

**CONSUMERS' EMOTIONS IN SERVICE CONTEXT: AN
EXPLORATORY STUDY**

THESIS

Presented as Partial Fulfillment of the Requirements

For the Degree of Sarjana Ekonomi (S1)

in International Business Management Program

Faculty of Economics Atma Jaya Yogyakarta University



Compiled By:

Suman

Student ID Number : 07 12 16852

FACULTY OF ECONOMICS

UNIVERSITY OF ATMA JAYA YOGYAKARTA

JANUARY 2011

Faculty of Economics
Atma Jaya Yogyakarta University

I hereby recommend that the thesis prepared under my supervision by

SUMAN

Student ID Number: 07 12 16852

Thesis entitled

**CONSUMERS' EMOTIONS IN SERVICE CONTEXT: AN
EXPLORATORY STUDY**

Be accepted in partial fulfillment of the requirements

For the Degree of Sarjana Ekonomi (S1)

in International Business Management Program

Faculty of Economics Atma Jaya Yogyakarta University

Advisor,



A. Fandy Tjiptono, S.E., M.Com

Dated January 17th, 2011

This is to certify that the thesis entitled

**CONSUMERS' EMOTIONS IN SERVICE CONTEXT: AN
EXPLORATORY STUDY**

Presented by

Suman

Student ID Number : 07 12 16852

Has been defended and accepted on February 11th, 2011 towards fulfillment of the
requirements for the Degree of Sarjana Ekonomi (S1)
in International Business Management Program
Faculty of Economics, Atma Jaya Yogyakarta University

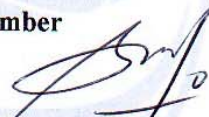
Examination Committee

Chairman



A. Fandy Tjiptono, S.E., M.Com

Member



Budi Suprpto, MBA., P.Hd.



Gunawan Jiwanto, Drs., MBA

Yogyakarta, February 11th, 2011

Dean



Dr. Dorothea Wahyu Ariani, SE., MT.

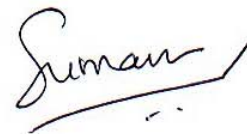
STATEMENT OF THESIS AUTHENTICITY

I am Suman who signed this paper indeed declared that thesis entitled:

CONSUMERS' EMOTIONS IN SERVICE CONTEXT: AN EXPLORATORY STUDY

is truthfully my own thoughts and writing. Citations, statements and or ideas from several sources have previously been written in the references. I fully acknowledge that my writing does not contain others' writing, except for those that have been cited in the references.

Yogyakarta, January 17th, 2011

A handwritten signature in black ink that reads "Suman". The signature is written in a cursive style with a long horizontal stroke at the end.

Suman

CONSUMERS' EMOTIONS IN SERVICE CONTEXT: AN EXPLORATORY STUDY

Compiled By:

SUMAN

Student ID Number: 07 12 16852

Advisor

A. Fandy Tjiptono, S.E., M.Com

Abstract

The interaction between expectations and actual product performance produce either satisfaction or dissatisfaction. However, there does not appear to be merely a direct relationship between the level of expectations and the level of satisfaction. This study aims to explore consumer emotions in both positive and negative service experiences.

As a result, using the critical incident technique, this study identifies and classifies the different types of emotions perceived by the end-users based on their own personal critical experiences in the past, both positive and negative, regarding the service encounters.

Keywords: *Consumers' Emotions, Service Industry, Consumers' Post-purchase behaviors, Positive and Negative Service Experiences .*

PREFACE

Emotions are central to the issues of human survival and adaptation. They motivate the development of moral behavior, which lies at the very root of civilization. Emotions influence empathic and altruistic behavior, and they play a role in the creative processes of the mind. They affect the basic processes of perception and influence the way humans conceive and interpret the world around them. Knowing this, have led the writer to find out how these emotions, especially consumers' emotion affect the sales income of the service providers.

The research findings gave conclusions that consumers' emotions in services context are affecting the sales income of the service providers. When the customers are satisfied, they tend to become loyal to that particular service provider, and sometimes also engage in a positive word of mouth communication, which increases the chance for the service provider to have new customers. In other words, there is a possibility that the service provider will have an increase in its sales income with additional customers. Customers are the most important people for any organization.

Customer satisfaction is at the heart of the selling process. One estimate is that it costs five times as much to attract new customers as it does to keep an existing one. The relationship between the customer and the organization is, therefore, an important one.

ACKNOWLEDGMENT

Hereby, with the completion of this thesis entitled “**CONSUMERS’ EMOTIONS IN SERVICE CONTEXT: AN EXPLORATORY STUDY**”, I would like to convey my gratefulness to some people who have encouraged me and support me in completing this research paper.

First and foremost, I would like to be grateful to Lord Ganesha. He has always been there for me whenever I needed Him or not. He leads me into the right paths of life. Thank You so much, Lord, for whatever You have given me till date. I love you, and always will. 😊

Another first and foremost, I’d like to convey my gratitude to my beloved parents, my mom, Namarta Danani, and my dad, Ronny M. Danani. You both are the best for me. You both have always been there for me in need and in deed. I thank you so very much for all your love, supports and motivations. Without you both, I am nothing. I love you both to the max! mwah! :* 😊

Next, I would like to be thankful to my beloved lecturer, as well as my thesis supervisor, Mr. A. Fandy Tjiptono, S.E., M.Com, for all your guidance and support. For me, you are the best lecturer ever. In my humble opinion, UAJY is lucky to have you as a lecturer. I hope you could and would be the rector of UAJY one day. Amen. 😊

Moreover, I would like to express my gratitude to other lectures who have thought me in UAJY since my first semester until now. They are:

- Mrs. W. Mahestu Noviandra. Ma’am, thank you for being there whenever I needed someone to talk to. I missed you. 😊
- Mr. E.F. Slamet Santoso, thank you Sir, for your insights, I always

remember your dedication and enthusiasm for UAJY. It helped me to change the way I think and it thought to be someone who would never give up in achieving my dreams. ☺

- Mr. Gunawan Jiwanto, thank you Sir, for your supports. You have always wished me the best for my thesis whenever we meet. All the best to you too, Sir! ☺
- Mr. Parnawa Putranta, thank you Sir, for your assistance in the International program. You have encouraged the International students to speak in English everyday, which is great. You are more like to a friend to your students, and that is wonderful. And I have always liked your way of speaking, you accent, it encourages me to speak English with a better accent, like yours. ☺
- Mr. Budi Suprpto, thank you Sir for all your guidance and help. You are a good lecturer. Your class has always been great and fun. You helped me through the process of complicated KRS system in our university. ☺
- Mr. Siswanto, thank you Sir, for whatever you have thought me in your general seminar class. That was the only class that thought me differently. I liked the way you thought your students, its challenging, very informative, unique and wow! I will never forget whatever you have thought me. I consider myself lucky to have been thought by you in one of your class. You are a great lecturer. I salute to you, Sir! ☺
- Mr. Gunarto, thank you for your kindness and patience. You are the most patient lecturer, just like my own grandpa...hehehee. ☺

Next, I would like be grateful to Mr. Aditya Ocktabrian, the one and only staff in the International Program. I must say, Sir, you are the best staff ever. Thank you so much for all your help and support, Sir. All the best for you! ☺

Further more, I thank my brothers, Bushan and Nicky, for your support and love. Thank you for always be there for me whenever I need you guys to drop me to and pick me up from somewhere. Special thanks to Nicky who always helped me whenever I have trouble with our computer..hehehe.. I love you both. Muach! :* ☺

I would also like to thank my sister, Aarti a.k.a. Simmy Khiani, for all her love and support. Thank you for always encouraging me to complete my thesis as soon as possible. I love you, Titi!! Muach!! :* and hugs for you. ☺

Then, I'd like to thank my best friends in the IBMP, Carolina Porto, Rebeca Porto, ci Dewi Kumala, ci Karlina Suhendro. Thanks you girls for always being there for me during my good days as well as in my bad days in UAJY. You girls rock!! I love you all!! I missed you all!! :* ☺

I would also like to thank my other IBMP friends who has always been there for me starting from semester one up to now. They are ci Velly, ci Febby, koh Leon, koh Dyas, ci Yaya, Vicky, Yin-yin, Moro, ci Lala, Lung-lung, koh Guncay, Chan Chun, Edwin, Grace,, Mima, Stefi Jane, Gerry and many more, including my juniors in UAJY, that I can't mention one by one. Thank you so much guys. Whatever I am today or however my life today, it is partly what I make it, and partly what it is made by the friends I choose.. ☺

Moreover, I would like to thank my KKN friends batch 2010 in Imogiri, they are Juliuz, Astri, Randi, Inge, Dian, Happy, Mey-mey, Martha, Nana, Silvi, Piwie, Ivon, Tegar, Metha, Ova, Jalu, Anna, Riska, Nope Noly Tweety, Marthin, Febe, Desi, Edo, Levina “Cethoel”, Ayu, Chiya, Yohan, kak Banu, and many more. Thank you guys for making our KKN a memorable one. I hope we can still be friends forever. Keep in touch. I missed you guys!! 😊

Thanks to Pak Boim, my driver, whose always been there to drop me to and pick me up from places. You’re the best driver ever. 😊

Last but not least, I’d like to thank everyone who has always been there for me. I might not remember their names, but I remember their deeds. And they are the people who work at the administration office of UAJY, the guy who works at the copy centre, the librarians at Balai Bahasa, the librarians at the library of UAJY, etcetera. 😊

Thank you so much people. I hope one day I can be helpful to all of you, just as you all are to me. And I would also like apologize to everyone if in any case I have done anything wrong to you all incidentally. 😊

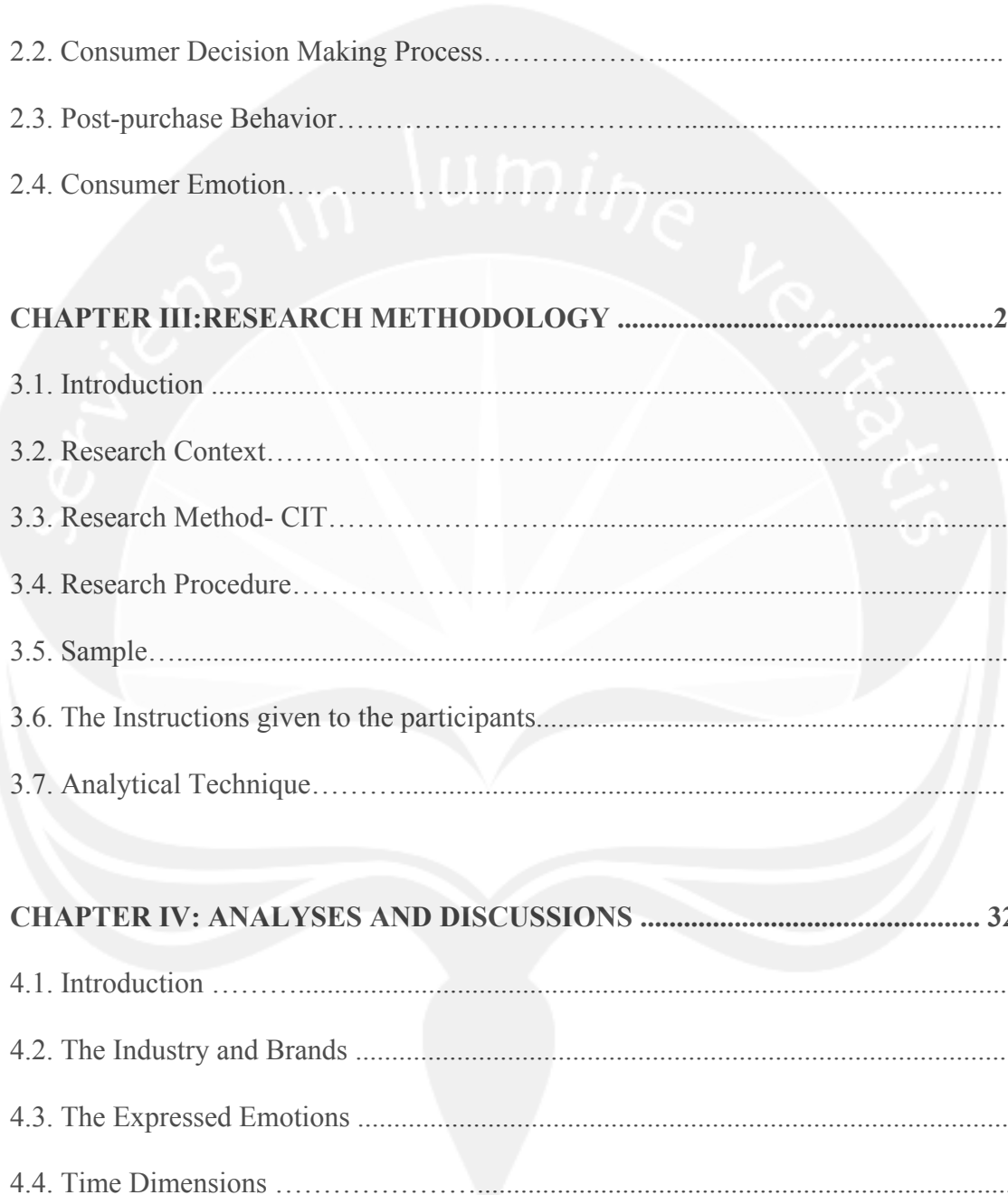
#All izz well#

With Love,

Suman

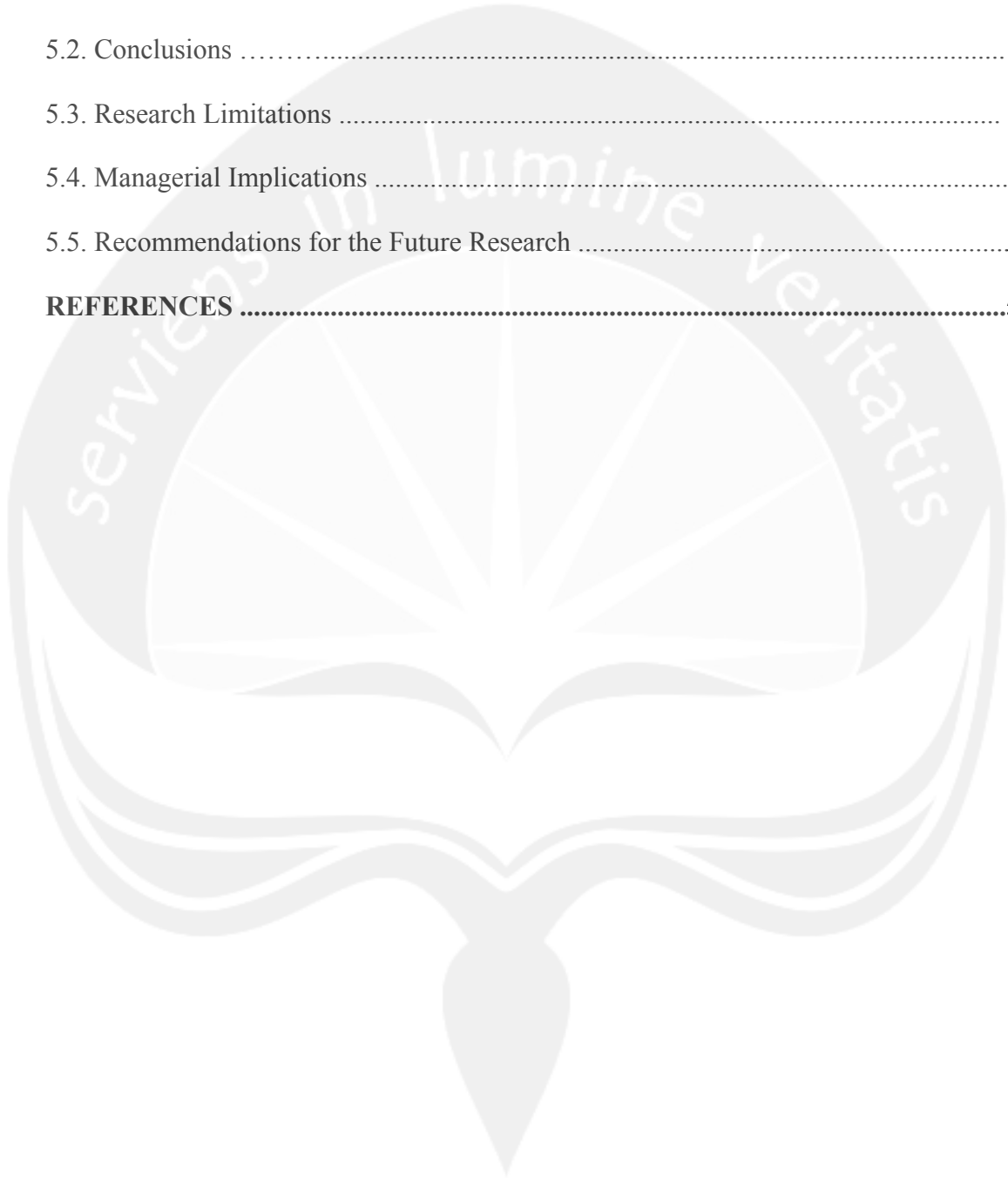
TABLE OF CONTENTS

	Page
TITLE PAGE	i
APPROVAL PAGE	ii
LEGALIZATION PAGE	iii
STATEMENT OF THESIS AUTHENTICITY	iv
ABSTRACT	v
PREFACE	vi
ACKNOWLEDGEMENT	vii
TABLE OF CONTENTS	xi
LIST OF TABLES	xiv
LIST OF FIGURE	xv
DEDICATION PAGE	xvi
CHAPTER I: INTRODUCTION	1
1.1. Research Background	1
1.2. Research Question.....	3
1.3. Research Objectives.....	5
1.4. Research Contribution	5
1.5. Research Structure	6



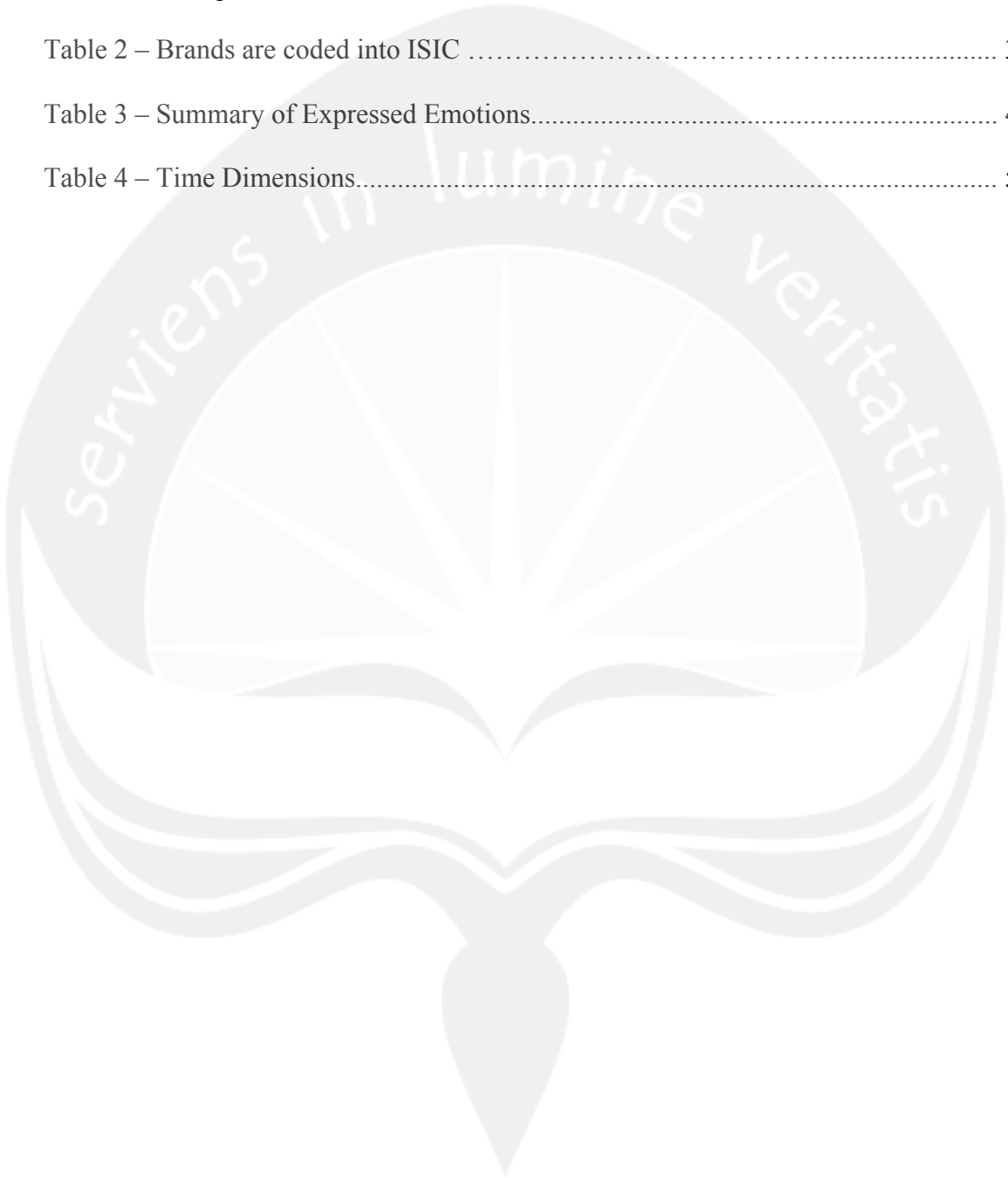
CHAPTER II: LITERATURE REVIEW.....	9
2.1. Introduction.....	9
2.2. Consumer Decision Making Process.....	10
2.3. Post-purchase Behavior.....	13
2.4. Consumer Emotion.....	15
CHAPTER III:RESEARCH METHODOLOGY	23
3.1. Introduction	23
3.2. Research Context.....	23
3.3. Research Method- CIT.....	23
3.4. Research Procedure.....	25
3.5. Sample.....	27
3.6. The Instructions given to the participants.....	28
3.7. Analytical Technique.....	29
CHAPTER IV: ANALYSES AND DISCUSSIONS	32
4.1. Introduction	32
4.2. The Industry and Brands	32
4.3. The Expressed Emotions	39
4.4. Time Dimensions	52

CHAPTER V: CONCLUSIONS	55
5.1. Introduction	55
5.2. Conclusions	55
5.3. Research Limitations	57
5.4. Managerial Implications	58
5.5. Recommendations for the Future Research	58
REFERENCES	59



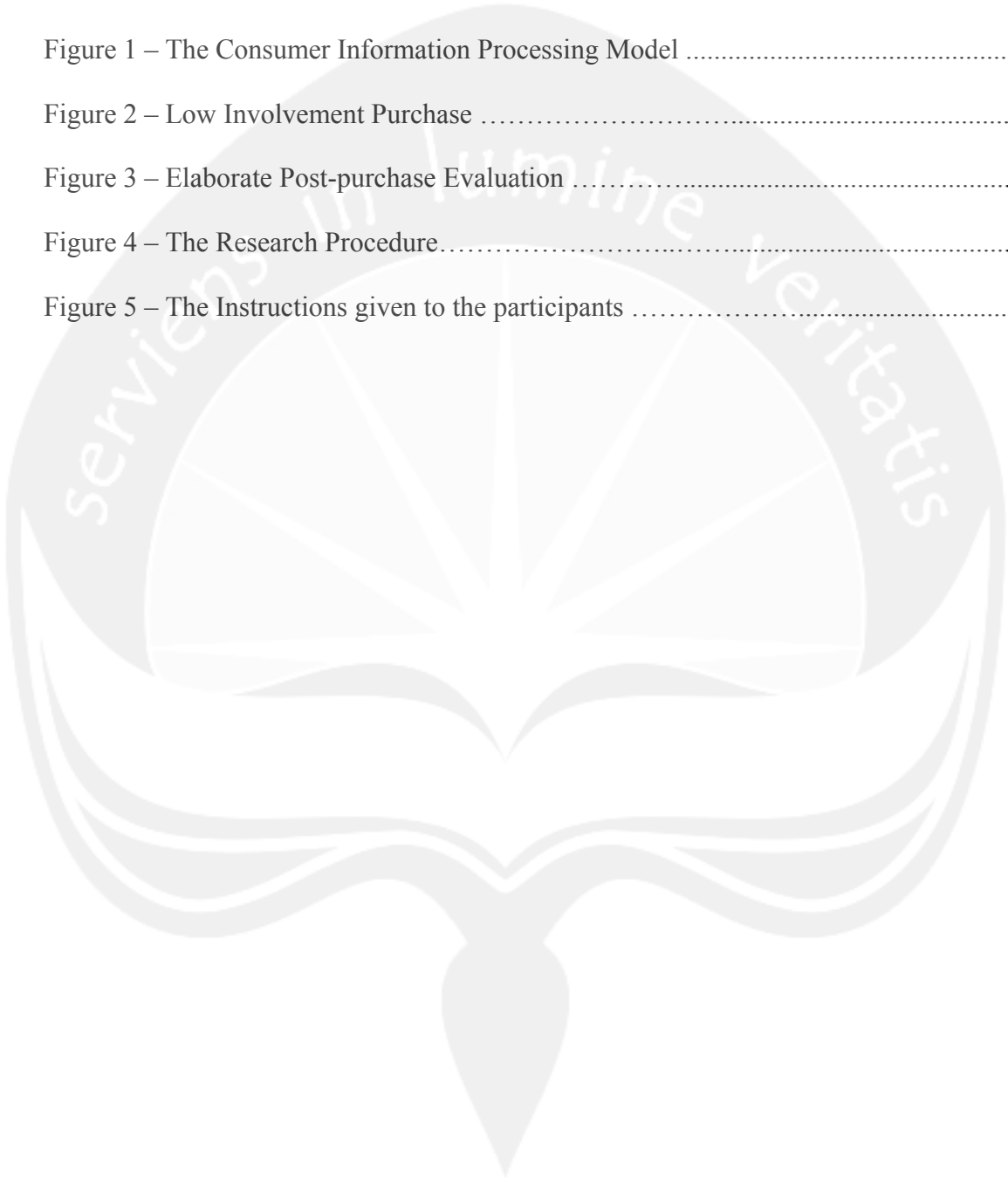
LIST OF TABLES

	Page
Table 1 - Examples of Data Tabulation	31
Table 2 – Brands are coded into ISIC	35
Table 3 – Summary of Expressed Emotions.....	48
Table 4 – Time Dimensions.....	53



LIST OF FIGURES

	Page
Figure 1 – The Consumer Information Processing Model	10
Figure 2 – Low Involvement Purchase	13
Figure 3 – Elaborate Post-purchase Evaluation	13
Figure 4 – The Research Procedure.....	26
Figure 5 – The Instructions given to the participants	28



I dedicated this thesis to My Lord Ganesha, to my parents for their love and encouragement, and selfishly, to myself, for working hard in conducting this research.

**Lord, You are the reason
why I never give up in this
life.**

#Deep in my heart, I do believe, we shall overcome someday!!

With Love,

Suman

Greatest Love Of All

a I decided long ago
Never to walk in anyone's shadows
If I fail, if I succeed
At least I live as I believe
No matter what they take from me
They can't take away my dignity.
Because the greatest love of all
Is happening to me
I found the greatest love of all
Inside of me
The greatest love of all
Is easy to achieve
Learning to love yourself
It is the greatest love of all

An inspirational song written by:
Michael Masser and Linda Creed