

Analisis pengaruh service environments terhadap customer emotions, customer satisfaction dan behavioral intentions : studi kasus: pelanggan Klinik Perawatan Natasha Skin Care di Jabodetabek = The analysis of service environments influence to customer emotions, customer satisfaction and behavioral intentions : case study: customers of Natasha Skin Care Clinics in Jabodetabek

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh service environments terhadap customer positive emotions, customer satisfaction dan behavioral intentions pelanggan pada konteks jasa Natasha Skin Care. Penelitian ini berpedoman dari teori Mehrabian Russel yang menyatakan hubungan antara lingkungan fisik dan sosial jasa dan emosi pelanggan dalam membangun niat berperilaku. Penelitian ini menggunakan metode pengolahan data Structural Equation Modeling (SEM). Teknik sampling yang digunakan adalah purposive sampling dan snowball dengan total sampel berjumlah 172 responden.

Hasil analisis dari penelitian ini menunjukkan bahwa dari konteks service environment hanya employee's displayed emotion yang dapat mempengaruhi customer positif emotions dan customer satisfaction pada pelanggan dan juga konteks service environments lain yaitu design factors hanya mempengaruhi timbulnya customer positif emotions. Adanya emosi positif pada pelanggan nantinya akan mempengaruhi adanya kepuasan pelanggan atas layanan yang didapat dan kepuasan tersebut akan mempengaruhi niat berperilaku positif terhadap Natasha Skin Care.

.....The focus of this study is to analyse the influence of service environments on Customer positive Emotions, Customer Satisfaction and Behavioral Intentions in the context of was guided by Mehrabian Russell's theory which states the relationship between physical and social environments and customer emotions in establishing behavioral intentions customers. This research used Structural Equation Modeling (SEM) as data processing technique The sampling technique which is used is purposive sampling and snowball with a total sample of 172 respondents.

The result of this research shows that employee's displayed emotion can affect customer positive emotions and customer satisfaction, design factors can only affect customer positive emotions. Customer positive emotion will influence customer satisfaction on service. Satisfaction on service will influence behavioral intentions towards Natasha Skin Care.