

THE ROLE OF KANSEI ENGINEERING IN INFLUENCING OVERALL SATISFACTION AND BEHAVIORAL INTENTION IN SERVICE ENCOUNTERS

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Abstracts

Customers today concern themselves more on fulfilling their emotional needs rather than rationales and functionalities. In dealing with customer emotions in products/services, Kansei Engineering (KE) is applied.

A comprehensive case study in luxury hotels was conducted. Eighty one Indonesian, 75 Singaporean, and 74 Japanese tourists participated in this survey. It aims to investigate the relationships among constructs during service encounter process. The finding shows that emotions (affective process) play a significant role as a complement to cognitive process in influencing customer satisfaction. Among 3 populations, Japanese was found to be more Kansei-oriented customer.

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