value co-creation, economic value co-creation, market performance