

**PENGARUH INDIVIDUAL INTERACTION DAN ETHICAL INTERACTION  
CAPABILITY TERHADAP KINERJA PASAR MELALUI SOCIAL VALUE  
CO-CREATION**

**ABSTRAK**

Tujuan penelitian menganalisis bagaimana peran *social value co-creation* dalam memediasi *individual interaction* dan *ethichal interaction capability* dengan *market performance* pada industry jasa kreatif salon kecantikan. Jenis penelitian bersifat Explanatory Research dengan populasi penelitian yaitu pelanggan salon kecantikan di Jawa Tengah. Yang akan diteliti sebanyak 100 pelanggan. Teknik pengambilan sampel menggunakan Purposive Sampling dengan kriteria minimal pendidikan SMU, usia 17 tahun-35 tahun, sudah menggunakan jasa salon yang sama minimal 3 kali, dan berpengalaman minimal 3 tahun. Data yang diperoleh menggunakan analisis regresi berbasis SPSS 16.0. Hasil studi ini di harapkan mampu mengembangkan ilmu pengetahuan manajemen pemasaran jasa dan praktis pada industry salon kecantikan dalam meningkatkan kinerja pasar.

*Kata kunci : individual interaction capability, ethical interaction capability, social value co-creation, market performance.*

**THE EFFECT OF INDIVIDUAL INTERACTION AND ETHICAL  
INTERACTION CAPABILITY ON MARKET PERFORMANCE THROUGH  
SOCIAL VALUE CO-CREATION**

**ABSTRACT**

*The purpose of this study is to explain the role of social value creation in mediating individual interactions and the ability of ethical interaction with market performance in the creative salon beauty service industry for this purpose to be examined as many as 100 respondents of beauty salons in Central Java, Indonesia. Data obtained from Google. The sampling technique with the minimum criteria of high school education, aged 17 years-35 years, has used the same salon service at least 3 times, and at least 3 years experience. Data obtained using SPSS 16.0 based regression analysis. The results of this study are expected to be able to develop marketing and practical management knowledge in the beauty salon industry in improving market performance.*

*Keywords: individual interaction ability, ethical interaction ability, social value creation, market performance.*