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MALAYSIA  
KELANTAN

**ASSESSING THE POST-SERVICE  
EXPERIENCE TOWARDS EMOTIONAL  
IMPACTS ON SPA-GOERS IN KOTA  
BHARU, KELANTAN**

**By**

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## ABSTRACT

The wellness market in Malaysia expanded by 10% in 2014, and the government wants to expand the spa business to draw tourists who have the cash and desire to spend on opulent experiences. A spa is a highly prudent investment for hotel owners. It's a perfect addition to the amenities you can provide for hotel guests, but you could also make your spa services available to locals to generate additional cash. The research aims to identify the spa post-service experience of reliability, assurance, empathy, and responsiveness towards the emotions of spa customers. Method: Cross-sectional study design was applied in the present study. The data were collected from 218 Spa Customers respondents in Kota Bharu, Kelantan. The data collection was conducted through a structured questionnaire using Google Form. A pilot study was conducted with 30 spa customers before distributing questionnaires in the full-scale cross-sectional study. The data were analysed with Statistical Package for Social Sciences (SPSS) data analysis software. Descriptive analysis and Pearson correlation coefficient were used to analyse the data. Result: The Pearson correlation values for the reliability, guarantee, vacancy, and responsiveness towards the emotions of Spa Customers ranged from 0.80 to 0.91. Conclusion: Post-Service Spa Input Activities at Spa Customers' emotions that are effective can attract Customer' interest to seek treatment at the Spa.

**Keyword:** *Assessing the Post-Service Input of Spa on Emotional, Spa Customer, Reliability, Assurance, Empathy*



## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

This study aims to Assessing the Post-Service Experience of Spa on Emotional among Spa Customers in Kota Bharu, Kelantan. This chapter serves as the study's introduction and provides an explanation of the study's history, problem statement, objectives, research questions, significance, and scope. It provides the meaning and definition of terminology used in the study to help readers better comprehend the subject matter. There will also be a summary of Chapter One as a whole in the final paragraph.

#### **1.2 BACKGROUND OF STUDY**

Over the past few years, the business has flourished in the spa and beauty treatment sector. The growing demand for spa services is a result of lifestyle changes that require people to take time to relax, think, reflect, replenish and celebrate themselves. Spas in Southeast Asia are closely associated with certain cultural and historical values, and Malaysians have long been exposed to the types of spas seen in neighboring Thailand and Indonesia. Spas are made to hold visitors for long periods of time so they can take as much time as needed to enjoy personal care. In addition, it provides more basic facilities for its customers, such as a large number of rooms and facilities where customers can benefit from solitude while receiving services.

Additionally, spas encourage relaxation by asking their clients to change into luxurious bathrobes so they can use their services more easily and in a peaceful environment. Plus, the spa goes above and beyond to make sure its customers are enjoying themselves. This entails providing free drinks and snacks or perhaps a small restaurant where customers can order specially prepared food. Because of this, the spa may be quite spacious to accommodate all of its unique services and accommodations. Spa services in Kelantan use tailored strategies to satisfy each individual guest and maintain long-term relationships. Other Spa services in Kelantan include body, foot and hand waxing, manicures and pedicures, reflexology treatments, Chinese cupping treatments and Chinese massages, facial steaming, facials, facial massages, high frequency treatments, body slimming massages, hair treatments and more.

### **1.3 PROBLEM STATEMENT**

The spa industry has evolved away from including water and has become more associated with the wellness sector by advocating that holistic well-being is crucial in the spa environment. Beyond material prosperity, holistic well-being encompasses many other factors. The pursuit of material money and belongings does not bring long-term fulfilment and contentment. Instead, it makes people feel unhappier, depressed, anxious, angry, lonely, and alienated (Kasser, 2002; Eckersly, 2005). So, holistic well-being is the inner happiness and peace and balance between body, mind and soul.

The research shows that, Pilzner (2002) has the wellness revolution successfully encapsulated this new commercial phenomenon. He emphasizes how the wellness industry differs from the traditional healthcare sector and sees wellness as an industry rather than a philosophy. Additionally, he views the wellness industry as proactive, with

healthy individuals choosing to become clients in order to feel better, slow down the impacts of aging, and prevent becoming sick people's customers.

Nowadays, it's crucial to concentrate on client satisfaction. Customers are less likely to employ a service or company again if they have previously had negative encounters. Satisfaction is defined as a net positive experience in terms of consumers' perceptions of a service provider's actual provisions in comparison to their expectations of the service (Marinkovic & Kalinic, 2017). According to Dewi et al., customer satisfaction can appear as fury, aggravation, discontent, delight, or pleasure (2022). Customers in the hospitality sector not only participate in the act of consumption but also have preconceived notions about the level of service and quality they will receive. More time-constrained, smart, and demanding than ever before are today's hotel visitors (Anwar, 2017). It's crucial to comprehend who your clientele is and the level of happiness they anticipate from you before implementing management tactics to increase service quality. Since it gauges how well a company's offering matches the expectations of its clients, satisfaction is a crucial component of its product. Because happy consumers are likely to purchase more products and generate profits, customer satisfaction affects both the business and the product (Copley, 2017; Akoi & Yesiltas, 2020). Additionally, it has been previously discussed. Customer happiness is impacted by the services and product quality that businesses offer to their clients.

Customer service quality can be measured and captured using the Service Quality (SERVQUAL) Model. Quality is a hazy and elusive concept, say Abdullah and Afshar (2019). Because they have different characteristics, products and services must be distinguished. It is challenging for providers to describe services and for customers to evaluate them since they are intangible (Ali et al. 2021). The SERVQUAL model has demonstrated that the key elements of customer satisfaction are also the key elements of

a service sector (Yi and Nataraajan, 2018). It focuses on several facets of service quality and has been used in numerous service areas. Many useful definitions of service quality have been developed by various academics. The gap between a customer's assessment of the services and their expectations of the supplier is known as service quality (Ali et al. 2021). Whether a hospitality firm succeeds or fails is determined by the overall impact of customer service interactions (Abdullah, 2018). Quality is a bit harder to measure than customer pleasure due to the varying claims made by various studies. According to (Anwar & Abdullah, 2021), expectations and quality standards have an impact on consumer impressions. Numerous researches have looked for the elements of service quality that have the biggest impact on assessments of basic quality in the service environment. Parasuraman et al. claim that (1985), there are ten dimensions of service quality. Parasuraman et al. claim that (1985), there are ten dimensions of service quality. The SERVQUAL model elements were derived from a service quality field, so these dimensions make sense. Following further refinement, Kim (2021) mentioned five parameters for assessing service quality: tangible, dependability, responsiveness, assurance, and empathy.

Consumption emotion is defined as a person's emotional response to a good or service (Richins, 1997). Two dimensions that present a person's experience of emotions are positive emotion and negative emotion (Diener, 1999). The consumption emotion scale is regarded as being superior to other emotional measurement scales. Cognition is one of the precursors of consumer emotion. The majority of the time, the evaluation of service quality has been seen as a cognitive activity. The five characteristics of tangible, dependability, responsiveness, certainty, and empathy are used to determine if a product or service is superior on a worldwide scale by consumers.

Hence, this study focuses on the post-service emotional element that is lifestyle, stress, and mobile phone use among spa customers in Kelantan. People would gain new understanding as a result of the investigation and analysis that went into this research method.

#### **1.4 RESEARCH QUESTION**

The research question needs to be precisely and concisely stated. The research question that is addressed in our study are:

1. Is there any significant relationship between reliability and emotional impact on spa customers in Kota Bharu, Kelantan?
2. Is there any significant relationship between assurance and emotional impact on spa customers in Kota Bharu, Kelantan?
3. Is there any significant relationship between empathy and emotional impact on spa customers in Kota Bharu, Kelantan?
4. Is there any significant relationship between responsiveness and emotional impact on spa customers in Kota Bharu, Kelantan?

#### **1.5 RESEARCH OBJECTIVES**

The objectives of this study are as follows:

1. To determine the relationship between reliability and emotional impact on spa customers in Kota Bharu, Kelantan.
2. To determine the relationship between assurance and emotional impact on spa customers in Kota Bharu, Kelantan.
3. To determine the relationship between empathy and emotional impact on spa customers in Kota Bharu, Kelantan.
4. To determine the relationship between responsiveness and emotional impact on spa customers in Kota Bharu, Kelantan.

## **1.6 SIGNIFICANCE OF STUDY**

According to topics selected from the spa's post-service opinion ratings on Emotional: Spa Customers in Kelantan case study, Researchers have found that the emotional capacity of employees in continuous and close relationships, such as those in the spa and beauty industry, leads to better performance in productive relationships, leading to customer satisfaction and loyalty. We conducted a survey. However, those relationships have haven begun to experiential investigated with inside the Malaysian spa and beauty industry. The role of intimate mediators in the Malaysian spa and beauty industry. Stakeholders who can benefit throughout the resolution process. The service industry, such as spas and beauty, is a category of medium-sized entrants, competition is fierce, and service industry operators are seriously looking for ways to improve the service outcomes provided to their customers in every possible way. looking for. Mainly in close-knit services such as spas and beauty, managers persuade employees to spend customers how to manage services in order to achieve customer positive behaviour in service outcomes. Parties involved that stand to gain something from the process of identifying a solution for assessing the post service input of spa's emotional post-services contribution, such as theoretical contributions and managerial implications.

### **1.6.1. ACADEMIC CONTRIBUTION**

Contributions include supplements to the overall knowledge of the subject matter. It is the main idea of your work and the main purpose of your research. (Ada S Lo 2014) Excellent academic His text conveys a clear and interesting message. This is



often called a "contribution". A good contribution tells the reader of your text something.

Change the way your readers think and act, broaden their understanding and knowledge of interesting topics. The spa sector has grown quickly over the past two decades in response to the present emphasis on health and wellbeing in contemporary culture. This study looked at how customers think about the potential worth of their spa experience in order to identify the factors that influence attendance and long-term loyalty. The goal of this study was to investigate how two separate components of her perceived value—the function score and wellbeing score—affected her choice regarding her future conduct as a spa user. A field research was done to examine the mediating roles of functional value and health value in the instance of Kelantan spa attendees based on the framework of "Quality - Perceived Value - Satisfaction - Behavioural Intention." This result provides more information to explain the underlying mechanisms that increase spa-goer's behavioural intention to return and recommend.

### **1.6.2. MANAGERIAL IMPLICATION**

The significance of this study is clarified by the expanding in that showcasing shows within the encounter economy. This developing intrigued is driven by the quick developing trade of the spa benefit (McNeil & Ragins, 2005). In any case, constrained consideration has been paid to understanding the utilization feeling, seen esteem and behavioural eagerly of spa customers. Once the relationship between benefit quality, utilization feeling, seen esteem and behavioural deliberate are caught on, spa administrators can make utilize of the information to plan fitting administrations to draw in visitors; marketers can plan the involvement to fortify utilization feeling and

make seen esteem. A great plan of utilization encounter upgrades competitiveness of spa providers, subsequently producing more benefit.

### **1.7 SCOPE OF STUDY**

The scope of the study refers to the spa customers in Kelantan. The proposed system only covers service and inventory transactions for hotel spa and health club products. such as booking and service transactions, including online and walk-in transactions; Membership and Account Information. In addition, the system automates special services such as spa treatments, membership fees, facilities, as well as additional facility information that is efficiently processed by the system. This allows users to collect all information from spa customers. The administrator of this project can track all the activities that are performed during the normal operation of the spa and health club. Spa customer's management tasks are specifically carried out by assigned managers. It is the manager's job to track all activities and get good results.

### **1.8 DEFINITION OF TERMS**

The term included in this research study are consumption empathy, responsiveness, communication, assurance and reliability:

#### **1.8.1 Consumption emotion spa**

Consumption emotion refers to an emotional reaction that one has in response to a product or service. Consumption emotions spa like joy, fear, or rage might be used to represent consumption emotion. They can also be defined by unrelated emotional characteristics as pleasant and unpleasant emotions, calm and stimulating emotions, etc. A number of academics concurred that "consumption emotion" refers to a collection of



emotional reactions brought on by the use of services and products (Faiza Ali, 2015). It is a process of emotions that alter as a function of the service and product applications. This definition emphasizes the fact that consumption emotion is a fluid process. Because it is thought of as a changing process, it also renders consumption emotion immeasurable. Operationally, the consumer emotions will change when spa lovers are present, they can become peaceful and at ease because at the spa, clients are free to express their emotions and feelings.

### **1.8.2 Relaxation**

Something that is relaxing is pleasant and helps you to relax. Relaxation describes the act of making something less strict. The word “relax” has a wide range of connotations. It can refer to having no commitments, such as a release from daily responsibilities. The term “relaxation” also refers to the state of calm and tranquilly that can result from this liberation. Re-means “again”, “laxare means “loosen,” and the ending action means “the state of” in Lati, where it derives (2022) So relaxation is the state of loosening something again. According to the findings of this study, “relaxing” was identified as a motivating factor for spa visits. The body benefits from increased levels of serotonin and dopamine after a massage. This is why a lot of people who struggle with stress, depression, or even seasonal depression decide to treat themselves on a regular basis to a soothing spa treatment.

### **1.8.3 Joy**

Joy defined as the emotion of great delight or happiness caused by something exceptionally good or satisfying, keen pleasure, elation (2022). On the other hand, joy is

the expression of a happy mood, a festive spirit, or a feeling of felicity. Joyful people have less chance of having a heart attack, maintain a healthier blood pressure, and tend to have lower cholesterol levels. Demonstrate that happiness boosts our immune systems, combats stress and pain, and increases our chances of living a longer life. Of the that, customers will look for a spa, only then will they get the joy of being able to treat their body and at the same time be able to socialize and chat with the spa employees there.

#### **1.8.4 Perceived value**

The main determinant of result in a broad model of consuming experience is perceived value. The experience is primarily seen as an interactive relativistic preference one. Both the utility of an event and the enjoyment of the components within it may be indicators of worth. In particular when compared to a competitor's offering, a customer's assessment of the quality or attractiveness of a good or service is known as perceived value (Pai et al., 2017). Consumer willingness to pay for a good or service acts as a stand-in for perceived value. The more ethereal evaluation known as perceived value captures customers' perceptions of a product's value. One measure may place a value higher than the other.

#### **1.8.5 Service quality**

The consumer's assessment of the superiority of a service is its quality. It incorporates customer expectations and opinions of the service provider. Up until now, the definition of service quality has mostly been seen as a cognitive process. This is due to the fact that it evaluates several service aspects like surroundings, employee look, and attitude. Service quality evaluation is generally accepted as personal and subjective (A

Sangpikul,2021). Additionally, a customer's mood may have an impact on how they consume. The skills of the spa staff themselves will be used by clients to judge the quality of the spa service, whether it is good or terrible.

### **1.8.6 Responsiveness**

Defines "responsiveness" as quick to respond or react appropriately or sympathetically. Responsiveness in the business world it is more than that. Responsiveness means timely decisions that lead to timely actions that lead to moving the business forward. Progress can be made more swiftly if responses are given more quickly. Surpassing client expectations with that new implementation and launching before a rival. However, each of those accomplishments may be linked to specific acts taken by a single person, as well as to specific decisions that were made as a result. Spa staff members who provide accurate information, provide prompt service, are always happy to assist clients, and give are examples of responsive management and service.

## **1.9 SUMMARY**

In this chapter, the purpose is intended to explain the reasons for the research. After that, the researcher gives an overview of the study about the effect of an emotional after post-service spa to spa customers and the state chosen was the state of Kelantan. Additionally, the research questions will identify the factors causing an emotional problem among spa customers. Other than that, the researcher also justified the subjects which is background of the study, problem statement, research questions, and research objectives. Finally, the scope and significant of study also include into this topic, and also definition of the terms for this chapter. Last, for the next chapter, the

existing literature of emotional after post-service spa and the variables will be explained.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 INTRODUCTION**

This chapter will uniquely review the literature on the dependent and independent variables. The independent variable consists of service quality of spa towards spa customers. The dependent variable is spa customer's emotion in Kelantan.

#### **2.2 LITERATURE REVIEW**

A literature review is an overview of previously published research on a topic. The term may refer to a complete academic article or a section of an academic article such as a book or article. Customer experience from the perspective of hospitality and tourism has been discovered by various researchers

##### **2.2.1 EMPATHY**

Empathy is giving a consumer thoughtful, individualised attention. It has the following characteristics: approachability, a sense of security, and an ability to perceive the requirements of the consumer. In contrast, empathy described as the considerate, personalized care that the business offers its clients. Giving clients the impression that they are special and special only, and that their demands are recognised, is the core of empathy. Customers expect businesses that serve them to make them feel valued and understood. The purpose of this study is to ascertain how much tourists believe that the quality of spa services meets their expectations. A customer-focused strategy that starts with empathy that is emotionally savvy. In the wellness sector, the idea of emotional value is widely accepted and used. Numerous wellness service providers concur that success and performance involve an emotional strategy (Narendra, 2017).

Empathy a part of emotional intelligence. It is understanding and being sensitive to the feelings of the people around you. Empathy is particularly important for success in spa and wellness. When guests visit us (spa staff), they frequently feel insecure about their physical well-being, health, and looks. Members of the team (spa staff) proximity, frequently making physical contact and listening to them discuss their lives and concerns. Empathy is necessary for this kind of interaction because trust is a prerequisite. Team members that are compassionate build enduring bonds with spa customers. Additionally, empathy develop devoted clients. According to one study, employee empathy increases client's loyalty, as well as good word-of-mouth and repurchase intentions (2019).

Hence, empathy for a business is thus comprehending customer concerns, acting in the interests of customers, paying close attention to clients, and having flexible hours.

### 2.2.2 RESPONSIVENESS

Responsiveness it is the willingness to help customer and to provide prompt service, this aspects highlights attention and promptness in responding to customer demands, inquiries, comments, and difficulties.

The capacity of a spa's staff or management to render prompt service is referred to as responsiveness in the spa market and industry. According to Lo, Wu, and Tsai (2015), a previous survey of resort and hotel spa customers in China revealed that responsiveness was the most significant factor in explaining positive emotions. They heavily rely on the therapists to educate and inform them because they may not fully understand the protocol and methodology of spa treatments, especially for infrequent visitors (Lo et al., 2013). Additionally, spa services ought to be well-planned to anticipate the ideal time to offer the ideal treatment to clients. Customers shouldn't feel like they are being ignored or waited on for too long. The service should be so subtle that whenever a customer requires assistance, someone is available (Lo et al., 2013). The correlations of life events were different when the patients were split into two categories based on the level of emotional responsiveness (LEE core). Positive, negative, and all events were all significantly related with poorer functional status at follow-up for patients whose emotional reactivity was poor compared to those whose emotional responsiveness was not poor. Thus, for patients with poor emotional responsiveness, experiencing a major life event was associated with a two or greater fold chance of having a poorer functional status in the subsequent two years.

### 2.2.3 COMMUNICATION

Communication the oldest meaning of the word, might be summed up as the transmission of concepts, knowledge, including attitudes from one individual to another in English. But as time went on, communication also involves to refer to a path or channel between two point. Since the Industrial Revolution, this type of communication has advanced so much via canals, trains, steamships, vehicles, and aircraft, that frequently, when we refer to communications, we mean these modes of transportation. Our other word, transport, is better than communications for describing the actual modes of transportation, although I think both will continue to be used. In any case, in this book, mean by communications the institutions and forms in which ideas, information, and attitudes are transmitted and received. Communication refers to the act of transmitting and receiving information (Raymond Williams).

In our own generation, there has been a dramatic tightening of interest on this word of communications. The development of powerful new modes of communication has historically coincided with the spread of democracy and various ruling groups' attempts to control and manage democracy. The evolution has also coincided with significant changes in the nature of work and education, which have provided many people with new types of social opportunities (R Williams, 2016).

Although communication with clients is a two-way street, massage therapists should take the initiative as wellness experts. It is the communicator's responsibility to control how their words are understood and conveyed. Massage therapists can increase the impact of their messages by making them clear, specific, polite, punctual, and accurate (A Rothstein, 2020). In fact, the client prefers it when the therapist speaks clearly to him while providing treatment. Customer feelings will always be positive and enjoyable because to effective communication. So, the therapist and visitor will begin communicating emotionally right away.



Communication of the details, ideas, and emotions around an emotional occurrence is referred to as emotion sharing. Following an emotional incident, sharing of emotions typically begins. Intensity of the emotional event is connected with the frequency and length of sharing, with high-intensity experiences being told more frequently and for a longer period of time. Research has shown that people tend to talk to each other after practically any emotional experience, whether it's positive or negative, and that doing so has benefits for both the individual and the community (Rime, 2007).

#### **2.2.4 ASSURANCE**

The phrase "assurance" refers to financial security that provides reimbursement in the event of an unforeseen calamity. It is common practice to use assurance and insurance interchangeably. In contrast, assurance refers to ongoing coverage for a long time or until death, while insurance only covers a short amount of time. The validation services provided by accountants and other professionals may also be included in assurance. The capacity of employees to instill trust and confidence, as well as their knowledge and confidence.

Next, assurance was also proven to be significant statistically toward customer satisfaction, and this result is similar to a past study by Omar et al. (2021), who believe that assurance is one of the prominent aspects of service quality attributes that lead to customer satisfaction. The knowledge and decorum of employees are crucial to eliciting trust and confidence among spa customers. Customers anticipate that businesses will be industry leaders in the services they provide. It helps reassure customers that they can trust the spa. It will also lead to positive word of mouth and customer testimonials. It



probably justified the finding. To recap on the methodology part, the service quality attributes do affect the spa customers' satisfaction. Interestingly, from the Malaysian perspective, the result shows that reliability attributes, assurance attributes, and empathy attributes are the most concerning factors in their satisfaction with spa establishments. Most of the respondents want the spa providers to reassure them that they can use all the spa facilities and feel safe, especially regarding their privacy matters. On top of that, spa customers also want the services to be delivered according to their preferences. Lastly, the spa providers should know about customer well-being and the spa industry, it is supported by Mohamad et al.'s (2021) article that the spa industry needs to reconstruct itself to ensure the spa industry will stay relevant. (Muhammad Safuan Abdul Latip, 2022)

Even though it is less significant than trust, emotion is nonetheless significant. It has been shown that one of the key factors in determining how customers perceive their service experiences is customer emotion. Indeed, a customer's desire for an emotional experience may be what motivates them to visit a spa. Customers might go to a spa, for instance, if they're feeling stressed out because they hope to unwind and feel pampered. Therefore, a review of the spa experience by clients could show whether the spa has achieved the clients' desired emotional objectives. How those feelings affect their value depends on the outcome of their spa visit. We discovered that consumer values positively influence intentions for constructive conduct. However, the focus of our research to this point has only been on customer pleasure, service quality, and noble goals. Their humanity influences them through their consumption processes and behavioral intentions. (Hyeyoon Choi, 2016).

### 2.2.5 RELIABILITY

Reliability will be considered the likelihood that a product, system, or service will successfully carry out its intended function for a predetermined amount of time or in a predetermined setting. The company's capacity to provide prompt service and its preparedness to resolve problems. As a proudly Certified Pool/Spa Operator (CPO), Reliability Spa Service is carrying on a 13-year tradition of providing friendly, knowledgeable hot tub advice in addition to expert service and repairs. In addition, it must be remembered that modest improvements do not establish a therapy's effectiveness because they may be the result of experimental error rather than the treatment itself. We fix virtually every make and model of hot tub on the market in southern Ontario; from pump and electronic repairs to completely re-plumbing and re-conditioning spas, we do it all. (Jerusalem Calvo gutierrez,2016)

On the other hand, reliability was found to be statistically significant toward customer satisfaction and this is supported by Chea's (2022) study, which found that this attribute has a great influence on customer satisfaction. As spa services are considered personal services and equipped with a certified staff (spa expert), the reliability of the promised services significantly influences customer satisfaction. It probably justified the finding. The promised services, such as health product use (massage oil, face location, body location, and others), normally become one of the important selling points for the spa and are used in the marketing activity of the spa. Thus, the reliability of the promised services influences customer satisfaction (Ameleya Muhammad Ghazali, 2022)

Spas primarily sell 'experiences'. From a spa perspective, it is important to provide quality service so that customers receive positive emotions, as customers will

seek similar positive experiences in the future. We were unable to find out how specific aspects of spa service quality affect consumer sentiment. We have not been able to examine the impact on the emotions of consumers. Here, we explore ways to bridge the size gap, present spa providers in a pleasing manner, and increase consumption by acquiring in-base spa experiences and villas. It examines the effect on subtle emotions that people have. This study fills this gap by identifying the dimensions and characteristics of quality of health services and examining their impact on positive consumer sentiment towards hotel and vacation experiences. The most important factor influencing positive emotion descriptions was reactivity, followed by trustworthiness, empathy, and concreteness. This result shows how important the quality of spa services is to give positive emotions to spa customers. A well-designed service process, standardized service methods, and training can help improve the quality of spa services, evoke positive emotions, and ultimately provide a better spa experience for customers. Similarly, (ISPA, 2013) sees spas as environments that promote mental, physical and spiritual regeneration. (Ada Lo, Corrine Wu. Henry Tsai 2015).

### **2.3 HYPOTHESIS STATEMENT**

A hypothesis is a specific statement of prediction. It provides a concrete (as opposed to hypothetical) explanation of what we expect the investigation to reveal. A hypothesis is not a need for every study. Sometimes a planned exploratory study. There isn't a formal hypothesis, and that it's possible that now the study's goal is to in-depth investigate a particular problem in order to offer a particular hypothesis or prediction that can be verified in subsequent investigations. One investigation may contain one or more hypotheses. The hypothesis of this research:

**H1: There is a significant relationship between reliability and post-service spa customers' emotions.**

Reliability has a significant impact on customer satisfaction. The reliability of the promised service has a significant impact on customer satisfaction because spa services are considered personal services and are provided by qualified staff (spa experts). It could support the discovery. The promised service, such as the use of health products (massage oil, facial location, body location, etc.), is typically one of the key selling points for spas and is utilized in spa marketing activities. Customer satisfaction is therefore influenced by the consistency of the promised service.

**H2: There is a significant relationship between assurance and post-service spa customers' emotions.**

Additionally, assurance was shown to have statistically significant effects on customer satisfaction among those who thought assurance was one of the key components of service quality that contributed to customer satisfaction. To impart trust and confidence in spa customers, the staff's expertise and courtesy are crucial. Customers anticipate that businesses will lead their respective industries in the services they offer. It aids in assuring clients that they can put their trust in the spa. Besides that, it will generate favorable word-of-mouth and client references.

**H3: There is a significant relationship between empathy and post-service spa customers' emotions.**

Customer satisfaction also heavily relies on empathy. The empathy of spa staff has a significant impact on customer satisfaction because spa services can be categorized as personal experience services. Emotional intelligence, which has a close connection and

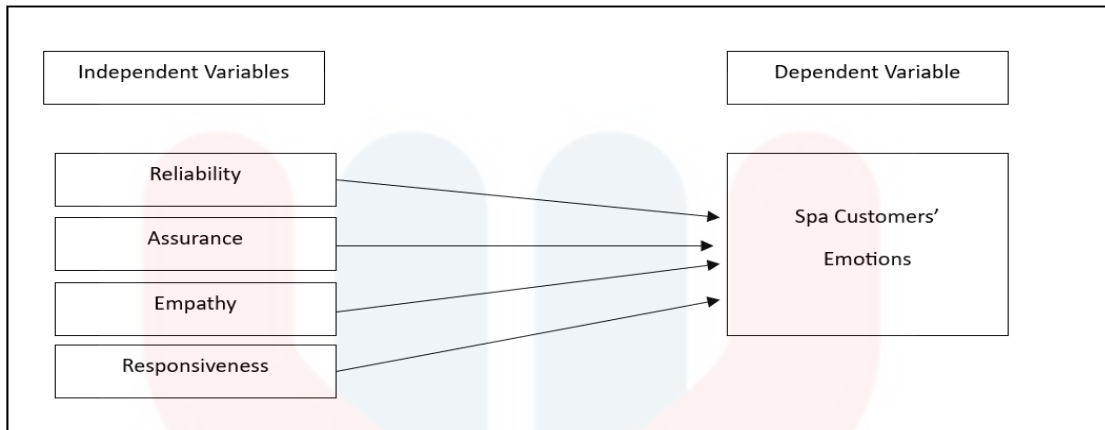
relationship with customers, is the capacity to feel or experience what another person feels or experiences by imagining what it would be like to be in that person's position. It might support the discovery. Additionally, because the quality of staff service is crucial to customer satisfaction, particularly empathy, the personal service offered by the spa staff will strengthen the client and staff's relationship on an emotional level.

**H4: There is a significant relationship between responsiveness and post-service spa customers' emotions.**

Spas primarily market "experiences." Spas must provide high-quality services to ensure that clients feel good because this will encourage them to look for more similarly satisfying experiences in the future. In this study, the dimensions and characteristics of spa service quality are identified, and its effects on consumers' positive feelings associated with spa customers in Kota Bharu, Kelantan are examined. Positive emotions were found to be best explained by responsiveness, which was followed by reliability, empathy, and assurance.

## **2.4 CONCEPTUAL FRAMEWORK**

There are four independent variables (IV) which are the reliability, the assurance, the empathy and responsiveness among spa customers in Kota Bharu, Kelantan. The emotion of spa customers is dependent variable (DV). This research is intended to study the effect of service quality towards spa customers' emotion in Kota Bharu, Kelantan. The conceptual framework of research as follows:



**Figure 2.1: Conceptual Framework**

The relationship between the independent factors and the dependent variable in this analysis is depicted in Figure 2.1. Certain presumptions about the context-based relationship between the dependent variable and the independent variables may be made by researchers. In this study, the independent variables are dependability, certainty, empathy, and responsiveness, while the dependent variable (DV) is the emotion of spa customers (IV). This study will reveal the correlation between the independent and dependent variables among Kota Bharu, Kelantan spa customers that the researchers specified in Figure 2.1.

## 2.5 SUMMARY

This chapter review of the literature in this study focuses on how service quality affects emotion of spa customers in Kota Bharu, Kelantan. For this research each dependent and independent variable is defined to help clearly understand the research topic.  $SQ=P-E$ , which compares perceived service expectations with perceived performance, is the currently accepted definition of service quality. For this idea of service excellence, the expectancy-disconfirmation paradigm served as the basis.



Emotions are mental states resulting from neurophysiological changes that are connected to a variety of things, including thoughts, feelings, behavioural responses, and a degree of pleasure or irritation. Quality, which might include therapist quality, spa product quality, and ambience quality, is the primary element determining spa choice in the spa sector. Understanding the factors influencing treatment decisions is crucial for obtaining client happiness because it is evident that health experiences at spas centre on the treatments patronised. Relationship exists between service quality and emotions among spa customers.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 INTRODUCTION**

Research methodology is an important factor of every study. The methodology used in a study has a significant impact on the study's findings. Without a clear research methodology, the validity of the data collected and the study's findings may be questioned. As a result, the methodology, data collecting, and aiming to understand employed in this study will be described in this section. This is done to create a solid methodology that will provide a high-quality study.

#### **3.2 RESEARCH DESIGN**

Research design typically refers to a framework for organizing and carrying out a specific research. The strategy, conceptual framework, decision of who and what to study, and methodology and instruments to be selected for data collection and analysis are the four main considerations that the research design takes into account, making it an important component. The basic division of the research design is into different categories, such as qualitative research and quantitative research.

This study adopts a quantitative research method. Quantitative research this method in the social sciences allows researchers to evaluate post-service spa input on emotions: A case from Spa Goers. The most common research methodology in the social sciences is quantitative methodology. It outlines a variety of techniques, philosophies, and suppositions that are employed to investigate numerical patterns in order to comprehend social, psychological, and economic phenomena. Quantitative research involves gathering a lot of numerical data. Researchers can gather data through quantitative methods and perform simple to extremely complex statistical analyses. The methodologies used in quantitative research, which contrasts from qualitative research, include questionnaires, structured observations, and experiments.

### **3.3 POPULATION**

The population is the entire research subject (Arikunto, 2006:130). Another school of thought holds that the population is a generalization of the area comprised of things or topics chosen by the researcher to be investigated in order to reach a conclusion (Sugiono, 2010:61). A population is also a collection of people, things, or events that are being researched because they share certain qualities. According to Rohana Yusof (2004:105), any person or item within a population may change in a variety of ways, but



it must share at least one trait with the rest of the population. The target population in this research is 15,040 spa goers in Kelantan (Department of Statistics Malaysia Official, 2023). So, the population from which the sample was obtained to assess the post-service input of Spa on the emotional state of spa goers.

### 3.4 SAMPLE SIZE

The aim of this study was to determine the Assessing the post-service input of spa on emotional: case from spa goers in Kota Bharu. In statistics and market research, the term "sample size" is frequently used, and it invariably comes up whenever a large population of respondents is surveyed. It has to do with how research on sizable populations is done (EM, 2022). The sample size is the measure of the number of individual samples used in an experiment. It is described as the projections for a particular population. It is only a portion of the population (or target population) whose opinions or actions are important, which is why it is called a sample (Su Monk, 2018). The data collection for the population size is around 500 spa goers in area Kelantan. While for the sample size will be used in this study is 218 spa goers according to the suggestions of (Vol B., 2020).

TABLE 2: Determination of Sample Size from Known Population

Total	Sample	Total	Sample	Total	Sample
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

*Table 3.1: Table for determining sample size for population (Adopted from Vol B, 2014) Source; Adopted from Vol B Issue (2020)*

### **3.5 SAMPLING METHOD**

Sampling is a method for selecting specific individuals or a small portion of the population in order to estimate its characteristics and draw conclusions about the population as a whole. In market research, various sampling methods are frequently used so that useful information can be gathered without having to study the entire population (Dan Fleetwood, 2019). According to Samuel McLeod (2019), sampling is the process and method of selecting a representative group from the population under study.

Probability sampling and non-probability sampling are the two types of sampling utilized in research. In a probability sample, each component of a sampling frame has a known, nonzero chance of being chosen, and components are chosen at random. There are numerous approaches to probability sampling. Here are descriptions of some of the most widely utilized. A known or equal probability of election does not exist for all members of the population in non-probability sampling. Although limited in its ability to be generalized, sampling is still useful for gathering data because some elements have no chance of selection and others have selection probabilities that are

impossible to determine (Dana P. Turner, 2020). The study sample selected by the researcher in this research study was simple random based on research objectives and questions which is in probability sampling.

The sample is selected at simple random so that each individual at in the population has the opportunity to be selected as a respondent to represent the population. Therefore, the result obtained later will be more reliable for describing the population. Simple random sampling can be most effective when there is sufficient time and funding for the study or when there is a small research population that can be easily sampled (Form plus, 2020).

The researcher will distribute questionnaires to spa customer in area Kelantan. This study will use simple random sampling because the population of spa goers in area Kelantan has the largest population. This sampling method will be carried out for 218 respondents where the researcher cannot be involving all population size which is 500 spa goers in area Kelantan because not everyone will answer or complete this questionnaire, some of them may have certain reasons and they not be included.

Simple random sampling is a fair method of sampling in comparison to other methods and helps to reduce bias when used correctly. A specialist should initially guarantee that each individual from the populace is remembered for an expert rundown prior to utilizing basic irregular examining to pick subjects indiscriminately from this expert rundown.

### **3.6 DATA COLLECTION METHOD**

The methodical process of gathering information on a particular subject is known as data collection. Responses to survey questionnaires are the results of this data

collection. It refers to the responses that people have given to a survey that is ongoing. This study employed quantitative methods on the basis of a clearly defined research question and objectives. In order to learn more about the difficulties associated with emotionally assessing post-service input in spas, a questionnaire was given to customers who went to a spa in Kelantan. There were 500 responses, all of which came from spa-goers. Researchers receive random responses from the questionnaire, and respondents are required to answer all questions. Survey forms are used to collect and analyse information. Through questionnaire responses, researchers from both parties ought to concentrate on the independent variables that influence the difficulty of Kelantan spa visitors.

### **3.7 RESEARCH INSTRUMENT**

Research instruments are the instruments that a researcher uses to collect data. The selection of instruments is the focus of the research question. The information inquiry is the basis for selecting the type of research instrument (Abdullah Muhamed Yusoff, 2020). For the examination instrument the analyst utilizes both essential and auxiliary information. This study method has two sections: Section A and Section B. Section A has one section, while Section B has six sections. Take a look at the respondent's demographic information in the first section. The second section then looks at how the spa's post-service contribution to the emotional base influences customers' desire to keep coming back. The third section is well-known for being Kelantan's most popular spa. The fourth section examines the participant's awareness of the instruments used to measure the factors that motivate them to visit Kelantan's spas and wellness destinations. Thus, applying a quantitative approach to the emotional satisfaction of

customers. The purpose of the fifth part is to identify the opportunities offered, and the last part is to identify the structure of the customized program between clients.

### **3.7.1 QUESTIONNAIRES**

For this study, the researcher will employ the questionnaire survey, that's a sort of studies device used to accumulate records from respondents and includes a chain of questions or different prompts. Typically, a studies questionnaire could have each closed and open questions. The reason of this questionnaire became created to discover the respondent's records approximately the assessing the post-services enter of spa on emotional of spa goers in Kelantan. To provide an explanation for the matter, this questionnaire became built with the aid of using dividing it into components Part A and Part B. This data is taken from (Chea's 2022) Demographic data obtained and participated study, which found that this attribute has a great influence on customer's satisfaction in emotional. As spa services are considered personal services and equipped with a certified staff (spa expert), the reliability of the promised services significantly influences customer satisfaction. It probably justified the finding. The promised services, such as health product use (massage oil, face location, body location, and others), normally become one of the important selling points for the spa and are used in the marketing activity of the spa. Thus, the reliability of the promised services influences customer satisfaction.

The demographic segment of Section A is being constructed to accumulate data approximately the range of who participated on this questionnaire. The demographic segment may be very critical due to the fact it could rely and summarize the modern taking part classes questionnaires had been given to respondents. The questionnaire is

supplied with inside the shape closed questions and bilingual in English and Malay. The questions generated with the aid of using, are correct and thorough to make sure the respondents who replied can recognize the query clearly. The element evaluation allotted the weights of the variables with inside the theoretical model, and assemble validity became received with an affiliation among the worldwide assessment with the aid of using size and the overall significance. The rating of the principle questionnaire became statistically significant to accumulate the records a number of the customers in spa Goers.

### **3.7.2 LIKERT SCALE**

Respondents were asked to rate their level of satisfaction with a spa in Kelantan using a Likert scale. If the answers are relevant to the learning study being conducted, the researcher can determine whether or not they are. The Likert scale is useful because it provides a variety of pre-made response options and is perfect for figuring out the respondent's response. The type of Likert scale being used for this research is the Agree to Disagree scale:

1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

#### **3.7.2.1 PILOT STUDY**



A pilot study was selected to examine data on the factors, which motivate travellers or customer to look spa experiences, especially the spa goers in Kelantan. The quantities method is being employed in this study based on the questionnaire. 30 students will participate in this pilot study. The reliability of independent variables and dependent variables from the prior research are used in this pilot study. A pilot study at the spa goers in Kelantan was conducted to manage this part, with a special focus on the sample of respondents was used in analysing motivating factors that concluded with escape, relaxation and relief, self-reward and satisfaction, and health beauty being the spa goers travellers or customers.

### **3.8 DATA ANALYSIS**

An instrument also referred to as the Statistical Package for Social Science (SPSS), is one of the tools used to analyze the data. The SPSS helps analysts choose the best measurable strategy to use. There will be measurements based on the SPSS data, including mean, variance, standard deviation, and reliability test. To evaluate the data, the researcher went with a simple descriptive analysis. One variable is taken into the account at a time in a frequency distribution, which is a mathematical distribution. The frequencies will be gathered, and a comparison will be made using the information provided. The information gathered will demonstrate the effects of the post-service spa experience on the feelings of Kelantan spa goers. The objective is to count the number of respondents who are partners with different values for one variable and to quantify this count as a percentage. This approach was chosen by the researcher because it makes it simple to comprehend and analyses the data. Additionally, this approach yields a prompt and precise outcome.

### 3.8.1 DESCRIPTIVE STATISTIC

In a data analysis, descriptive statistics specify the fundamental properties of the data. Researchers can use descriptive analysis to help them quickly comprehend data by employing samples and measurements. Detailed descriptions of samples and measurements are provided by descriptive statistics. They can serve as the starting point for any quantitative data analysis with simple graph analysis. Then, when controlled quantitative addition is required, descriptive statistics are also utilized by researchers. Additionally, descriptive statistics can assist researchers in logically obtaining a wide range of massive data.

### 3.8.2 PEARSON CORRELATION

When two continuous variables are compared using the standard deviation's components as the coefficient, Pearson correlation is used to evaluate the linear relationship's strength and direction. The degree to which the two variables alter as a result is shown by the correlation. The Pearson coefficient only measures states of a linear dependency. The purpose of using this correlation was to show how strong, weak, positive, or negative it is.

When calculating the ratios or intervals of the linear relationship between two variables, Pearson correlation is also known as  $r$ ,  $R$ , or Pearson's  $r$ . Its value ranges from +1 to -1, where -1 indicates a negative total linear correlation and 1 indicates a positive total linear correlation. The point-biserial correlation is analogous to this estimate of the interaction between yes or no, male or female, and the vector period or ratio of the dichotomy. When one variable's value rises while the other variable's value decreases, a straight line will appear on the scatter chart.



Table 3.2 Value of Correlation Coefficient

Value of Correlation Coefficient	Strength of Correlation
1	Perfect
0.7 – 0.9	Strong
0.4 – 0.6	Moderate
0.1 – 0.3	Weak
0	Zero

### 3.9 SUMMARY

The technique and design of the research project are explained in this chapter. The primary goal of this survey design is to investigate the association between post-service emotional aspects, such as Kelantan’s spa customer lifestyle, stress levels, and cellphone use. In this study, we used quantitative methodologies, and we created the questionnaire using a Google Form. Convenience sampling is used by the researcher to choose the respondents for this study.



## **CHAPTER 4**

### **RESULTS DATA AND ANALYSIS**

#### **4.1 INTRODUCTION**

The findings and conclusions of the survey-based study will be discussed in detail in this chapter. This chapter covers descriptive analysis, reliability testing, and Pearson's correlation. findings from the responses of the 218 respondents to the study. After information assortment in this review, the factual bundle for sociologies (SPSS) Adaptation 26 was used to break down the information.

#### **4.2 RESULTS OF DESCRIPTIVE ANALYSIS**

The outcomes and conclusions of the descriptive analysis of the survey data will be covered in this section. 218 respondents provided the research's findings' data, which were then compiled. After data collection, the Statistical Package for Social Science (SPSS) Version 26 was used to evaluate the data.

#### 4.2.1 Sex

##### 1. SEX

		Freque ncy	Percent	Valid Percent	Cumulative Percent
Valid	Male	35	16.1	16.1	16.1
	Female	183	83.9	83.9	100.0
Total		218	100.0	100.0	

*Table 4.1.1: Sex of Respondents*

Table 4.1.1 show the total percentage of sex respondents who answered the google form that was distributed. In a total of 218 respondents, 35 (16%) respondents were male and a total of 183 (84%) respondents were female involved in data collection for this research.

#### 4.2.2 Race

### 2. RACE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	13	6.0	6.0	6.0
	Indian	9	4.1	4.1	10.1
	Malay	196	89.9	89.9	100.0
	Total	218	100.0	100.0	

*Table 4.1.2: Race of Respondents*

Table 4.1.2 show the percentage by race of the respondents. The 218 respondents are from various races. About 13 (6%) respondents are Chinese, 9 (4%) respondents are Indians, 196 (90%) respondents are Malays.

#### 4.2.3 Religion

### 3. RELIGION

		Frequenc y	Percent	Valid Percent	Cumulative Percent
Valid	Buddha	8	3.7	3.7	3.7
	Christian	9	4.1	4.1	7.8
	Others	2	.9	.9	8.7
	Muslim	199	91.3	91.3	100.0
	Total	218	100.0	100.0	

*Table 4.1.3: Religion of Respondents*

Table 4.1.3 show the percentage according to the religion of the respondents. A total of 218 respondents from various religions. Buddhism recorded as many as 13 people (4%)

respondents, Christianity recorded as many as 9 people (4%). there are 2 people (1%) respondents for other religions while the Muslim religion recorded the most respondents which is 199 people (91%).

**4. AGE GROUP**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20 - 24 years	116	53.2	53.2	53.2
	25 - 29 years	37	17	17	70.2
	30 - 34 years	24	11	11	81.2
	35 - 39 years	14	6.4	6.4	87.6
	40 - 44 years	11	5	5	92.6
	45 - 49 years	8	3.7	3.7	96.3

years				
50 and	8	3.7	3.7	100
above				
Total	218	100	100	

#### 4.2.4 Age Group

*Table 4.1.4: Age group of Respondents*

Table 4.1.4 show the percentage by age group for respondents. In 218 respondents, respondents whose age group is between 20 and 24 years old are 116 (53%) respondents, 37 (17%) respondents aged between 25 to 29 years, 24 (11%) respondents aged between 30 to 39, 14 (6%) and 11(5%) respondents aged between 35 to 39 years and 40 to 49 years, 8 (4%) respondents aged between 45 to 50 and above.

Variables	N	Mean	Std. Deviation
Reliability	218	4.1789	0.74865
Assurance	218	4.3147	0.76578
Empathy	218	4.3055	0.78044
Responsiveness	218	4.2670	0.81581
Spa Goers	218	4.3642	0.74685

Emotional

#### 4.2.2 DEPENDENT VARIABLE (DV) AND INDEPENDENT VARIABLES (IV)

*Table 4.2: Results of Descriptive Analysis for Dependent Variable (DV) and Independent Variables (IV)*

Table 4.2 showed the number of respondents, mean, and SD for both the dependent variable (DV) and independent variable (IV). The emotional state of spa customers' mean score on the dependent variable (DV) is 4.3642. In terms of independent variables (IV), assurance and empathy both had mean scores of 4.3055, with assurance having the highest mean score of 4.3147. The next two metrics, responsiveness (4.2670) and reliability (4.1789), are closely related.

The emotional state of spa customers' dependent variable (DV) has a standard deviation of 0.74685. In terms of the independent variables (IV), responsiveness has the highest standard deviation (0.81581), followed by empathy (0.78044). The assurance is 0.76578, and the reliability follows with a score of 0.74865.

### 4.3 RESULTS OF RELIABILITY TEST

Reliability analysis is used to measure the reliability of the questionnaire researchers are ready. Mohd Majid Konting (2009) stated that the use of Cronbach an alpha level of 0.70 and above is acceptable.

#### 4.3.1 PILOT STUDY

Variables	Number of items (N)	Cronbach's Alpha Coefficient	Reliability level
Reliability	5	0.933	Excellent



Assurance	5	0.950	Excellent
Empathy	5	0.956	Excellent
Responsiveness	5	0.949	Excellent
Spa Goers Emotional	5	0.970	Excellent

A pilot study was conducted with 30 customer respondents at the Kota Bharu, Kelantan spa before distributing questionnaires to 218 respondents through an online survey method (Google Form).

*Table 4.3: Results on Pilot Study of Cronbach's Alpha Coefficient for the Independent Variables (IV) and Dependent Variable (DV)*

Table 4.3 shows the value of Cronbach's alpha coefficient for the independent variable and the dependent variable for the pilot study in this study. All variables are above the value of 0.7. According to Table 4.6, a survey has therefore been approved.

Five questions are utilised for the first independent variable (Reliability). With a Cronbach's Alpha of 0.933, it is very good. Therefore, the in-question portion is true.

Next, a total of five questions are posed in relation to the second independent variable (Assurance). This section displays the Cronbach's Alpha Coefficient, which is also known as an exceptional value, of 0.950. As a result, the assurance issue for clients who visit the spa can be trusted.

Five questions are also utilised for the third independent variable, empathy. With a Cronbach's Alpha Coefficient score of 0.956, empathy is likewise rated highly. The question of emptiness is therefore quite reliable.

In addition, Responsiveness, the final independent variable, has five questions. The Cronbach's Alpha Coefficient of this independent variable is 0.949, indicating that it has a high coefficient. As a result, the question in this section is regarded as trustworthy.

Finally, five questions were used for the dependent variable, Spa Customers' Emotional. The dependent variable has a Cronbach's Alpha coefficient of 0.970, which indicates that it is excellent. Therefore, this emotional spa customers question can be relied upon.

#### 4.4 RESULTS OF PEARSON CORRELATION COEFFICIENT

The Pearson Correlation test is one of the most important statistical tests for measuring the linear relationship between two numerical variables, the independent variable (IV) and the dependent variable (DV). The objective of this analysis is to determine whether or not there are correlations between the independent variables (reliability, assurance, empathy, and responsiveness) and the dependent variable (the emotional state of spa customers in Kota Bharu, Kelantan). If a correlation between the variables did exist, it is up to the researchers to determine its strength and direction.

<b>Correlations</b>			
		Reliability	Spa Goers Emotional
Reliability	Pearson	1	.789**
Correlation			
	Sig. (2-tailed)		.000
	N	218	218

Spa Goers	Pearson	.789**	1
Emotional	Correlation		
	Sig. (2-tailed)	.000	
	N	218	218

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

*Table 4.4: Pearson Correlation of Reliability and Spa Customers Emotional in Kota Bharu, Kelantan*

Table 4.4 showed that the relationship between independent variable (reliability) and the dependent variable (spa customers emotional in Kota Bharu, Kelantan). The Pearson Correlation Coefficient, significant value and the number of cases which is 218. The p-value is 0.000, which is less than the significant level of 0.01. therefore, this study accepts H<sub>1</sub>. The correlation coefficient of 0.789 suggested a significant strong, positive relationship between reliability and spa customers emotional in Kota Bharu, Kelantan.

#### Correlations

		Assurance	Spa Goers Emotional
Assurance	Pearson Correlation	1	.793**
	Sig. (2-tailed)		.000
	N	218	218
Spa Goers Emotional	Pearson Correlation	.793**	1
	Sig. (2-tailed)	.000	
	N	218	218

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

*Table 4.5: Pearson Correlation of Assurance and Spa Customers Emotional in Kota Bharu, Kelantan*

Table 4.5 showed that the relationship between independent variable (assurance) and the dependent variable (spa customers emotional in Kota Bharu, Kelantan). The table illustrated Pearson Correlation Coefficient, significant value and the number of cases which is 218. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study accepts H<sub>2</sub>. The correlation coefficient of 0.793 suggested a significant strong, positive relationship between assurance and spa customers emotional in Kota Bharu, Kelantan.

**Correlations**

		Empathy	Spa Goers Emotional
Empathy	Pearson Correlation	1	.803**
	Sig. (2-tailed)		.000
	N	218	218
Spa Goers Emotional	Pearson Correlation	.803**	1
	Sig. (2-tailed)	.000	
	N	218	218

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

*Table 4.6: Pearson Correlation Coefficient of Empathy and Spa Customers Emotional in Kota Bharu, Kelantan*

Table 4.6 showed that the relationship between independent variable (empathy) and the dependent variable (spa customers emotional in Kota Bharu, Kelantan). The table illustrated Pearson Correlation Coefficient, significant value and the number of cases which is 218. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study accepts H<sub>3</sub>. The correlation coefficient of 0.803 suggested a significant strong, positive relationship between empathy and spa customers emotional in Kota Bharu, Kelantan.

### Correlations

		Responsiveness	Spa Goers Emotional
Responsiveness	Pearson Correlation	1	.777**
	Sig. (2-tailed)		.000
	N	218	218
Spa Goers Emotional	Pearson Correlation	.777**	1
	Sig. (2-tailed)	.000	

N	218	218
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**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

*Table 4.7: Pearson Correlation of Responsiveness and Spa Customers Emotional in Kota Bharu, Kelantan*

Table 4.7 showed that the relationship between independent variable (responsiveness) and the dependent variable (spa customers emotional in Kota Bharu, Kelantan). The table illustrated Pearson Correlation Coefficient, significant value and the number of cases which is 218. The p-value is 0.000, which is less than the significant level of 0.01. Therefore, this study accepts H<sub>4</sub>. The correlation coefficient of 0.777 suggested a significant strong, positive relationship between responsiveness and spa customers emotional in Kota Bharu, Kelantan.

#### **4.5 DISCUSSION BASED ON RESEARCH OBJECTIVES**

This section seeks to identify the relationship between assessing the post-service experience of spa on emotional among spa customers in Kota Bharu, Kelantan.

##### **4.5.1 Reliability**

The capacity to deliver the promised service accurately and reliably is reliability. In a broader sense, reliability refers to the company's ability to fulfil its commitments to customers in terms of product or service delivery, problem resolution, and pricing. The vast majority of the respondents concurred with the consequences of this concentrate by showing a connection coefficient of 0.789 which implies an exceptionally certain relationship while the p-esteem is 0.000 which is not exactly the high huge level which

is 0.01. The dependability of spa customer emotions can be demonstrated by this study. Therefore, it is necessary to increase the use of health products by spa customers in order to satisfy therapist clients.

#### **4.5.2 Assurance**

The second hypothesis is assurance, which refers to the therapist's knowledge, politeness, and capacity to instill trust and confidence in spa customers. According to the findings of the study, there was a high level of agreement among the respondents. The correlation coefficient was 0.793, indicating a very positive relationship. The p-value was 0.000, which was below the high significant level of 0.01. As a result, providing customers with assurance is crucial to earning their trust and confidence.

#### **4.5.3 Empathy**

The third hypothesis is empathy. This demonstrates a caring attitude as well as the individual attention given to spa clients. The essence of the empathy dimension is to demonstrate to the customer that they are unique and that their requirements can be understood through the service they receive. The study's results showed that the respondents were in agreement, with a correlation coefficient of 0.803 and a p-value of 0.000, which was below the significance level of 0.01. This demonstrates that customer relations are closely linked to empathy, which is the capacity to imagine oneself in the position of another person and feel or experience what they are going through. As a result, emotional customer spa and empathy are closely linked.

#### **4.5.4 Responsiveness**



The fourth hypothesis is responsiveness, or the awareness of and desire to assist customers who visit the spa for beauty treatments. The majority of respondents back the findings of this study with a correlation coefficient of 0.777 and a p-value of 0.000, both of which are below the significance level of 0.01. When dealing with requests, inquiries, and complaints from customers, this places an emphasis on precision and attention. Therefore, therapists must provide customers seeking treatment at the spa with clear explanations and full attention in order to increase customer satisfaction.

#### **4.5.5 Spa Customers' Emotions**

The purpose of this discussion is to evaluate the emotional effects of the post-service experience on spa customers in Kota Bharu, Kelantan. The study's findings indicate that the independent variables—reliability, assurance, empathy, and responsiveness—have a significant relationship with the dependent variable—the emotional impact on spa patrons in Kota Bharu, Kelantan. Throughout the study, both independent and dependent variables have a significant impact. Then, to show more grounded proof during the review, the specialist found that individual connection showed positive.

#### **4.6 SUMMARY**

In conclusion, the post-service emotional impact of a Kelantan spa visit is highlighted by the data gathered in this study. 218 people participated in this study. They range in age from 20 to 50 and older. The result indicates that the majority of respondents were Malay, while a small number were classified as other.

The analysis of the data revealed that among Kelantan spa customers', the highest Pearson Correlation value between the post-service input and empathy is 0.803, followed by 0.793 (assurance), 0.789 (reliability), and 0.777 (responsiveness). As a result, the findings demonstrated that the dependent variable (DV) and the four independent variables (IV) have a moderate positive correlation.

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**CHAPTER 5****CONCLUSION**

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**5.1 INTRODUCTION**

The findings of the analysis from the previous chapter will be detailed in this chapter. This chapter contains a summary of the findings, limitations, and follow-up recommendations before reaching a conclusion for the entire study.

## **5.2 RECAPITULATION OF THE FINDING**

This part will recap the discoveries made by the analysis all through the think about. The most targets of this ponder is to recognize the relationship between reliability, assurance, empathy, responsiveness and spa customers' emotions in Kota Bharu, Kelantan.

The analysis spread out the survey to 218 respondents for two weeks and half. The test estimate was decided by utilizing the condition created by Krejcie and Morgan (1970). This respondent comprises of spa customers in Kota Bharu, Kelantan. The entire number of respondents who had replied the survey through Google Form was 218 respondents. The information from respondents at that point analysed utilizing SPSS form 26. This information examination comprises of unwavering quality investigation, recurrence investigation, graphic investigation and Pearson Relationship Coefficient examination.

Based on the discoveries in Chapter 4, the analysis concurred that reliability, assurance, empathy, responsiveness influences the post-service towards spa customer's emotions in Kota Bharu, Kelantan.

The independent variables (IV), which is reliability has the cruel score with score of 4.3147. Hence, a few of the respondents concurred that the therapist give client the most excellent confirmation in their treatment. Meanwhile, the comes about of H1 in Chapter 4, which is medium positive with a relationship coefficient of 0.789 whereas p-value is 0.000, which is less than the highly noteworthy level of 0.01, was acknowledged where it looked into to reply RQ1. However, reliability was statistically significant in terms of customer satisfaction. This is confirmed by Chea's study, which stated that this attribute had a significant impact on customer satisfaction: Since spa services are personal services and are provided by a certified spa professional, the dependability of the services promises has a significant impact on the customer's satisfaction. This probably justified the findings.

The promised services (e.g. Massage oil, Face location, Body location, etc.) are usually one of the key selling points of the spa and play an important role in the spa's marketing strategy. The reliability of the services promises influence customer satisfaction.

Assurance is the independent variables (IV) in this study. The most noteworthy cruel score is 4.3147. Hence, it emphasizes that advisors can deliver the leading confirmation to their clients. As the result of H2 in Chapter 4 was acknowledged with a positive relationship coefficient of 0.793 with a p-value of 0.000, which includes a relationship that's noteworthy at the level 0.01, it replied the RQ2. Assurance was also shown to be critical in terms of measurable client satisfaction, and this is in comparison to a previous analysis, who acknowledges that confirmation is just one of the obvious aspects of benefit quality that leads to client satisfaction. Information and integrity of therapist are important in instilling trust and confidence in spa clients. Client expectations are that businesses will lead the industry in terms of the administrations

they provide. This makes a difference in reassuring clients that the spa can be trusted. It will also lead to positive reviews and client testimonials. It likely supported the finding.

Following, the third independent variables (IV) in this consider is empathy. The cruel score is 4.3055 was the moment most noteworthy score. Consequently, it appeared that the therapists were had a solid compassion heart between their clients. As the result of H3 in Chapter 4 was acknowledged with a positive relationship coefficient of 0.803 with a p-value 0.000, which includes a relationship that's noteworthy at the level 0.01, it replied the RQ3. It probably justified the finding. Moreover, the personalised services given by the spa staff will strengthen the emotional attachment and empathy between the customer and the spa staff, where the service quality of staff is significant in customer satisfaction, especially empathy.

Finally, the independent variables (IV) in this study is responsiveness. With a cruel score of 4.2670, has the moment most reduced cruel score. It appears that respondents were not truly fulfilled with the responses from the advisors. RQ4 was replied when H4 was acknowledged with a medium positive relationship coefficient of 0.777 with a p-value of 0.000, which incorporates a critical relationship at the level of 0.01. Responsiveness was set up to be the foremost critical determinant calculate in clarifying positive passions, taken after by unwavering quality, sympathy, and tangibles. The comes about illustrate the significance of gym benefit quality in perfecting the fulfilment of positive passions by gym guests. Well- designed benefit handle, formalized benefit strategies, and preparing, can offer backing to ameliorate gym benefit quality, produce positive feelings, and eventually make distant better; a much more; an advanced; a stronger; a bettered a much better gym involvement for guests.

### 5.3 LIMITATION

The researchers' inability to locate respondents who frequent spas in Kota Bharu, Kelantan, is the primary limitation. Not every client of a spa in Kota Bharu, Kelantan, is eligible to respond to a questionnaire or answer questions from researchers; It's possible that some respondents have their own reasons or believe that filling out this survey is pointless. As a result, obtaining respondents proved to be a little challenging for the researcher.

The behaviour of spa customers in Kota Bharu, Kelantan, is the subject of few studies. To test the effects of medical service quality, consumption emotions—both positive and negative—and hedonic and utilitarian perceived value on behavioural intentions to visit a spa, this study proposes a model. 218 Kota Bharu, Kelantan, customers made up the valid sample. The data came from responses to a self-created survey that were provided by those who took the survey. The essential function of consumer emotion, particularly the dimension of positive emotions, was discovered in this study. Positive emotion acted as a mediator in the relationships between service quality, perceived value creation, and consumer behaviour intentions in a spa setting, according to the findings.

Due to the lack of studies on the behaviour of spa customers in Kota Bharu, Kelantan. A model for examining the effects of spa service quality, consumption emotions—both positive and negative—and hedonic and utilitarian perceived value on patron behaviour is presented in this study. The self-administered survey that the sample's respondents completed yielded the data. The importance of consumption emotion, particularly the positive emotion dimension, was identified in this study.

Positive emotion mediated the connection between service quality and consumer value perceptions and behaviour intentions in the spa industry, according to the findings.

In spite of the fact that this consider pointed to expand the display information with reference to the forerunners of benefit encounters in a wellness setting, there are a few restrictions. To begin with, this consider joined as it were a constrained number of components of ambient conditions among numerous benefit scape components. Hence the discoveries of this think about cannot be generalized over the spa industry. Third, this consider as it were taking under consideration customers' assessment of the spa involvement after they had gotten a spa benefit. Future inquire about might address the restrictions by joining more service scape variables into the ponder. In expansion, it is imperative to incorporate both existing clients and unused clients in the test pool. Considering that customers' benefit encounters tend to be setting particular and change between firms, the same instrument may be utilized in other spa settings to see on the off chance that any variety might happen in terms of first-time guests as contradicted to rehash guests. At long last, future ponders seem consider assessment of pre-spa service and post-spa benefit.

#### **5.4 RECOMMENDATION**

The researchers focus in this study about spa customers in Kota Bharu, Kelantan. At this point, spa customer's emotional client fulfilment can be recognized. This study about is additionally a follow-up investigation that will be conducted in study destinations, in different states, and in other scopes. As was previously stated, this



is due to the study's high likelihood of producing conflicting outcomes, usually because the idea has a high likelihood of producing conflicting outcomes.

This study builds a new avenue by highlighting the recommendations of proposals for potential research advances. Firstly, it is recommended that future researchers to change existing data collection methods to qualitative methods. Qualitative research generates data in a different way that quantitative research seems not to. Interviews, observations, and document analysis are examples of qualitative data. The key supporters in validating the fieldwork conducted in the qualitative study are field notes and researcher diaries. Future researchers are recommended to use qualitative methods such as telephone surveys and face-to-face interviews in their study.

In addition, future researchers may be able to collect data by expanding the study area from all areas rather than just focusing on Kota Bharu, Kelantan. This is because future research can collect data more widely across all areas to gather facts and check them efficiently. The data collected will also be more accurate in discovering the post-service experience on emotions among spa customers.

Then, future researchers can renew, improve and reproduce the journal in the future. Researchers compared data from western countries using standard journals in this investigation. As a result, cultural differences between western and eastern students may reflect different perspectives and make different recommendations, resulting in a biased situation.

## **5.5 SUMMARY**

The main goal of this study is to investigate the relationship between reliability, assurance, empathy, and responsiveness with Kelantan spa customers' emotional state. As mentioned in Chapter 3, a total of 218 questionnaires were distributed to 218 respondents who frequent spas in Kota Bharu, Kelantan using an online survey method (Google Form).

The results of the questionnaire survey were examined using descriptive analysis, a reliability test, and Pearson correlation in Chapter 4. The Statistical Package for Social Science (SPSS) version 26 software program was used to evaluate the survey data. The final outcome demonstrates a relationship between reliability, assurance, empathy, and responsiveness to the emotional needs of spa customers in Kota Bharu, Kelantan.

Last but not least, a summary of the outcomes based on the data analysis is presented in Chapter 5. All of the stated hypotheses (H1, H2, H3, and H4) were thus valid. When this finding was put into practice, it also had limitations and recommendations for additional research.

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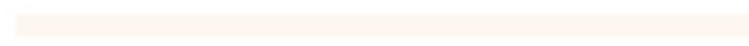
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