

## **CHAPTER IV**

### **ANALYSES AND DISCUSSIONS**

#### **4.1. Introduction**

This chapter focuses on the results of the instructions. Moreover, this chapter explain the various kinds of emotions expressed by the participants for both positive and negative service experiences. The services experienced by participants are grouped into different service industries, utilizing the International Standard Industrial Classification of all Economic Activities (ISIC), in order to make it easier to analyze the data gathered. Furthermore, this chapter also examine the variety of brands, emotions and time dimension of incidents in which service experiences of the participants occurred. Moreover, the comparison between the amount of expressed emotions made by the participants and the actual amount of emotions available in Indonesian language found in Kamus Besar Bahasa Indonesia are also discussed in this chapter.

#### **4.2. The Industry and Brands**

The classification of this study uses the International Standard Industrial Classification of All Economic Activities (ISIC), Revision 4 by United Nations Statistics Division (19 August 2005). The revision of ISIC pursues a number of goals, such as to adapt the classification to the changed economic situation in the world, reflect the needs of countries in different phases of economic development, improve the relationship of ISIC to other important activity classifications in use around the world and to provide guidance to users of the classification through detailed explanatory notes.

A brand is the identity of a specific product, service, or business. A brand can take many forms, including a name, sign, symbol, color combination or slogan. The word brand began simply as a way to tell one person's cattle from another by means of a hot iron stamp. The word brand has continued to evolve to encompass identity - it affects the personality of a product, company or service. Brand is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: Customers, Staff, Partners, Investors etc.

Some people distinguish the psychological aspect, brand associations like thoughts, feelings, perceptions, images, experiences, beliefs, attitudes, and so on that become linked to the brand, of a brand from the experiential aspect.

Therefore, this study find many different brands after the participants express their emotions for both positive and negative service experiences.

Out of approximately 1000 codes of services, there are 44 ISIC codes that are applicable for this research paper. First and foremost, they are code 5210- Restaurants and other food service activities, which consist of 16 best critical incidents and 14 worst critical incidents; code 4710- Passenger air transport, which consist of 9 best air flight experiences and 14 air flights worst experiences. Followed by code 4441- Retail sale of textiles, clothing, footwear and leather goods, which consist of 8 different best experiences, and 5 worst experiences in retail stores; code 8602- Hairdressing and other beauty treatment with 7 best experiences and 6 worst experiences. Code 7720- Medical and dental practice activities which include 6 best critical incident and 3 worst experiences with hospitals; code 7790- Other human health activities (these activities

may be carried out in health clinics) which consist of 6 different beauty clinics in their best. Another code, that is, code 7211- Travel Agencies which consist of 2 best agencies and 7 worst travel agencies experienced by several participants.

Those brands are grouped according to their service codes, and is presented on Table 2 below:



**Table 2 – Brands are coded into ISIC**

Codes	Service Industry	Best Brands	no.	Worst E
3313	Repair and maintenance of electronic and optical equipment	Optik Alam Surya, Jkt	1	AC serv
4210	Sale of motor vehicles	Honda HRC, Gading	1	Medan
		Motorcycle dealer	1	
		Yamaha dealer	1	
4220	Maintenance and repair of motor vehicles	Bengkel (Workshop)	1	
		Gembul' business Carwash	1	
4349	Wholesale of other household goods			Lotte M
4431	Retail sale of food in specialized stores	Bakery Amanah, Klaten	1	Snacks
4441	Retail sale of textiles, clothing, footwear and leather goods	Matahari Depstore	3	Pasar S
		Shoe shop in Galeria mall	1	
		Clothes shop in Amplaz	1	
		Depstore in Bali	1	
		Giordano Store	1	
		Stefanny Collection, Smrng	1	
4461	Retail sale of books, newspapers and stationary	Gramedia	2	Gramec
		Togamas	1	Pandav
4463	Retail sale of games and toys Retail sale of sporting equipment			Sport S
4470	Retail sale of automotive fuel			Pertam
4492	Retail sale via Internet	Tanah Abang online shop	1	
4493	Retail sale via stalls and markets			petraco
4521	Other scheduled passenger land transport	bus Eka	1	Bus kot
				Silver C
4522	Other non-scheduled passenger land transport	pedicab Driver	1	
		Angkot 'mewah', Yana Toraja	1	
		Angkot	1	
4621	Inland passenger water transport	Kapal Laut Dorolanda(Ship)	1	
4710	Passenger air transport	Air Asia	1	Air Asia
		Malaysia Airlines	1	Mandal
		Garuda Indonesia Airlines	3	Lion Air
		Singapore Airlines	1	Emirate
		Mandala Airlines	2	Garuda
				Batavia
				Adam A
4823	Service activities incidental to air transportation			Bandar

5020	Courier activities	FEDEX	1	Paket S
		JNE	1	Jasa pe
		Kantor Pos (Post Office)	1	
5110	Hotels and similar accommodations	Hotel, Solo	1	hotel, B
		Hotel, Jakarta	1	Hotel, S
		Padanaran Hotel, Smrng	1	
		Hotel Garden Palace, Yk	1	
		Hotel, Papua	1	
5120	Inns, pensions and similar establishments Holiday accommodations	Dormitory Dirgantara II/16	1	
		Dormitory	1	
5140	Recreational, recreational camps and campgrounds	Travel "Karimun island info"	1	CJAG (
5210	Restaurants and other food service activities	Pizza Hut	5	Barbad
		RM Monalisa	1	RM in E
		Lounge, Yk	1	Warung
		Mc. Donald	1	Bread S
		Chicken steack Resto	1	KFC, H
		Café Momento	1	Pizza H
		Café 21	1	Café
		J. Co Donuts	1	Special
		Es Teler 77	1	Empire
		Expensive resto in Bali	1	Restau
		Planet Pool	1	Chines
		Bee's Resto, Galeria	1	Cante
5220	Catering and Food Services contracting Beverage serving activities			Food C
5610	Wireless telecommunications activities	Telkomsel (AS)	1	Grha In
5721	Internet service providers	Speedy	1	Interne
5919	Other monetary/financial intermediation	Bank Mandiri	3	BCA
		BI	1	BNI
		BCA	1	
6011	Life insurance			insuran
7722	Renting of video tapes and disks			Rental
6410	Legal activities			Kantor
				Kantor
7120	Temporary help activities			Wijaya'
7211	Travel Agencies	Bus Joglosemar	1	Travel A
		Rosalia Indah Travel	1	Bayu B
				Rama S
				Rama T

				Bus Ag
				PO Har
7220	Other Reservation services			Airplane
7642	Cultural education	Burneo Music Tutorial	1	
7710	Hospital activities	Panti Rapih Hospital	2	Sardjito
		Mount Elizabeth Hospt, S'pore	1	Lokapa
		GMC Hospital, bogor	1	
		RS PT.Pupuk, Kal-Tim	1	
7720	Medical and dental practice activities	Dentist	1	
7830	Community care facilities for the elderly	Beauty clinic	1	
		Skin Care Clinic	1	
		Woman Spa	1	
		IArissa Aesthetic centre	1	
		London Beauty Centre	1	
		Natasha Skin Care	1	
8010	Dramatic arts, music and other arts and entertainment activities	Inul Vista Karaoke, Sby	1	Hyperb
8321	Activities of amusement parks and theme parks			Zoo in S
8499	Activities of other membership organizations n.e.c.			Theater
8511	Hardware and software consultancy activities	EL's Computer	2	PT. Da
		Disney Komputer	1	
8512	Repair of communication equipment			Nokia C
				Tireg' C
8521	Repair and maintenance of consumer electronics	Mega Waena', electronic, Jypr	1	Electron
8601	Washing and (dry-)cleaning of textile and fur products	Dito' Laundry	1	Dirgant
				Laundry
				Oke' La
				D&E La
8602	Hairdressing and other beauty treatment	Salon	2	Johny A
		Florence' Salon	2	Tom Sa
		Puspita Martha	1	Septian
		Riana' Salon, Maura Taweh	1	Barber
8730	Compulsory social security activities			Samsat



### 4.3. The Expressed Emotions

Consumers can be wrong about their beliefs about a product, but they can have no misconception about their emotional response to a product or a service or an advertisement. Understanding and the intellect can betray us and prove us wrong, but emotions are always true and real. There can be no doubt about the existence of feeling.

There are 41 different emotions felt or expressed by the participants regarding their experiences with the service industry. It consist of 16 positive emotions and 25 negative emotions. Why is that so? Well, it is believed that we, humans, tend to remember more about the bad things that happen in our life. Accordingly, the worst critical incidents that happen in our life would most probably stay longer in our mind. Whereas when the good incidents happen, consumers tend to think that the good services happen because they pay for it and that they do deserve the best. However, there are 40 participants who did not provide their experienced emotions while answering the instructions given. How is that possible? Well, there are two possibilities, either they (the participants) do not want to share their experienced emotions, or they did not know how to share their experienced emotions into words.

The most used positive emotions by the participants of this research are ‘satisfied’ with 28 best critical incidents in service context, ‘happy’ with 23 best experiences by the participants, ‘very satisfied’ with 15 best experiences on services, and many more, namely, ‘comfortable’, ‘amazed’, ‘very happy’, ‘surprised’, ‘fairly satisfied’, ‘relieved’, ‘feeling safe’, ‘grateful’, ‘proud’, ‘convinced’, ‘amused’, ‘valued’, and ‘lucky’. And the examples are:



1) *Puas (Satisfied)*

a) *"Benar-benar sebuah lounge yang ada harga ada kualitas."*

*"It's really a lounge where the price worth the quality."*

b) *"Di Flourence Salon, saya membayar dengan harga yang cukup murah tapi mendapat pelayanan dengan standar salon mahal."*

*"In Flourence Salon, the price I paid for was quite cheap but the service standard were like the one in expensive salon."*

2) *Senang (Happy)*

a) *"Hingga saat ini saya masih melakukan kontak dengan guide kami selama disana karena mereka sangat menyenangkan untuk dijadikan teman."*

*"Until this moment I am still in contact with our tour guide over there because they are very fun to be friends with."*

b) *"Walau banyak teman yang mengajak saya untuk pindah kos, saya tidak mau, karena di kos saya saat ini, saya sudah merasa seperti tinggal di rumah sendiri."*

*"Although a lot of friends who suggested me to move to another boarding house, I do not want to, because in my dorm today, I already feel like staying at home."*

3) *Sangat Puas (Very Satisfied)*

a) *"..kami difasilitasi oleh bandara Changi untuk menginap semalam di hotel berbintang dekat bandara. Paginya kami mendapat sarapan di lounge dan semuanya FREE!"*

*".. we are facilitated by Singapore Changi Airport to stay overnight at hotels near the airport. The next morning we had breakfast at he lounge and all were FREE!"*

b) *"Menurut saya pelayanan customer di Pizza Hut sangatlah memuaskan, karena hotel bintang 5 pun tidak pernah ada yang saya tahu seperti itu, ataupun restoran-restoran lainnya."*

*"I think the customer service at Pizza Hut is very satisfying, because neither the 5-stars hotels I know was never like that, nor any other restaurants."*

- 4) *Nyaman (Comfortable)*  
 a) *"Di Woman Spa, perlakuan mereka masih sama seperti saat pertama kali saya melakukan spa di sana"*  
 "At Woman Spa, they are still giving he same treatment as the first time I did a spa in there"  
 b) *"Di Rumah Sakit Panti Rapih, hampir setiap 1 jam sekali ada suster yang menanyai kondisi saya."*  
 "At Panti Rapih Hospital, almost every 1 hour there is a nun who questioned my condition. "
- 5) *Kagum (Amazed)*  
*"..maskapai Garuda menjadi yang terbaik di Indonesia, walaupun perbedaan harga yang mencolok dari maskapai lain."*  
 ".. Garuda Indonesia airlines has become one of the best, despite a striking difference in the price compared to other airlines."
- 6) *Sangat Senang (Very Happy)*  
 a) *"Saya, atau customer, dilayani bagaikan raja."*  
 "I am, as a customer, were served like a king."  
 b) *"Saya putuskan untuk menabung di Bank mandiri karena bunga yang tinggi dan dapat memilih nomor rekening sendiri."*  
 "I decided to save money in the Mandiri Bank because of high interest and can choose my own account number."
- 7) *Terkejut (Surprised)*  
*"Saya surprise, tapi tidak mau mencoba lagi, takut tidak beruntung."*  
 "I was surprised, but did not want to try again, fear of being not lucky."
- 8) *Cukup puas (Fairly Satisfied)*  
 a) *"Dengan adanya pemberitahuan yang jauh-jauh hari telah dikonfirmasi ulang, saya sekeluarga dapat berangkat tepat waktu."*  
 "With the notification since many days before and has been re-confirmed again, my family can leave on time."  
 b) *"Ketika ada masa dimana motor seharusnya di servis, pihak dealer mengirimkan sms untuk mengingatkan bahwa motor saat ini telah mencapai sekian km dan perlu diservis."*

"When there is a period where the motor should be serviced, the dealer send a short messages to remind me that the motor current has reached so many miles and need to be serviced. "

9) *Bangga (Proud)*

*"Walaupun pramugari-pramugari garuda berwajah cenderung tua, tetapi mereka profesional."*

"Although the Garuda flight attendants tend to be older-looking, but they are professionals."

10) *Yakin (Convinced)*

*"Di LBC terdapat banyak pilihan facial dan langsung ditangani dokter kulitnya ini, membuat saya yakin dengan treatment di LBC."*

"In LBC there are many options for facials and it is directly addressed by the skin doctors, makes me convinced with treatment given at LBC."

11) *Geli (Amused)*

*"Kami seperti layaknya pembajak angkot dan berhasil menguasai."*

"We were like the hijackers and succeeded in mastering public transportation."

12) *Beruntung (Lucky)*

*"Saya menunjukkan seragam sekolah saya yang terkena luntur paling parah . Setelah menjelaskan duduk perkara, untungnya pemilik laundry dengan murah hati menukar kerugian saya dengan laundry gratis sebanyak 3 kali."*

"I showed my severely faded school uniform. After made the problem straight, fortunately the owner of laundry with generosity exchange my losses with free laundry 3 times."

While the widely used negative emotions are 'disappointed' with 26 critical incidents on services, 'annoyed' with 25 annoying experiences, 'angry' with 17 angry customers of different services, followed by 'very disappointed' with 11 worst critical incidents in service context, 'perplexed' with 7 confused customers on services provided, 'dissatisfied' with 5 participants who experienced worst critical incidents in services, and many other emotions felt by the participants such as 'shocked', 'very dissatisfied', 'feel

uncomfortable', 'astounded', 'panicked', 'fed-up', 'disturbed', 'unhappy', 'incredibly irritated', 'aggrieved', 'sorry', 'cannot accept the situation', 'very unpleasant', 'nervous', 'embarrassed', 'emotional', 'bored', 'very irritated', 'feel not valued', and 'regretful'.

And the examples are:

1) *Kecewa* (Disappointed)

a) *"Mbak-mbaknya tidak mau peduli lagi, ditanya pun dijawab agak ketus."*

"The sales girl did not want to care anymore, even when questioned, the answered rather curtly."

b) *"Pihak Lion Air tidak ada komunikasi dengan para penumpang. Tidak ada informasi yang jelas."*

"From the Lion Air side, there is no communication with the passengers. There is no clear information."

2) *Kesal* (Annoyed)

a) *"Karena merasa kesal, akhirnya kami memesan kamar paling mahal ..dan setelah itu dengan ajaib, semua dokter spesialis sudah dapat melayani kami. Juga pada saat operasi pengangkatan, dokter tidak hati-hati sehingga teropong yang digunakan menggores tenggorokan dan mengakibatkan pendarahan. Walaupun biaya yang ditagih amat sangat tinggi...akan tetapi pelayanan yang didapat tidak sebanding."*

"Because we felt annoyed, eventually we ordered the most expensive room .. and after that, suddenly it was magic, all the specialists had come to serve us. But at the time of surgery, doctors were not careful so that the binoculars are used scratched the throat (of her grandma) and caused bleeding. While the cost of the hospital was billed very, very high ... but the service received was not comparable. "

b) *"Saya sebagai tamu tidak berhak diperlakukan seperti itu...tidak diperlakukan selayaknya pelanggan/konsumen."*

"I as a guest am not supposed to be treated like that ... I was not treated as customer / consumer should be treated. "

3) *Marah* (Angry)

a) *"Saat saya membayar mereka, mereka bahkan tidak mengucapkan terimakasih."*

"When I pay them, they did not even say thank you."

b) *"Masa pending terbang karena pilot tidur. Sangat tidak masuk akal!"*

"The flight was being postponed only because the pilot were sleeping. It does not make any sense!"

4) *Sangat kecewa (Very Disappointed)*

a) *"Paket yang harusnya sampai dalam waktu 3 hari, tapi ternyata sampai tujuan setelah 1 minggu."*

"The package should have arrived within 3 days, but it arrived its destination after 1 week."

b) *"Ternyata kapster yang menangani saya adalah kapster amatir atau baru bisa."*

"It turns out that the kapster who handled me was an amateur or freshman kapster."

5) *Bingung (Perplexed)*

*"Setelah cukup lama kami menanti, sebatang rokok habis, bahan pembicaraan mulai menipis,..makanan tak kunjung datang. Malah ada orang yang baru saja pesan langsung dapat, tapi kami belum."*

"After a while we were waiting, a cigarette was out, the subject began to thin out, .. the food did not come. In fact there were people who just ordered and received the food directly, but we have not."

6) *Tidak Puas (Dissatisfied)*

a) *"Saat saya membayar, mereka bahkan tidak mengucapkan terimakasih."*

"When I pay them, they did not even say thank you."

b) *"Saya tahu bahwa Tom Salon Adalah salon yang sudah cukup banyak mempunyai cabang, tapi ternyata pelayanannya tidak memuaskan."*

"I know that Tom Salon is a salon that has pretty much branches, but the service given was not satisfactory."

7) *Kaget (Shocked)*

a) *"Saat itu saya sudah memilih menu, tapi lupa memesan nasi, saat kami memesan nasi, pelayan memberi ceramah..dan muka sedikit marah. Saya akan tetap menjadi konsumen kalau pelayan tersebut sudah tidak bekerja di rumah makan itu."*

"At that time I have to chosen the menu, but forgot to order rice, when we ordered, the waiter gave lectures .. and gave an angry face. I will remain as a customer only if that waitress does not work in that restaurant anymore."

b) *"..keamanan barang kita tidak terjamin walaupun koper sudah diberi pengaman sekali pun. Dan sepertinya hal ini lumrah terjadi, sehingga yang harus waspada adalah kita sendiri sebagai pengguna jasa."*

".. we do not guarantee security of goods even though the suitcase was given a safety lock. And it seems that this is common to happen, and the one that should be vigilant is ourselves as users of services."

8) *Sangat tidak puas (Very dissatisfied)*  
*"Saya di maki-maki oleh teller hanya karena melipat uang kertas yang saya berikan."*

"I am cursed by the teller simply because of folding the paper money I give."

9) *Tidak terima (Can't accept it)*  
*"Saya merasa tidak terima untuk ganti rugi."*

"I could not accepted for restitution."

10) *Tidak nyaman (Uncomfortable)*  
*"Waktu kami hampir selesai pun dia (pelayan) tidak beranjak dari area kami, dia terus menunggu. Itu sangat membuat kami tidak nyaman."*

"When we were almost done, she (the waitress) did not move from our area, she continued to wait. That's really made us uncomfortable."

11) *Panik (Panicked)*  
a) *"Pramugari yang seharusnya tenang dan menenangkan penumpang juga ikut panik. Pelayanan yang sangat buruk dan tidak profesional."*

"Flight attendants who are supposed to be quiet and calming the passengers also became panicked. The services are very bad and unprofessional."

b) *"Permasalahannya jika Air Asia tidak membuat penumpang berharap sampai batas waktu penerbangan, kami masih bisa melakukan langkah ganti pesawat."*

"The problem is if Air Asia does not make passengers hoping to limit flight time, we still can do the step of changing the planes."

- 12) *Bosan (Fed-up)*  
a) *"The King of Delayed, Batavia Airlines menyebabkan saya rugi waktu dan uang hingga tenaga. Malam itu juga saya bersumpah dalam diri saya, tidak akan menggunakan lagi."*
- "The King of Delayed, Batavia Airlines caused me to lose time and money as well as energy. That night I also swear to myself not to use this service again."
- b) *"Sistem pelaksanaan KRS di UAJY sangat mengecewakan. Ini mau revisi atau mau pembagian sembako?"*
- "The implementation of KRS system in UAJY was very disappointing. Was it doing the revision or going distribute the basic necessities??"
- 13) *Terganggu (Disturbed)*  
*"..supir dan beserta kernetnya yang seakan-akan marah karena belum dikasih uang rokok...meski sudah diberi uang tambahan supir tetap mengemudikan bus dengan ugal-ugalan di jalan. Saya kecewa karena supir dan kernet bekerja tidak profesional."*
- ".. the driver and his assistant seemed to be angry because they have not given the cigarette money ... though it was given extra money still the bus driver was reckless on the road while driving. I'm disappointed because the driver and his assistant work unprofessionally."
- 14) *Amat sangat Jengkel (Incredibly irritated)*  
*"Pihak jasa pengiriman seolah tidak memperdulikan pentingnya paket itu untuk saya. Seolah tidak memperhitungkan kerugian waktu yang saya derita akibat keterlambatan paket itu."*
- "The delivery service as if did not considering the importance of the packet to me. It does not take into account the losses of time that I suffered due to delays in the package."
- 15) *Dirugikan (Aggrieved)*  
*"Membetulkan (servis AC) kembali tidak termasuk kompensasi, itu tanggung jawab mereka."*
- "Re-fixing (of AC) could not be included as compensation, it is their responsibility."
- 16) *Malu (Embarrassed)*  
*"Tidak adanya kepastian informasi sehingga membingungkan penumpang, jika ada kepastian kapan pesawat dapat berangkat dengan pasti mungkin saya dan keluarga saya bisa mencari penginapan lagi, tidak tidur di*

*bandara. Kejadian ini sangat memalukan, pantas saja sekarang maskapai 'Adam Air' sudah hilang sekarang."*

"The uncertainty of the information confused the passengers, if any certainty of when the aircraft can depart , maybe me and my family can find an inn again, not sleeping at the airport. This incident is very embarrassing, no wonder airlines 'Adam Air' is gone now. "

17) *Emosional* (Emotional)

*"Pihak panitia tidak tegas..menimbulkan konflik antara dua tim."*

"The committee was not assertive .. caused conflict between the two teams."

18) *Bosan* (Bored)

*"Saya merasa kesal dan 'bete' sekali karena harus menunggu lama padahal saya membayar penuh. Saat itu saya berjanji tidak akan naik travel itu lagi,"*

"I feel upset and 'cranky' because I have to wait for so long even though I paid in full. At that time I promised not to use that travel again,"

19) *Sangat Jengkel* (Very irritated)

*"Saat kami memesan makanan, pelayan salah menyajikan makanan dan menyuruh kami untuk menerima saja makanan tersebut tanpa ada permintaan maaf. Saya sangat jengkel dengan pelayanan tersebut, dan tidak akan mau datang ke cafe tersebut."*

"When we ordered food, one waiter served the wrong food and asked us to accept only those foods with no apologies. I am very annoyed with the service, and will not want to come to this cafe."

20) *Tidak dihargai* (Feel not valued)

*"Setelah saya memutuskan untuk membeli sepatu ukuran 43, pegawai tersebut dengan dingin mengambil dan membungkus sepatu saya. Saya merasa tidak dihargai padahal saya ingin membeli sepatu tersebut. Saya tidak akan merekomendasikan toko ini kepada teman-teman saya. untuk kedepan, saya akan membeli sepatu dari toko lain."*

"After I decided to buy shoes size 43, the employee coldly took and wrapped my shoes. I did not feel appreciated when I want to buy the shoes. I would not recommend this store to my friends. In the future, I will buy shoes from another shop. "



21) *Menyesal* (Regretful)

*"...lalu kami menuju hotel Bali Beach sesuai permintaan awal, tetapi sesampai di sana tidak ada reservasi atas nama ayah saya maupun atas nama Bayu Buana."*

"... then we headed to Bali Beach hotel as requested earlier, but when we got there, there was no reservation on behalf of my father's as well as on behalf of the Bayu Buana."

The following is the summary of the different kind of Emotions on Table 3.

**Table 3 – Summary of Expressed Emotions**

Positive Emotions	Negative Emotions
Satisfied	Disappointed
Happy	annoyed
very Satisfied	angry
comfortable	very disappointed
amazed	perplexed
very happy	dissatisfied
surprised	shocked
fairly satisfied	very dissatisfied
relieved	uncomfortable
feeling safe	astounded
grateful	panicked
proud	fed-up
convinced	disturbed
amused	unhappy
valued	incredibly irritated
lucky	aggrieved
	sorry
	can't accept the situation
	very unpleasant
	nervous
	embarrassed
	emotional
	bored
	very irritated

	feel not valued
	regretful

Note: The positive and negative emotions are written starting from the most used emotions up to the rarely expressed by the participants.

As an addition, the comparison between the amount of expressed emotions made by the participants and the actual amount of emotions available in Indonesian language found in Kamus Besar Bahasa Indonesia has been made. Here is the list of the positive and negative emotions in alphabetical order, based on Kamus Besar Bahasa Indonesia, Pusat Bahasa, 4<sup>th</sup> Edition, 2008, by Departemen Pendidikan.

There are 188 positive emotions found in Indonesian language. Alphabetically, they are: *adaptabel, adil, afdal, afektif, agamawi, agung, alim, altruistis, ambisius, analitis, andal, anggun, antisipatif, antusias, apologetic, arif, asertif, asoi, asyik, atomistis, atraktif, baal, bagak, baik, bajik, bakal, bangga, benar, baning, berani, beres, bergas, bernas, besar, betah, biasa, bigas, bijak, bungah, calak, campin, canggih, cegak, cekatan, celi, cendekia, cengang, cengki, cerdas, cerdik, cermat, cinta, cumil, curiah, dahsyat, damir, depresi, dinamis, degmatis, drastis, efisien, egat, ekspres, ekspresif, elegan, enak, enteng, estetis, etis, fantastis, fasih, fatanah, gagah, gandas, gayal, gacul, gembira, gemulai, genius, giat, gigih, gubris, guyub, huji, iba, ideal, imane, independen, irit, jamak, jambil, janat, jatmika, jenjam, jera, jujur, kafah, kagum, kalis, kasihan, kebal, kecewa, kekal, kerasan, kocak, korektif, kreatif, kredibel, kuat, kukuh, lapang, layak, lembut, lengkap, logis, loyal, lucu, lugu, lunak, luwes, mahir, mantap, marem, mongkok, mudah, mujur, mukhlis, muktamad, mulia, mustakim, normal, optimistik, pacak, pandai, pantas, peka, pintar, pleno, polos, positif, praktis, privat, puas, ragib, rajin, ramah, rapi,*

*rela, riang, royal, rukun, sabar, sadar, safi, saksama, santai, sayang, sejahtera, seloroh, sempurna, senang, senonoh, serik, seronok, sidi, sigup, sigot, sipu, sopan, spontan, stabil, sika, sukacita, taat, tahan, tangguh, tangkas, tapis, tegas, teguh, tentu, tepa salira, tepat, terpana, ulet, wajar, waras, waspada.*

And there are 245 negative emotions found in the dictionary. Alphabetically, they are: *abai, absurd, adiktif, aga, agitatif, agresif, agul, ajab, alpa, amarah, amoral, anarkistis, anebi, angah, angkuh, antagonistic, apatis, arogan, aseran, asing, badung, bakhil, bancuh, bandel, bangkar, barbar, bawel, bebal, belis, benci, bengal, bengap, berakah, bergajul, biadat, bimbang, binal, bingas, bingit, bingung, birang, bising, bobol, bodoh, bohong, bois, bombastis, bongkak, boros, brutal, buas, buruk, busuk, caba, cabul, cabur, capik, carut, cemas, cemburu, cendala, ceramah, cerap, ceriwis, ceroboh, ciut, cuai, culas, cupar, curang, curiga, damba, delikat, demap, dendam, dengki, dingin, diskriminatif, distres, dolak-dalik, dongkok, dramatis, dubius, duka, durhaka, dusta, ebek, egoistis, empot, emosional, enes, erotis, fahsyah, fasik, fatal, gabuk, gabus, galaba, gamak, gamam, ganda, gapil, geladak, gelatak, gemas, gembeng, genjur, geram, geruh, getas, goblok, gondok, gopoh, goyah, gulana, guncang, hambar, hamik, hampa, heran, hina, hiperbolis, hipokritis, iri hati, jahat, janggal, jendela, jengkel, jeri, jijik, jorok, kacau balau, kacuk, kaget, kagik, kaku, kalang-kabut, kecil hati, kecut, kejam, keji, kekl, keliru, kelu, kerupukan, kibang-kibut, kibir, kiruh, kisruh, kontra, kontroversial, kopong, korup, kotor, kriminal, kritis, kuyu, lagau, lain, lalai, lamban, laram, lata, lelah, lemas, lena, lengai, letak, licik, loba, lucah, lunglai, malan, malang, malas, malu, manja, marah, maras, masa bodoh, masygul, merana, mesum, misterius, muak, mual, mulafid, munafik, murung, mustahil, mutu, nahas, negative, nekat, ngeri, nirguna, nista, odoh, orak-arik,*

*oyong, panic, paranoid, pedih, penasaran, percuma, perih, ragu, rancu, rapik, regang, remuk, resistan, rewel, rimas, rinci, ringkih, ripuh, risi, rusuh, sadis, safih, saklek, salah, sumpilik, sangsi, sedih, segan, semena, sengit, sial, sia-sia, silu, sombong, sukar, sumpek, susah hati, tajam, takut, tamak, tega, tegang, tiris, tolol, wagu.*

From the findings, it can be seen that the amount of positive emotions are 43.42%, whereas the amount of negative emotions found are 56.58%. This finding proves three things: first, negative emotions are most commonly used than positive emotions. Either from the expressed emotion from the participants or the one existed in the dictionary, negative emotion wins in amount. Second, we as human being, feel easier to express our negative feelings than our positive ones. Third, despite of the numerous amount of positive and negative emotions available in the dictionary, people only use a few percentage of it, i.e., the positive emotions expressed by the participants were only 16 out of 188 (8.51%) positive emotions available; and the negative emotions expressed by the participants were 25 out of 245 (10.20%) negative emotions available; and the reason for this is that the participants of this study are young people who are using slang language (Indonesian) most of the time.

The result of this study confirms the general findings in the general literature, i.e., we, as humans, tend to remember more about the bad things that happen in our life. Therefore, this research paper concludes more of negative emotions than the positive emotions. Accordingly, the worst critical incidents that happen in our life would most probably stay longer in our mind. Whereas when the good incidents happen, consumers

tend to think that the good services happen because they pay for it and that they do deserve the best.

#### **4.4. Time Dimensions**

This section explains the sharpness of human memories. From the outcome of the best critical incidents in service context, we can see that only one person can remember his best experience which has happened 8 years ago. While only 2 participants remembered their best critical incidents which happened approximately 7 years ago. And 3 participants remembered their best incidents that happened approximately 5 years ago. But most of the participants remembered their experiences which happened within the range of approximately a few hours ago, a few days ago, a few weeks ago, up to 3 years ago.

Whereas for the worst critical incidents in service context, most of the participant remembered their bad experiences which happened in approximately a year ago, one and a half years ago, two years ago, up to the one that happened approximately three years ago, with a mean of 6 participants each. Only one person could remember his worst critical incident on travel agency which has happened around 10 years ago. Some participants remembered their worst experiences which happened around 4-6 years ago, while other participants remembered the incidents that happened up to 8 months ago, others just remembered the worst incidents that happened a few hours ago.

It is believed that we, humans, tend to remember more about the bad things that happen in our life. As a result, the worst critical incidents that happen in our life would most probably stay longer in our mind. Whereas when the good incidents happen, we

tend to think that the good services happen because they pay for it and that they do deserve the best, and it would not stay longer in our memories. Thus, the time dimensions are shown in the Table 4 below:

**Table 4 – Time Dimensions**

<b>Time Dimension</b>	<b>Best Incidents</b>	<b>Worst Incidents</b>
When I was a kid	1	
10 Years ago		1
8 years ago	1	
7 years ago	2	
6 years ago		1
5 years ago	3	2
4 years ago	2	2
3 years ago	6	6
2 years ago	5	6
1,5 years ago	3	6
1 year ago	5	6
a few years ago		2
10 months ago	1	
9 months ago	1	
8 months ago		1
7 months ago		1
6 months ago	1	1
5 months ago		1
4 months ago	1	2
3 months ago	1	5
2 months ago	1	2
1 month ago	5	2
a few months ago	2	3
3 weeks ago	5	3
2 weeks ago		1
1 week ago		3
a few weeks ago	1	
20 days ago	1	
a few days ago	3	2
4 days ago		1

1 day ago	1	
Last night	1	
6 hours ago		2
not so long ago	1	1

Note: The time dimensions were calculated starting from the day the instructions were answered by the participants. And it is listed starting from the oldest period up to the latest positive and negative service experiences.

