

THE ROLE OF CUSTOMER EMOTION TOWARDS CUSTOMER SATISFACTION IN TELECOMMUNICATION SECTOR

Noorain Imbug¹
Heather Valarie Benilus²

¹Jabatan Perdagangan, (PKK), Malaysia, (E- mail: noorainimbugsinai@gmail.com)

²Jabatan Perdagangan (PKK), Malaysia (E-mail : heatherval498@gmail.com)

Article history

Received date : 2-8-2020
Revised date : 3-8-2020
Accepted date : 13-10-2020
Published date : 14-10-2020

To cite this document:

Imbug, N . & Benilus, H.V. (2020). The Role of Customer Emotion Towards Customer Satisfaction in Telecommunication Sector. *Journal of Islamic, Social, Economics and Development (JISED)*, 5(31), 90 - 99.

Abstract: *This study aims to examine the relationship between customer emotion towards consumer satisfaction in telecommunication sector A self-administered questionnaire was distributed to 248 subscribers to the network service. This study only focuses on the three leading service provider of mobile telecommunication operators in Malaysia. The Structural Equation Modelling (SEM) method PLS has been applied to this data analysis.*

Keywords: *Emotion, Customer Satisfaction, Telecommunication*

Introduction

Telecommunication industry in Malaysia has been growing rapidly in parallel with the technology advancement. While the penetration rate for mobile service subscription in Malaysia has also reached a noteworthy level. According to the Department of Statistics Malaysia, for the past three quarters of 2016, Malaysia's economy has grown steadily with a total value of MYR 817. 5 billion and MYR 901. 6 billion, which represents a 4. 2% of the total economic growth. The service sector recorded a sound performance by registering a positive growth rate of 6. 1%. Meanwhile, the telecommunication sector recorded 7. 6% growth rate and continued to remain as one of the key contributors to the country's economy. The Malaysian Communication and Multimedia Commission (MCMC) 2015 report, revealed a total of 44, 111, 000 million registered mobile subscriptions for both post-paid and prepaid in Malaysia. Customer are not happy with their telecommunication due to 'services issue' The total number of complaints received in 2016 shows an increase of 3.14% to 7,556 complaints compared to 2015 that only recorded 7,326 complaints (CFM, 2016). Such incremental of customer complaints area strongly associates with emotionally unhappy customers and dissatisfaction of services received provided by the mobile telecommunication service provider. This study was done to recognize the role of emotion towards customer satisfaction

Literature Review

Currently, the role of emotion as the main focus in understanding the interaction between service and customer experience (Ali et al 2014; 2015, Lin & Liang, 2011). Customer emotion is regarded as the principal element in understanding perceptions of service experiences (Ali et al 2016, Lin & Liang, 2011). Emotions are responses to the service the customer provides, which can be either deliberate or unintentional (Wu, Cheng & Ai, 2016).

However, terms such as affects, emotion, moods, and attitude have been adopted interchangeably in the extant literature (Bagozzi et al., 1999). Burn and Neisner (2006) suggested that the terms emotion, affect, and the mood is inter-related but often confused. The interest is either general or an umbrella construct that can be defined as a general descriptor of a valence state of feeling. According to Schmitt (1999), a customer is usually driven by emotions because the consumption of experiences is often "directed towards the pursuit of fantasies, feelings, and fun "as describe by Holbrook and Hirschman (1982, p. 132).

Noteworthy, it is only recently that new literature has emerged taking heed on how positive and negative emotions of the consumers influences the interaction with service are able to predict future behavioural intention (Palmer, 2010; Oliver, 1993; Richins, 1997; Barsky & Nash, 2002). Bagozzi et al. (1999, p. 184) defined emotion as "a mental state of readiness that arises from cognitive appraisals of events or thoughts". Meanwhile, Dube and Menon (2002) described consumption emotion as a mood or emotional experience while using a product or service and also as the perceptions of a product or service performance. During consumption, a customer might experience happiness, excitement, satisfaction and other positive emotions as well as disappointment, anger, sadness, guilt and other negative emotions (Menon & Dubé, 2000). According to Westbrook and Oliver (1991), emotion refers to a set of emotional response stimulated specifically during product usage or consumption and expression.

In a similar vein, Hou and Hu (2013) agreed that consumption emotion is the response customers generated from their experience of consuming products and services. It does also acknowledge that emotional bonds between companies and customers are difficult for competitors to imitate or sever (Mascarenhas et al., 2006). Notably, the emotion occurred as a response to judgment or interpretation of some event or incident that happened to own self. Hence, a different person has a different kind of emotion towards the same events or incidents (Bagozzi et al., 1999).

The study confirmed that emotion is related to service interaction and able to determine satisfaction (Hou et al., 2013; Jani & Han, 2011). Various studies have indicated that, to predict the future behavioural intention and defined satisfaction based on the service experience encountered by the customers, which influences their emotion, either positive or negative (Barsky & Nash, 2002; Oliver, 1993; Allen et al., 1992; Richins, 1997). Nowadays, it is widely accepted that customer satisfaction levels and long-term behavioural intention are influenced by emotions, during the pre-, actual, and post-consumption stages of the service encountered (Oliver, 1997; Cronin et al., 2000; Barsky & Nash, 2002). As it has been found that emotion could play an important role in determining customer satisfaction especially in a service context (Oliver, 1993; Dalla Pozza, 2014)

In fact, the consumer's evaluation is strongly related to their emotions (Guimond et al., 2001) and emotions have been shown to be able to predict consumer's activity (Allen et al., 1992).

Bitner (1992) corroborated by suggesting that emotion plays an important role in the service sector due to a wider role played by the environment (Fournier and Mick, 1999).

The literature also noted that emotion impacts both satisfaction and repeat patronage. It is also considered as one of the critical components of satisfaction and loyalty (Barsky & Nash, 2002). While positive emotions are evoked during consumption, they have an important relationship with customer satisfaction (Lin & Liang, 2011). They stated that emotions affect customer satisfaction positively and significantly. Several studies confirmed that a positive consumption emotion will exert a positive influence on satisfaction (Mano & Oliver, 1993; Oliver, 1993; Oliver et al., 1997; Westbrook, 1987; Westbrook & Oliver, 1991). Emotions are frequently listed as antecedents of satisfaction (Pedragosa, , Biscaia, & Correia, 2015).

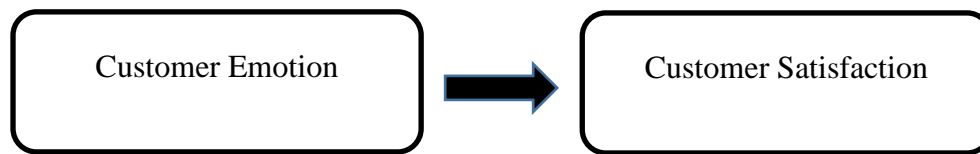
A positive emotion such as happiness and happy will increase customer satisfaction. In contrast negative emotion such as sadness, grief, regret and anger can reduce the level of satisfaction (Sumirat & Mohaidin, 2017). A study revealed that the state of high satisfaction does indeed associated with emotion connotations, notably happy, pleased, and contented (Westbrook & Oliver, 1991). Empirical studies by Wu, Cheng & Ai (2016) have shown that emotions play a crucial role in raising satisfaction.

Additionally, Bagozzi et al. (1999) suggested that emotions play a significant role in the consumers' choices. Oliver (1980, 1993, and 1996) demonstrated the effect of emotions on satisfaction. Halstead et al. (1994) argued that customer satisfaction varies according to the consumer's settings. For instance, services are based on a process as well as outcome and indirectly increase the role played by emotion in deciding customer satisfaction. Similarly, in the hotel resort line also found that customer emotions are very strong predictors of customer satisfaction in resort hotels (Ali et al., 2016).

These discoveries conformed with the earlier studies which stated that emotions that exist during consumption experience gives impact towards satisfaction decisions was verified. (Geng, & Li, 2018; Pedragosa, Biscaia, & Correia 2015; Ali & Amin, 2014; Pareigis et al., 2011; Hosany & Witham, 2010; Jang & Namkung, 2009; Ladhari, 2009; Lee et al., 2009; Martin et al., 2008; Burns & Neisner, 2006; Bitner, 1992).

Oliver (1997) and Ali et al., (2016) strongly believes that there is a strong theoretical support towards the connections between positive emotion and customer satisfaction because while appraising the service experience, customer primarily rely on their emotional state and if any shift to this emotional state will affects their level of satisfaction (Lin & Liang, 2011). Several empirical researches revealed a significant relationship between evoking different emotion and customer satisfaction (Arnould & Price, 1993; Westbrook, 1987; Westbrook & Oliver, 1991; Oliver, 1993). Consumers' emotions are observed to have a strong correlation with customer satisfaction (Ali et al 2016; Burns and Neisner, 2006). In other words, when customer experiences expressed positive emotions in a service encounter, he/she will express higher levels of satisfaction which leads them to stay with the same service provider and spread positive word of mouth (Ali & Amin, 2014; Jang & Namkung, 2009). These lines of arguments lead to the following hypothesis:

H1: Customer emotion has a positive effect on customer satisfaction



Methodology

The primary data for the independent variable were self-collected through a structured questionnaire both printed and an online survey. The questionnaires were distributed to the service providers' subscribers, either prepaid or post-paid. Out of 247 questionnaires collected, only 209 were usable, resulting in 84.6% response rate. This is sufficient for an analysis since the requirement for minimum number of respondents is 146 by using g*power (Faul and Erdfelder et al, 2007).

The customer satisfaction is adapted from Ali et al (2015) and emotion is adapted from Hennig-Thurau et al., (2006) Ali et al., (2015). All responses are measured using a five-point scale rating, ranging from "1 = Strongly disagree" to "5 = Strongly agree".

Sample Characteristic

In this study, the demographic profile of respondents in this study was constructed from the total final sample of 209 respondents. The analysis of the respondent information revealed that the majority of the respondents were females 61.7% while 38.3% were male respondents. Out of the total respondents, in terms of age, 46.9% of the respondents were in the range of 18 to 34 years old, 36.8% were within the range of 35 to 49 years old, and 16.3% respondents were at the age of 50 years old and above. The deliberate concentrations on younger respondents are to reflect that they are active user.

Data Analysis Technique

The IBM statistical package for Social Science (SPSS) version 20 was used and Partial Least Square (PLS) approach to Structural Equation Modelling (SEM) in this study. The analysis and interpretation of PLS model involved a two-stage process. The first stage is the assessment of reliability and validity of the measurement model and the second stage is the assessment of structural model to test the hypotheses of the study (Barclay et al., 1995). The common method bias test implies that the covariance among the items measured is driven by the fact that some or all of the responses are collected by the same type of scale (Hair et al., 2006). The Harman's one-factor test as suggested by Podsakoff et al. (2003) was employed. All the items of this study were entered into the principal component analysis with zero rotation to identify if a single factor emerges from factor analysis or one general factor accounts for more than 50% of the co-variation. The accumulated variations explained was 48.13%, thus, this study did not have a serious problem with the common method variance.

Assessment of Measurement Model

First, the measurement model (outer model) was tested for convergent validity. This was assessed through factor loading, composite reliability (CR), and average variance extracted (AVE) (Hair et al., 2006) as shown in Table 2. Factor loading exceeded the recommended value of 0.708 (Hair et al., 2014) will be retained. Therefore, the customer emotion (Emo1, Emo2, Emo3, Emo4, Emo5) and satisfaction (Sat1, Sat2, Sat3, Sat4, Sat5) are retained. Second, the

composite reliability analysis was used to assess the reliability of the construct for internal consistency. A composite reliability of 0.70 or greater is considered acceptable (Fornell & Larcker, 1981). Composite reliability for emotion (0.962) and satisfaction (0.959) met the minimum cut off. Each constructs should account for at least 50% of the assigned indicators' variance to achieve an adequate convergent validity ($AVE \geq 50$) Bagozzi & Yi, 1998; Fornell & Larcker, 1981; Hair et al., 2014). The AVE for emotion (0.837), and satisfaction (0.824) exceeded the recommended level. It is concluded that the constructs of this study exceeded the recommended level, thus, they met the reliability and convergent validity requirement. Table 1 shows the validity and reliability of the construct.

Table 1: Validity and reliability for construct

| Construct | Items | Loading | CR | AVE |
|------------------------|-------|---------|-------|-------|
| Customer Emotion | Emo1 | 0.894 | 0.962 | 0.837 |
| | Emo2 | 0.924 | | |
| | Emo3 | 0.936 | | |
| | Emo4 | 0.908 | | |
| | Emo5 | 0.912 | | |
| Customer Satisfactions | Sat1 | 0.888 | 0.959 | 0.824 |
| | Sat2 | 0.926 | | |
| | Sat3 | 0.924 | | |
| | Sat4 | 0.922 | | |
| | Sat5 | 0.879 | | |

Henseler's heterotrait–monotrait (HTMT) criterion that imposes more stringent assessment than the earlier criterion suggests that all constructs are distinctively different at HTMT_{0.90} threshold (Henseler et al., 2015) as shown in Table 2. We can conclude that the respondents understood the construct.

Table 2: HTMT Criterion

| | Emo | Sat |
|--------------|------|-----|
| Emotion | | |
| Satisfaction | .877 | |

Criteria: Discriminat Validity is established at HTMT_{0.90}

Assessment of Structural Model

Prior to assessing the structural model, it is important to ensure that there is no collinearity issue in the inner model of the study. The outcome of collinearity test of the model. The VIF value of below 5 (Hair et al., 2014) for each construct shows that collinearity is not a concern and thus, is not an issue for the estimation of the PLS path model.

Table 3: Determination Co-efficient (R^2), Predictive Relevance (Q^2) and Effect

| | <i>Determination Co -efficient</i> | <i>Predictive Relevance</i> | <i>Effect size f^2</i> | |
|--------------|--|---------------------------------|-------------------------------------|--------------------|
| | R^2 | Q^2 | Sat | Effect Size |
| Satisfaction | 0.693 | 0.568 | | Substantial Medium |
| | | | EMO 2.258 | Medium |

Size (f^2)

Most of the PLS-SEM research focused on the variance explained by the endogenous latent construct, which is measured by the coefficient of determination assessment (R^2) (Ringle et al., 2013; Hair et al., 2011; Henseler et al., 2009). This evaluation is related to the amount of variance within the endogenous latent construct described by the particular exogenous latent construct (Hair et al., 2014).

The R^2 s refer to the explanatory power of the predictor variables on the respective construct and reported in Table 5. Customer satisfaction was explained 69.3% by customer emotion. Therefore, Chin et al. (2008) classified the endogenous latent variable as substantial, based on the R^2 values .693. To measure overall predictive relevance, Stone-Geisser assessment (Q^2) was used. The Q^2 assessment exhibited in Table 5 described that endogenous latent construct in this model has sufficient level of predictive relevance by each of their corresponding exogenous latent constructs. Overall, a value of Q^2 that is greater than 0 proves that the model has predictive relevance; if the Q^2 value is less than 0, then the model lacks predictive relevance. As shown in Table 3 Q^2 for customer emotion was .568, indicating that the emotion has sufficient predictive capacity over satisfaction. (Hair et al., 2014).

Another critical assessment involving the evaluation of structural model the effect size (f^2) evaluation of exogenous latent constructs towards their respective endogenous sizes (Hair et al., 2014). Effect size (f^2) of Cohen (1998) was applied as a guideline to measure the effect size. The f^2 value of 0.02 shows minimal effect, f^2 value of 0.15 indicates medium effect while f^2 value of 0.35 shows a large effect. The results in Table 5 indicated that, emotion ($f^2 = 2.258$) has a large effect size towards satisfaction.

This study is to examine the influence of emotion towards satisfaction in a Mobile Service Provider. The result of the testing of hypothesis one supports that emotion has a direct positive effect on satisfaction. Customer satisfaction levels and long-term behavioural intention are influenced by emotions during the pre-, actual and post-consumption stages of the service encounter and this notion is widely accepted (Oliver, 1997; Cronin et al., 2000; Barsky and Nash, 2002) Customers' satisfaction will be influenced by the customer emotional states. Martin, O'Neill, Hubbard and Palmer, (2008) agreed that positive and negative emotions associated with service encounter portrays an effective role in defining satisfaction. This study conform that customer emotion has a greater influence about 22.58 % on customer satisfaction because their encounters may also be an important moment for them, customers whom experience strong emotional reactions in response to service regardless of how great or small the success or failures. This was supported study by Pedragosa et al (2015), that positive emotion has a major positive impact on raising the degree of overall satisfaction. This also

supported by affect theory if the interaction is successfully accomplished and generates a positive result, they are likely to feel good.

Conclusion

The study also recognises that consumer emotion greatly increases customer loyalty in the telecommunications market. These findings show the emotional importance of services provided by mobile service providers. Marketing managers should be taken into consideration when designing strategies to strengthen relations with current customers. A positive emotion evoked during consumption has an important relationship to customer satisfaction (Wu, Cheng & Ai, 2016; Lin, & Liang, 2011). Pervious studies have also demonstrated that consumer emotions influence both satisfaction and repeat patronage (Barsky & Nash, 2002). Service providers should listen to their customers. There is no doubt that customers will express their dissatisfaction towards their service provider in an emotional manner, but should have the expertise to identify and prioritise what is important in order to retain as well as further improve their customer satisfaction level. By focusing on creating lots of services and products, the emotional aspects should not be ignored since based on the analytical results, customer emotion was also found to have a positive and significant contribution directly towards customer satisfaction. Hence, it can be concluded that, in the simultaneous concept, a positive emotion will lead to a better customer satisfaction.

Reference

- Ali, F., & Amin, M. (2014). The influence of physical environment on emotions, customer satisfaction and behavioural intentions in Chinese resort hotel industry. *J. for Global Business Advancement*, 7 (3), 249. doi:10.1504/jgba.2014.064109
- Ali, F., & Omar, R. (2014). Determinants of customer experience and resulting satisfaction and revisit intentions: PLS-SEM approach towards Malaysian resort hotels. *Asia-Pacific Journal of Innovation in Hospitality and Tourism*, 3 (2), 175-193.
- Ali, F., Hussain, K., & Omar, R. (2016). Diagnosing customers experience, emotions and satisfaction in Malaysian resort hotel. *European Journal of Tourism Research* 12, pp. 25-40
- Ali, F., Amin, M., & Cobanoglu, C. (2015). An integrated model of service experience, emotions, satisfaction and price acceptance: An empirical analysis in the Chinese Hospitality Industry, *Journal of Hospitality Marketing & Management*, DOI: 0.1080/19368623.2015.1019172
- Allen, C. T., Machleit, K. A., & Kleine, S. S. (1992). A comparison of attitudes and emotions as predictors of behavior at diverse levels of behavioral experience. *Journal of Consumer Research*, Vol. 18, pp. 493-504. <https://doi.org/10.1086/209276>
- Arnould, E. J., & Price, L. L. (1993). River magic: Extraordinary experience and the extended service encounter. *Journal of consumer Research*, 20 (1), 24-45. <https://doi.org/10.1086/209331>
- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 1988 - Springer
- Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the academy of marketing science*, 27 (2), 184. [https://doi.org/10.1016/S0304-4076\(98\)00068-2](https://doi.org/10.1016/S0304-4076(98)00068-2)
- Barclay, D., Higgins, C., & Thompson, R. (1995). The Partial Least Squares approach to Casual Modeling: Personal computer adoption ans use as an illustration. *Technology Studies*, PP ,285-309

- Barsky, J., & Nash, L. (2002). Evoking emotion: Affective keys to hotel loyalty. *Cornell Hotel & Restaurant Administration Quarterly*, 43, 39. doi:10. 1016/s0010-8804 (02)80007-6
- Bitner, M. J. (1992). Servicescapes: the impact of physical surroundings on customers and employees. *Journal of Marketing*, Vol 56 (2), 57. doi:10. 2307/1252042
- Burns, D. J., & Neisner, L. (2006). Customer satisfaction in a retail setting: The contribution of emotion. *International Journal of Retail & Distribution Management*, 34 (1), 49-66, <https://doi.org/10.1108/09590550610642819>
- Chin, W. W., Peterson, R. A., & Brown, S. P. (2008). Structural equation modeling in marketing: Some practical reminders. *Journal of marketing theory and practice*, 16 (4), 287-298.
- Consumer Forum of Malaysia – Annual Report (2016). www.cfm.org.my
- Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *The journal of marketing*, 55-68.
- Cronin, J., Brady, M., & Hult, G. T. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environment. *Journal of Retailing*, Vol. 76, pp. 193-218.
- Dalla Pozza, I. (2014). Customer experience as drivers of customer satisfaction. *IPAG Business School, Paris, Gestion 2000 – Mai – Juin, 2014*
- Dube, L., & Menon, K. (2002). Multiple roles of consumption emotions in post-purchase satisfaction with extended service transactions. *International Journal of Service Industry Management*, Vol. 11 No. 3, pp. 287-304
- Faul, F., Erdfelder, E., Lang, A. G., & Buchner, A. (2007). G* Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior research methods*, 39 (2), 175-191.
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error: Algebra and statistics. *Journal of marketing research*, 382-388. <http://doi.org/10.2307/3151312>
- Fournier, S., & Mick, D. G. (1999). Rediscovering satisfaction. *Journal of Marketing*, 63 (4), 5. doi:10. 2307/1251971
- Geng, L., & Li, X. (2018). An empirical study on the relationship between consumption emotions and brand loyalty. *Chinese Journal of Communication*, 1–22. doi:10.1080/17544750.2018.1445118
- Guimond, L., Kim, C., & Laroche, M. (2001). An investigation of coupon-prone consumers: their reactions to coupon feature manipulations. *Journal of Business Research*, Vol. 54 No. 2, pp. 132-8
- Hair, J. F., Black W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate Data Analysis (7th ed)*. Upper Saddle River, Nj : Pearson Prentice Hall.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Thousand Oaks: Sage
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 19 (2), 139-152.
- Halstead, D., Hartman, D., & Schmidt, S.L. (1994). Multi-source effects on the satisfaction formation process. *Journal of the Academy of Marketing Science* 22 (2): 114-129
- Hennig-Thurau, T., Groth, M., Paul, M., & Gremler, D. D. (2006). Are all smiles created equal? How emotional contagion and emotional labor affect service relationships. *Journal of Marketing*, 70 (3), 58-73.

- Henseler, J. , Ringle, C. M. , & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. In *New challenges to international marketing* (pp. 277-319). *Emerald Group Publishing Limited*
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43 (1), 115-135.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of consumer research*, 9 (2), 132-140.
- Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research XX (X)* 1–14 © SAGE Publications 2009
- Hou, M., Wu, X. , & Hu, Z. (2013). Personnel service, consumption emotion, and patronage intention in department stores. *International Business Research*, 6 (3), 6.
- Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian–Russell model to restaurants. *Journal of Business Research*, 62 (4), 451-460
- Jani, D., & Han, H. (2011). Investigating the key factors affecting behavioral intentions: Evidence from a full-service restaurant setting. *International Journal of Contemporary Hospitality Management*, 23 (7), 1000-1018.
- Ladhari, R. (2009). Service quality, emotional satisfaction, and behavioural intentions ; A study in the hotel Industry. *Managing Service Quality*, 19 (3), 308-331
- Lee, Y. K. , Back, K. J. , & Kim, J. Y. (2009). Family restaurant brand personality and its impact on customer's emotion, satisfaction, and brand loyalty. *Journal of Hospitality & Tourism Research*, 33 (3), 305-328.
- Lin, J. S. C. , & Liang, H. Y. (2011). The influence of service environments on customer emotion and service outcomes. *Managing Service Quality: An International Journal*, 21 (4), 350-372.
- Mano, H. , & Oliver, R. L. (1993). Assessing the dimensionality and structure of the consumption experience: Evaluation, feeling, and satisfaction. *Journal of Consumer Research*, 20, 451–466
- Martin, D. , O'Neill, M. , Hubbard, S. , & Palmer, A. (2008). The role of emotion in explaining consumer satisfaction and future behavioural intention. *Journal of Services Marketing*, 22 (3), 224-236
- Mascarenhas, O. A. , Kesavan, R. , & Bernacchi, M. (2006). Lasting customer loyalty: a total customer experience approach. *Journal of Consumer Marketing*, 23 (7), 397-405.
- Menon, K. , & Dubé, L. (2000). Ensuring greater satisfaction by engineering salesperson response to customer emotions. *Journal of Retailing*, 76 (3), 285-307.
- Menon, K. , & Dubé, L. (2000). Ensuring greater satisfaction by engineering salesperson response to customer emotions. *Journal of Retailing*, 76 (3), 285-307.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 460-469.
- Oliver, R. L. (1993). Cognitive, affective, and attribution bases of the satisfaction response. *Journal of Consumer Research*, 20, 418–430
- Oliver, R. L. (1997). *Emotional In the Satisfaction Process. A Behavioral Perspective on Consumer*, New York
- Oliver, R. L. (1999). Whence consumer loyalty?. *The Journal of Marketing*, 33-44.
- Palmer, A. (2010). Customer experience management: a critical review of an emerging idea. *Journal of Services Marketing*, 24 (3), 196-208.

- Pareigis, J. , Edvardsson, B. & Enquist, B. (2011). Exploring the role of the service environment in forming customer's service experience. *International Journal of Quality and Service Sciences*, 3 (1), 110-124.
- Pedragosa, V., Biscaia, R., & Correia, A. (2015). The role of emotions on consumers' satisfaction within the fitness context. *Motriz: Revista De Educação Física*, 21(2), 116-124. doi: 10.1590/s1980-65742015000200002
- Podsakoff, P. M. , MacKenzie, S. B. , Lee, J. Y. , & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of applied psychology*, 88 (5), 879.
- Richins, M. L. (1997). Measuring emotions in the consumption experience. *Journal of consumer research*, 24 (2), 127-146.
- Ringle, C. M. , Sarstedt, M. , Schlittgen, R. , & Taylor, C. R. (2013). PLS path modeling and evolutionary segmentation. *Journal of Business Research*, 66 (9), 1318-1324.
- Schmitt, B. (1999). Experiential marketing. *Journal of marketing management*, 15 (1-3), 53-67.
- Sumirat, I. R., & Mohaidin, Z. (2017). The role of user experience towards customer loyalty in Indonesian Cellular Operator with the mediating role of user satisfaction and customer-based brand equity. *Advance Science Letter, American Scientific Publishers*, 23 (1), 177-180
- Westbrook, R. A. (1987). Product consumption-based affective responses and post-purchase processes. *Journal of marketing research*, 258-270.
- Westbrook, R. A., & Oliver, R. L. (1991). The dimensionality of consumption emotion patterns and consumer satisfaction. *Journal of consumer research*, 18 (1), 84-91.
- Wu, H.-C., Cheng, C.-C., & Ai, C.-H. (2016). A Study of Exhibition Service Quality, Perceived Value, Emotion, Satisfaction, and Behavioral Intentions. *Event Management*, 20(4), 565–591. doi:10.3727/152599516x14745497664514.