

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisis peran *background music* terhadap *approach behavior*, dengan adanya peran moderasi *co-creation* dan mediasi *perceived mood* pada konsumen Rumah Ice Cream Baratajaya Surabaya.

Pengolahan data dilakukan dengan menggunakan *software SPSS 22*. Data diperoleh dari dua tempat yang berbeda, yaitu universitas swasta di Surabaya dan di Rumah Ice Cream Baratajaya Surabaya. Jumlah partisipan yang ada dalam penelitian ini adalah 160 responden.

Hasil penelitian ini menunjukkan bahwa *perceived mood* terbukti memediasi secara positif hubungan antara *congruence of background music* dan *approach behavior* pada konsumen Rumah Ice Cream Baratajaya Surabaya, *co-creation* terbukti memoderasi secara negatif pengaruh *congruence of background music* terhadap *perceived mood* pada konsumen Rumah Ice Cream Baratajaya Surabaya.

Kata kunci : *Co-creation, Background Music, Perceived Mood, Approach Behavior*.

ABSTRACT

This study aims to determine and analyze the role of background music on approach behavior, with the role of moderation co-creation and mediation perceived mood at consumers of Rumah Ice Cream Baratajaya Surabaya.

Data processing is done by using SPSS 22 software. Data obtained from two different places, namely private universities in Surabaya and at Rumah Ice Cream Baratajaya Surabaya. The number of participants in this study were 160 respondents.

The results of this study indicate that perceived mood proved to positively mediate the relationship between congruence of background music and approach behavior on consumers of Rumah Ice Cream Baratajaya Surabaya, co-creation proved to moderate the negative effect of congruence of background music on perceived mood at consumers of Rumah Ice Cream Baratajaya Surabaya.

Keywords: Co-creation, Background Music, Perceived Mood, Approach Behavior.