Emotions Towards Satisfaction and Complaint Behavior Using Perceived Quality: A Hedonic Approach

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Abstract/Abstrak: *More attention should be paid to the emotional of the service experience. This is because customer satisfaction is highly dependent on how services are delivered. It assumed that emotions will affect customer dissatisfaction behavior and pleasure service differently according to perceived quality. In this study, data collection method was adopted by distributing questionnaires to 268 respondents. Research shows that different types of dissatisfaction and satisfaction can lead to different outcomes. Addition, perceived quality has a significant impact on behavioral outcomes for hedonic services. Future research is expected to dig more relation between emotion and other variables to provide different perspective.*/Perhatian lebih harus diberikan pada segi emosional dari pengalaman layanan. Hal ini karena kepuasan pelanggan sangat bergantung pada bagaimana layanan disampaikan. Diasumsikan bahwa emosi akan mempengaruhi perilaku ketidakpuasan pelanggan dan kepuasan layanan hedonis secara berbeda sesuai dengan kualitas yang dirasakan. Metode pengumpulan data diadopsi dengan menyebarkan kuesioner kepada 268 responden. Penelitian menunjukkan bahwa tiap jenis ketidakpuasan dan kepuasan pelanggan menyebabkan hasil yang berbeda. Studi juga menunjukkan kualitas yang dirasakan memiliki dampak yang signifikan terhadap hasil perilaku untuk layanan hedonis. Penelitian selanjutnya diharapkan dapat menggali lebih dalam mengenai hubungan antara emosi dan variabel lainnya untuk memberikan perspektif yang berbeda.

Keyword: Consumer Behavior; Emotions; Hedonic Services; Perceived Quality

INTRODUCTION

A service can be defined as any act or activity that one party can intangibly provide to another. A service is an activity or series of activities that interacts with a person or machine to ensure customer satisfaction. Customer satisfaction has a significant impact on the future of the brand itself. However, with the complexity of the service, there will inevitably be failures or successes in getting satisfaction. This is because a service cannot satisfy all its customers, the level of satisfaction of each person is different. This experience provokes emotions, that have an impact on customer satisfaction and complaint behavior. It is also explained in (Calvo-Porral & Otero-Prada, 2021) that every good or bad experienced by a customer evokes positive and negative emotions in a service.

On the other hand, both customer's emotion of service will have different effects on satisfaction and complaint behavior.

From prior studies, positive and negative emotions were discussed in hedonic and utilitarian services. The results show that negative emotions do not have a positive effect on customer satisfaction. In addition, the result of the study also shows that negative emotions had no effect on complaining behavior. So, through this study, it looked further about the two hypotheses, but more focus with mediating variable which is perceived quality. The contribution of this research will fill the gap in previous research. In this study, authors investigate the emotion that can impact satisfaction and complaint behavior with cafes as the object. The main contribution of this study is to provide more finer understanding of the positive and negative

emotions associated with satisfaction and complaint behavior for a particular service through the perceived quality as a parameter.

By investigating the past writing, we will see in spite of the fact that client feelings play a vital part for fulfilment and complaint behavior, clients who have positive seen qualities moreover have more plans to return (Žabkar et al., 2010). Analysts have moreover found quality is considered a critical figure affecting the feelings related with client involvement in hedonic administrations, particularly on eateries/culinary area (Jang & Namkung, 2009). With this in mind, it can be assumed that for visitors who has high target quality, the relationship between positive emotions and satisfaction tends to be more established than negative emotions. Be that as it may, this hypothesized directing effect of quality has not been particularly inspected for hedonic services.

Therefore, current research makes theoretical and practical contributions. Theoretically, more attention should be paid to the negative and positive emotions of the hedonic/enjoyment service, bridging the service gap regarding the impact of perceptual quality changes on the relationship between emotions and customer behavior (satisfaction and complaint behavior). Similarly, previous studies suggest that the cause of complaining behavior may be a negative emotional state generated by an assessment of negative or unpleasant service usage experience (Bougie et al., 2003). Proposed model of study is as below:
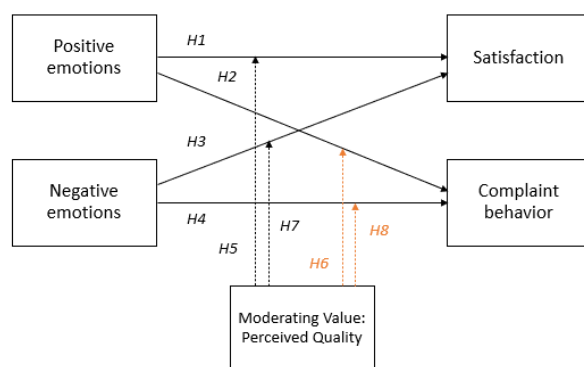

Figure 1, Conceptual Framework

When asked to define emotions, many theorists start by listing some of the elements they believe

are part of a typical emotional episode. The term emotional episode means everything from the stimulus to the later elements, or just after the emotion. Here is an example component (Moors, 2009):

a. Cognitive component.
b. Emotional elements related to emotional experiences.
c. A motivational element consisting of a tendency to act or a state of being ready to act (e.g., a tendency to escape or fight).
d. A somatic component consisting of central and peripheral physiological responses.
e. A motor element consisting of expressive behavior (e.g., fight or flight, face, and voice expression).

The sensory or emotional elements of experience, both phenomenological and emotional, can be understood in the narrow sense of the astonishing part of the mind, or in the broad sense of the conscious experience. Past authors argue that emotional experiences have only a deliberate side. Therefore, emotional experience is associated with other factors in the emotional stage (evaluation, willingness to act, somatic, and motor response). Research on emotions has become an important part in the business world. This is because an emotion will shape the customer's view of perceived experience. Research on emotions by customers will provide understanding and translate the customer experience. Emotions are defined as changes in expression and feeling in response to an event. Emotions themselves have several functions related to the experience of a service, including (Moors, 2009):

a. Serves as an evaluation of objects and events.
b. Emotion's influence motivation, through changes in propensity for action.
c. Emotions affect components of motor expression including facial/vocal expressions. As well as influencing reactions and subsequent behavioral intentions that refer to emotional experiences.

Services can be considered hedonistic or utilitarian, depends on the underlying consumer motivation

and the hedonistic or utilitarian value provided to the customer (Addis & Bocconi, 2001). Focus of the research on pleasure/enjoyment/hedonic services is services consumed for sensory and emotional purposes from the experience of sensual, emotional pleasures, aesthetics and pleasures sought for subjective and psychological reasons (CalvoPorral & OteroPrada, 2021). In other words, pleasure services reflect the customer's needs for joy and excitement they choose, for an enjoyable experience. The dimension of hedonic includes elements such as good feelings, fun, joy, excitement, and affection experience. Therefore, the role of positive emotions in hedonic services is clear. Because the services are hedonistic and tend to be more emotional.

The process in a service will of course cause positive or negative emotions depending on how the customer experiences a service. If the interaction or process in a service is successful, the customer will feel positive emotion and will respond positively to the incident. On the other hand, if the service interaction fails, the customer will feel an emotional reaction in the form of negative emotion (Balaji et al., 2017). These two emotional impacts will affect the subsequent behavioral response of the customer and have a major impact on the development of a related service or business. Previous research has also confirmed that emotions will affect individual behavior which will affect the evaluation of a service. Therefore, it is considered reasonable if an emotion motivates customers psychologically in relation to the service consumption experience.

Past researcher argued satisfaction as an important factor in his expectations. Satisfaction is an attitude or emotion associated with the use of a product or service. Satisfaction applies to both tangible and intangible goods, but this study focuses on the impact of satisfaction on service consumption. Authors such as (Oliver, 1980) write that satisfaction results from a consumer's level of performance, quality, or other outcome of a product or service being compared to a measure of consumer expectations before purchase. The expectation/non-affirmation paradigm in process theory forms the basis of most of the satisfaction studies and contains four components.

a. Expectations
b. Performance
c. Refusal
d. Satisfaction

Disconfirmation/Refusal is due to a discrepancy between previous expectations and actual performance. There are three possibilities. If the product and service work as expected, no denial will occur. Positive non-confirmation occurs when products and services perform better than expected. Negative disconfirmations occur when products and services fall short of expectations and cause (Oliver, 1980).

The relationship between positive and negative emotions and customer satisfaction is detailed in the marketing and service literature. Emotions are an important factor that can increase or decrease customer satisfaction (Han et al., 2009) and affect the behavioral outcomes of service encounters (French & Russell-Bennett, 2015). Negative emotions are negatively associated with satisfaction, and positive emotions are positively associated with improved customer satisfaction (Dubé & Menon, 2000). Key factors that can increase or decrease customer satisfaction and affect service encounter behavior results (French & Russell-Bennett, 2015), negative emotions have a negative relationship with satisfaction, positive emotions are customer satisfaction. There was a positive relationship with the improvement of the degree. Positive customer experiences almost always make you feel very happy, while negative service experiences often lead to dissatisfaction and complaint behavior (Al-Msallam, 2020). Therefore, the following hypothesis is made.

H1. Positive emotions have a positive effect on customer satisfaction.
H3. Negative emotions have a negative effect on customer satisfaction.

Consumer grievance behavior and intentions approximately the unsatisfactory product or services. Consumer grievance behavior has attracted tremendous interest withinside the

advertising literature over the past 3 decades (Singh, 1988) are various complaining behavioral responses, from passive responses along with exiting or switching and lively responses along with bad comments or bad phrase of mouth (Tronvoll, 2012).

Emotions are the important thing function in complaining behavior, primarily based totally on studies that provider/ugly emotional enjoy impact the assessment of the provider encounter and could boom the grievance behavior and switching (Mattila & Ro, 2008) It may be said that a customer`s bad feelings give an explanation for the grievance behavior (Svari & Erling Olsen, 2012). Another writer suggests that tremendous feelings are negatively associated with complaining behavior, while bad feelings are definitely associated with the grievance behavior (Westbrook, 1987) The following hypotheses are developed:

H2. Positive emotions have positive effects on consumer complaint behavior.
H4. Negative emotions have negative effects on consumer complaint behavior.

Authors such as (Halim, 2017) explained that the perceived quality is the customer's perception of the overall quality or benefit of the product or service compared to other products or services and is as expected. Consumer expectations increase with continuous product improvements over the years. Understanding perceived quality is inseparable from the concept of quality itself, as perceived quality is the result of an assessment of the quality of a product or service. Perceived quality is stated as the consumer's assessment (perception) of a product's superiority. It considered as customer's perception of the brand's overall quality. Perceived quality is the actual customer's perception of the brand's overall quality. According to (Radder, 2013) perceived quality has four aspects: service interaction, service evidence, product functionality, and product enhancement. I explained that all four dimensions fall into two categories.

1. Service-related quality aspects

   a. Service interaction means the interaction of service between the customer and the employee who provides the product or service.
   b. Proof of service, environmental conditions, such as clean room conditions, completeness of product or service information pamphlets.
2. Product-related quality dimension
   a. Product features,
   b. Product fortress,

(Ribeiro & Prayag, 2019) present the impact of perceptual quality on the emotions of ethnic customers. The results show that the customer's perceptual quality has a significant impact on the customer's emotions. (Sperdin & Peters, 2009) has also tested this linkage, and the results are the same as the perceived quality of the main factors that influence the emotions of hotel guests. Therefore, authors propose the following hypothesis.

H5. Perceived Quality moderates the impact of positive emotions on customer satisfaction
H6. Perceived Quality moderates the impact of positive emotions on complaint behavior
H7. Perceived Quality moderates the impact of negative emotions on customer satisfaction
H8. Perceived Quality moderates the impact of negative emotions on complaint behavior

RESEARCH METHOD

The selection of hedonic services begins with previous research that discusses two kinds of services. This study raises hedonic/enjoyment services because it more concerned with customer feelings that will relate to customer behavior. Hedonic services are usually associated with joy, excitement, and fun. Café as an object is a pleasure-oriented service and can be seen as an exciting hedonistic service that can provide fun and entertainment. If the customer dissatisfied with the service provided by the cafe, it is clear that the customer will not satisfy with the service. So that there is a clear difference in the relationship between customer behavior according to the emotions felt by the customer.

Design of the questionnaire was conducted based on indicator of every variable about emotions, satisfaction, complaint behavior, and its moderating variable which is perceived quality. The 43 statements from each attribute in questionnaire will form of answers in likert scale from one to five. The likert scale is a scale from "strongly agree" to "strongly disagree" that requires respondents to rate their level of agreement and disagreement for each question. With this questionnaire, authors will get emotions levels, customer behavior levels which include satisfaction and complaint behavior, and perceived quality relation levels as moderating variable.

The technique used is nonprobability sampling with judgment sampling type. Nonprobability is a sampling technique that provide opportunities which are not the same for participants to be selected as samples. Judgment sampling, on the other hand, is a type of sampling that selects respondents who are considered representative of the population and are conveniently located to provide the required information (Malhotra & Birks, 2007). Surveys will be distributed to customers who have come to café before. A total of 268 valid surveys have been collected and later will be tested for its validity and reliability.

RESULT AND DISCUSSION

Testing the validity or convergent validity using the outer loading value. The following are the results of testing the validity and reliability of each variable.

Table 1. Validity and Reliability Test

Variables	Indicators	Factor Loading	Evaluation	Cronbach α	Evaluation
Positive emotions	I feel contented	0,536	Valid		
	I feel fulfilled	0,475	Valid		
	I feel peaceful	0,453	Valid		
	I feel optimistic	0,434	Valid		
	I feel encouraged	0,449	Valid		
	I feel hopeful	0,500	Valid	0,914	Reliable
	I feel happy	0,556	Valid		
	I feel pleased	0,511	Valid		
	I feel joyful	0,485	Valid		
	I feel relieved	0,494	Valid		
	I feel thrilled	0,524	Valid		
	I feel enthusiastic	0,056	Valid		
Negative emotions	I feel angry	0,614	Valid		
	I feel frustrated	0,599	Valid		
	I feel irritated	0,636	Valid		
	I feel hostile	0,613	Valid		
	I feel unfulfilled	0,640	Valid		
	I feel scared	0,643	Valid		
	I feel afraid	0,624	Valid		
	I feel panic	0,061	Valid		
	I feel nervous	0,635	Valid		
	I feel worried	0,628	Valid	0,988	Reliable
	I feel tense	0,632	Valid		
	I feel depressed	0,637	Valid		
	I feel sad	0,643	Valid		
	I feel miserable	0,647	Valid		
	I feel helpless	0,646	Valid		
	I feel embarrassed	0,640	Valid		
	I feel ashamed	0,657	Valid		
	I feel humiliated	0,656	Valid		
Satisfaction	I'm satisfied with this service	0,571	Valid	0,836	Reliable
Complaint behavior	This service meets my needs perfectly	0,533	Valid		
	This service meets my expectations and desires	0,585	Valid		
	This service provides me exactly what I need	0,584	Valid		
	I feel that my duty is to complain if I am not satisfied with the service	0,523	Valid		
	I would complain to employees/ responsible if I am not satisfied with the service.	0,610	Valid	0,623	Reliable
	I would recommend friends/ relatives to not use/hire the service if I am not satisfied with the service	0,433	Valid		
Perceived quality	Ease of reaching the destination affects satisfaction	0,543	Valid		
	Ease of communication affects satisfaction	0,544	Valid		
	Environmental cleanliness affects satisfaction	0,547	Valid		
	The friendliness of employees in serving affects satisfaction	0,561	Valid	0,878	Reliable
	Availability of outlets in various locations affects satisfaction	0,544	Valid		
	Overall quality (technology) affects satisfaction	0,542	Valid		

Table 1 shows the processing results using SmartPLS. The variable has a value of total load factor greater than 0.5, indicating that the design for all variables in the model is correct. Reliability tests were performed to determine whether a variable could be used in this study. Reliability testing uses reliability combined with Cronbach's Alpha. Table 1 shows the reliability test results. According to the calculations, it can be concluded that the design for all variables meets the reliability criterion with a result of > 0.60 when using SmartPLS.

In order to check the relationship between the composition of the research model, significance value, and R-square, internal model or structural model test is performed. The structural model was evaluated using the importance of R-square and structural path parameter coefficients for the dependent test design t-test. Model evaluation using PLS begins by determining the R-square and Q-Square for each dependent latent variable. Table 2 shows the results of R-square and Q-Square estimation using SmartPLS.

Table 2. Structural Model

Variable	R Square	Q Square
Satisfaction	0,633	0,413
Complaint Behavior	0,157	0,082

Basically, in this study, there are two variables that are affected by other variables. The result of the R-squared value of the satisfaction variable was 0.633 or 63.3%, meaning that the "positive sentiment", "negative sentiment" and "perceived quality" variables at the level of 63.3 could significantly explain the "satisfaction" variable, while other elements are affected by other elements not included. in the variables of this study. Then, the result of the R-squared value of the complaining behavior variable is 0.157 or 15.7%, which means that the positive emotion, negative emotion, and perceived quality variables can significantly explain the complaining behavior variable at the level of 15 and 7%. While other factors influence the rest. Factors not included in study variables. Then the Q Square value of the Satisfaction variable is 0.413 and the Complaint Behavior variable is 0.082, which is greater than zero. This indicates that the model has predictive power. Also, the quality index is checked using the GoF (Goodness of Fit) obtained as follows.

$$GoF = \sqrt{Com \ x \ R^2} \tag{1}$$

$$GoF = \sqrt{0,643 \ x \ 0,395^2}$$

$$GoF = 0,317$$

Based on results of the calculation of the quality index using the Goodness of Fit (GoF), the GoF value is 0.317, meaning that the model used in this study has a good model prediction. The importance of the estimated parameters provides very useful information about the relationship between the study variables.

Table 3. Direct Effect Analysis

Variables	Indicators	Factor Loading	Evaluation	Cronbach α	Evaluation
Positive emotions	I feel contented	0,536	Valid		
	I feel fulfilled	0,475	Valid		
	I feel peaceful	0,453	Valid		
	I feel optimistic	0,434	Valid		
	I feel encouraged	0,449	Valid		
	I feel hopeful	0,500	Valid	0,914	Reliable
	I feel happy	0,556	Valid		
	I feel pleased	0,511	Valid		
	I feel joyful	0,485	Valid		
	I feel relieved	0,494	Valid		
	I feel thrilled	0,524	Valid		
	I feel enthusiastic	0,056	Valid		
Negative emotions	I feel angry	0,614	Valid		
	I feel frustrated	0,599	Valid		
	I feel irritated	0,636	Valid		
	I feel hostile	0,613	Valid		
	I feel unfulfilled	0,640	Valid		
	I feel scared	0,643	Valid		
	I feel afraid	0,624	Valid		
	I feel panic	0,061	Valid		
	I feel nervous	0,635	Valid		
	I feel worried	0,628	Valid	0,988	Reliable
	I feel tense	0,632	Valid		
	I feel depressed	0,637	Valid		
	I feel sad	0,643	Valid		
	I feel miserable	0,647	Valid		
	I feel helpless	0,646	Valid		
	I feel embarrassed	0,640	Valid		
	I feel ashamed	0,657	Valid		
	I feel humiliated	0,656	Valid		
Satisfaction	I'm satisfied with this service	0,571	Valid	0,836	Reliable

Table 4. Indirect Effect Analysis

	This service meets my needs perfectly	0,533	Valid		
	This service meets my expectations and desires	0,585	Valid		
	This service provides me exactly what I need	0,584	Valid		
Complaint behavior	I feel that my duty is to complain if I am not satisfied with the service	0,523	Valid		
	I would complain to employees/ responsible if I am not satisfied with the service.	0,610	Valid	0,623	Reliable
	I would recommend friends/ relatives to not use/hire the service if I am not satisfied with the service	0,433	Valid		
Perceived quality	Ease of reaching the destination affects satisfaction	0,543	Valid		
	Ease of communication affects satisfaction	0,544	Valid		
	Environmental cleanliness affects satisfaction	0,547	Valid		
	The friendliness of employees in serving affects satisfaction	0,561	Valid	0,878	Reliable
	Availability of outlets in various locations affects satisfaction	0,544	Valid		
	Overall quality (technology) affects satisfaction	0,542	Valid		

Based on hypothesis testing in Table 4, the direct effect above can be explained as follows. Testing hypothesis 1 (Positive Emotions have a huge impact on Satisfaction). The consequences of checking out hypothesis 1 display that the connection among the Positive Emotions variable and the Satisfaction variable indicates an anticipated value of 0.600 (advantageous) and a p-value of 0.000 that's smaller than 0.05 so it could be concluded that Positive Emotions has a huge advantageous impact on Satisfaction this means that that it's miles according with the hypothesis. 1 **(hypothesis 1 is adopted).** Testing hypothesis 2 (Negative Emotions have a huge impact on Satisfaction). The consequences of checking out hypothesis 2 indicates that the connection among the Negative Emotions variable on Satisfaction indicates an anticipated value of 0.063 (advantageous) and a p-value of 0.104 that's extra than 0.05 so it could be concluded that Negative Emotions has a mere advantageous impact on Satisfaction. **(Hypothesis 2 is not adopted).** Testing hypothesis 3 (Positive Emotions have a huge impact on Complaint Behavior). The consequences of checking out hypothesis three indicates that the connection among the Positive Emotions variable and the Complaint Behavior variable have an anticipated value of 0.184 (advantageous) and p-value of 0.049 that's smaller than 0.05 so it could be concluded that Positive Emotions has a huge advantageous impact to Complaint Behavior **(hypothesis 3 is adopted).** Testing hypothesis 4 (Negative Emotions have a huge impact on Complaint Behavior). The consequences of checking out hypothesis four gift that the connection among the Negative Emotions variable and the Complaint Behavior variable have an anticipated value of 0.171 (advantageous) and a p-value of 0.003 that's smaller than 0.05 so it could be anticipate that Negative Emotions has a huge advantageous impact on Complaint Behavior **(hypothesis 4 is adopted)**

Based on the hypothesis testing the indirect effect Table 4, can be explained as follows. Testing hypothesis 5 (Perceived quality modulates the effect of positive emotions on satisfaction). As a result of the test hypothesis 5 for the relationship between perceived quality variables regulating the effect of positive emotions on satisfaction, the estimated value of hypothesis 5 was 0.085 (negative) and the ap value was 0.034, less than 0.05, which can be concluded as perceived. Quality is positively adjusted. And it has a positive effect. Overall, the relationship between positive emotions and satisfaction with perceived quality is significant as a constraining variable **(hypothesis 5 is adopted).** Hypothesis test 6 (perceived quality modulates the influence of positive emotions on complaining behavior). As a result of the Hypothesis 6 test, the relationship between perceived quality variables is estimated to regulate the effect of positive emotions on dissatisfaction behavior, and it can be concluded as follows with an estimated value of 0.153 (positive) and a p-value of 0.033, which is less than 0.05. Perceived quality modulates and positively influences positive effects. There was thought to be a significant association between positive emotions and complaining behavior **(hypothesis 6 is adopted).** Test Hypothesis 7 (Perceived quality modulates the effect of negative emotions on satisfaction.) The results of Test Hypothesis 7 can be concluded with an estimate of 0.085 (positive) and a value of 0.086p greater than 0.05, as the relationship between the "perceived quality" variable is explained to mitigate the effect of negative emotions on satisfaction. Perceived quality is positively mitigated but does not fit hypothesis 7 because it has no significant effect **(hypothesis 7 is not adopted).** Negative emotions did not have a statistical effect on satisfaction or dissatisfaction with behavior because the relationship proceeded in the expected direction, but did not reach statistical significance, contrary to initial expectations. Test Hypothesis 8 (perceived quality mitigates the influence of negative emotions on complaining behavior). As a result of the test of hypothesis 8, it can be concluded that the relationship between the "perceived quality" variable moderates the influence of negative emotions on complaining behavior, showing an estimated value of 0.061 (negative) and an p-value of 0.285 greater than 0.05. This is inconsistent with

hypothesis 8, which states that perceived quality modulates negative emotions, but that negative emotions have little effect on complaining behavior **(hypothesis 8 is not adopted).**

Negative emotions did not show a statistical effect on satisfaction and complaint behavior as the connection went in the expected direction, but did not reach statistical significance, contrary to initial expectations. Interestingly, the author's results show that positive emotions affect satisfaction, but not complaint behavior. More specifically, negative/unpleasant emotions have little effect on customer satisfaction and complaint behavior when alleviated by the perceived quality of service. The author's results, on the other hand, report various positive emotional effects on behavioral outcomes, such as satisfaction and complaint behavior, depending on the quality of service. From this we can conclude that quality of service influences customer satisfaction and complaints, especially in the indicator areas considered in the survey. In this way, the cafe can maintain or improve the quality of the cafe. Therefore, the findings support virtual relationships other than H2, H7, and H8, that is, negative emotions and satisfaction, and negative emotions and satisfaction and complaint behavioral relationships. For significant effects about this variable.

CONCLUSION AND SUGGESTION

In this study, author expands on the existing literature by examining the influence of emotions on consumer behavior outcomes, such as dissatisfaction and satisfaction with service quality. The results showed that negative emotions had a greater impact on customer satisfaction than positive emotions, regardless of service quality. This is consistent with the reference literature that we consult. Some tests can show that negative emotions affect customer satisfaction and customer dissatisfaction. Negative emotions, on the other hand, are considered weaker than positive emotions when associated with satisfaction or complaint behavior considering to perceived quality as moderating variable. This means that

customers who have positive emotions in relation to good quality are more satisfied with the service (positive effect). However, this study also showed that negative emotions with perceived relaxation of quality did not have a positive effect on satisfaction and complaint behavior.

Contrary to our initial expectations, this study according to (Song & Qu, 2019) shows that pleasure services are strongly associated with positive/pleasure emotions but not significantly with negative emotions. This suggests it. Thus, clients who use 's entertainment services can say that they do not experience negative emotions or that the unpleasant emotions they experience do not affect the outcome of their actions. Therefore, this finding is consistent with the suggestion that customer expectations must be exceeded to elicit positive emotions in the context of pleasure (Jang & Namkung, 2009). One possible reason is that the type of service (hedonistic or utilitarian) is closely related to the level of arousal when consuming the service. Aspects of arousal may therefore play an important role in evaluating service experience. The main contribution of this study is to better understand how exposure and emotion affect customer satisfaction with service. This helps service managers and service providers create and serve services.

After seeing how the influence of consumer emotions on service consumption, it will clearly have an effect on service management. Researchers found that customer satisfaction comes from how consumers enjoy the service, feel happy and enjoy the service experience they feel. Therefore, service managers need to increase positive emotion towards the services that they provide, especially for hedonic services. There are many ways that service managers can study in increasing these positive emotions, including changing content or innovating existing services, adding new excitement and many others. In the case of cafes or other entertainment venues, it may be possible to do this with discounts on special events, lucky draws, adding new menus, or live music that will stimulate consumer emotions. In addition, managers also need to pay attention to the negative emotions of customers and find ways to reduce

these emotions. This research certainly still has gaps that can be filled through future research. Future research can conduct research with a wider scope not only on hedonic services but also on utilitarian services that are not related to enjoyment (Ladhari et al., 2017). Second, further research can investigate the impact or role of the level of satisfaction and complaint behavior on services that have been previously studied. Third, future research may consider the moderating options of other connecting variables to view the case from various points of view.

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