

DAFTAR ISI

Abstrak	7
Abstract	8
DAFTAR ISI	11
BAB I PENDAHULUAN	14
1.1. Latar Belakang Masalah	14
1.2. Perumusan Masalah	18
1.3. Pertanyaan Penelitian	18
1.4. Tujuan Penelitian	19
1.5. Manfaat Penelitian	19
1.5.1. Manfaat Teoritis	19
1.5.2. Manfaat Praktis	20
BAB II KAJIAN PUSTAKA	21
2.1. <i>Relational interaction capability</i>	21
2.2. Ethical interaction capability	24
2.3. <i>Social Value Co-Creation</i>	27
2.4. Economic Value Co-Creation	31
2.5. Market Performance	35
2.6. Hubungan Antar Variabel	39
2.6.1. Hubungan <i>Relational interaction capability</i> dan <i>social value co-creation</i> 39	
2.6.2. Hubungan <i>Relational interaction capability</i> dan <i>economic value co-creation</i>	41
2.6.3. Hubungan Ethical interaction terhadap <i>social value co-creation</i> 42	
2.6.4. Hubungan Ethical interaction capability terhadap <i>economic value co-creation</i>	43
2.6.5. Hubungan <i>Social value co-creation</i> dan <i>market performance</i> .. 45	
2.6.6. Hubungan <i>Economic value co-creation</i> dan <i>market performance</i> 46	
2.7. Kerangka Pikir	49
BAB III METODE PENELITIAN	50

3.1.	Jenis Penelitian	50
3.2.	Populasi dan Sample.....	50
3.3.	Sumber dan Jenis Data	51
3.4.	Metode Pengumpulan Data	51
3.5.	Variabel dan Indikator.....	52
3.6.	Teknik Analisis.....	53
3.6.1.	<i>Model Measurement (Outer Model)</i>	54
3.6.2.	<i>Model Structural (Inner Model)</i>	57
BAB IV	HASIL PENELITIAN DAN PEMBAHASAN.....	59
4.1.	Gambaran Umum Responden.....	59
4.2.	Analisis Deskriptif Variabel Penelitian	61
4.2.1	Deskripsi Variabel <i>Relational interaction capability</i>	61
4.2.2	Deskripsi Variabel <i>Ethical interaction capability</i>	63
4.2.3	Deskripsi Variabel <i>Social Value co - creation</i>	64
4.2.4	Deskripsi Variabel <i>Economic value co - creation</i>	66
4.2.5	Deskripsi Variabel <i>Market performance</i>	67
4.3.	Analisis Data	69
4.3.1.	Pengujian Model Pengukuran (<i>Outer Model</i>)	69
4.3.2.	Analisis Model Struktural (<i>Inner Model</i>)	75
4.4.	Pembahasan Hasil Penelitian.....	86
4.4.1.	Pengaruh <i>Relational interaction capability</i> Terhadap <i>Social Value co - creation</i>	86
4.4.2.	Pengaruh <i>Relational interaction capability</i> Terhadap <i>Economic value co - creation</i>	87
4.4.3.	Pengaruh <i>Ethical interaction capability</i> Terhadap <i>Economic value co - creation</i>	89
4.4.4.	Pengaruh <i>Ethical interaction capability</i> Terhadap <i>Social Value co - creation</i>	90
4.4.5.	Pengaruh <i>Social Value co - creation</i> Terhadap <i>Market performance</i>	92
4.4.6.	Pengaruh <i>Economic value co - creation</i> Terhadap <i>Market performance</i>	93

BAB V PENUTUP	96
5.1. Simpulan Masalah Penelitian	96
5.2. Simpulan Pertanyaan Penelitian	96
5.3. Implikasi Manajerial.....	98
5.4. Keterbatasan Penelitian dan Agenda Penelitian Mendatang	99

