

THE ANALYSIS OF CUSTOMER RETENTION AND CUSTOMER'S EMOTIONAL EXPERIENCE IN LOCAL COFFEE SHOP (CASE STUDY OF NOMAD COFFEE SHOP)**ANALISA RETENSI PELANGGAN DAN PENGALAMAN EMOSIONAL PELANGGAN DI KEDAI KOPI LOKAL (STUDI KASUS DI KEDAI KOPI NOMAD)**

By:

Audinia Mamonto¹**Joyce Lopian²****Maria V.J Tielung³**

Faculty Of Economics And Business,
International Business Administration, Management Department,
Sam Ratulangi University, Manado

E-mail:

[audituts@gmail.com¹](mailto:audituts@gmail.com)[Lopian.joyce@unsrat.ac.id²](mailto:Lopian.joyce@unsrat.ac.id)[mariatielung@gmail.com³](mailto:mariatielung@gmail.com)

Abstract: Small and medium micro businesses are currently increasing very rapidly, flown with modernity today which is better at opening up insights and knowledge about the younger generation so many prefer to run their own businesses to become employees, with the help of consequences and hunting that enhances micro business small and medium enterprises continue to grow rapidly. To find out how to retain customer retention and what are the components that build the customer's emotional experience in local coffee shop. This research used descriptive analysis, in which the method is to explain about the opinions of customers who prefer to enjoy the products offered in micro and small businesses based on their emotion and how according to their retention about the service and product. This study obtained conclusion, from the results of research on people who make purchases on the local coffee shop. Based on the service they have received before and also the products they have obtained from the place of business, while for new customers, they use references from people they trust.

Keywords: *customer retention, customer emotion, emotional experience*

Abstrak: Usaha mikro kecil dan menengah saat ini meningkat sangat pesat, diterbangkan dengan modernitas saat ini yang lebih baik dalam membuka wawasan dan pengetahuan tentang generasi muda sehingga banyak yang lebih suka menjalankan bisnis mereka sendiri untuk menjadi karyawan, dengan bantuan konsekuensi dan perburuan yang meningkatkan mikro usaha kecil dan menengah terus tumbuh dengan cepat. Untuk mengetahui bagaimana mempertahankan retensi pelanggan dan komponen apa yang membangun pengalaman emosional pelanggan di kedai kopi lokal. Penelitian ini menggunakan analisis deskriptif, di mana metode ini adalah untuk menjelaskan tentang pendapat pelanggan yang lebih suka menikmati produk yang ditawarkan dalam usaha mikro dan kecil berdasarkan emosi mereka dan bagaimana menurut retensi mereka tentang layanan dan produk. Penelitian ini memperoleh kesimpulan, dari hasil penelitian pada orang yang melakukan pembelian di coffee shop lokal. Berdasarkan layanan yang telah mereka terima sebelumnya dan juga produk yang mereka peroleh dari tempat usaha, sementara untuk pelanggan baru, mereka menggunakan referensi dari orang yang mereka percayai.

Kata kunci: *retensi pelanggan, emosi pelanggan, pengalaman emosional*

INTRODUCTION

Research Background

Small and medium enterprises in Indonesia in couple of year is growing rapidly, which is grow more than big corporate and become one of the major indicator of economic growth in Indonesia. According to Law Number 20 of 2008 definition of concerning Micro, Small and Medium Enterprises (MSMEs). In 2012 according to BPS regarding Micro Small and Medium Enterprises

Table 1 The development of MSMEs in Indonesia year 2012-2013

| NO | INDICATOR | 2012 | | 2013 | |
|------------------------|-------------------|------------|-------|-------------|-------|
| | | TOTAL | % | TOTAL | % |
| ENTERPRISE UNIT | | | | | |
| 1 | Micro Enterprise | 55.856.176 | 98,79 | 57.189.393 | 98,77 |
| | Small Enterprise | 629.418 | 1,11 | 654.222 | 1,13 |
| | Middle Enterprise | 48.997 | 0,09 | 52.106 | 0,09 |
| HUMAN RESOURCES | | | | | |
| 2 | Micro Enterprise | 99.859.517 | 90,12 | 104.624.466 | 88,90 |
| | Small Enterprise | 4.535.970 | 4,09 | 5.570.231 | 4,73 |
| | Middle Enterprise | 3.262.023 | 2,94 | 3.949.385 | 3,36 |

Source: *Kementerian Koperasi dan Usaha Kecil dan Menengah, 2017*

MSMEs are also experiencing fierce competition where one of the businesses that is experiencing rapid development is a coffee shop. Coffee is a beverage that is still in demand by the public around the world. International Coffee Organization (ICO) data shows that world coffee consumption in the period of 2016/2017 grew 1.9% to 157.38 million sacks containing 60 kg from the previous period. In Indonesia itself the coffee consumption in the period of 2016/2017 reaches 4.6 million packs of 60 kg and ranks 6th with the largest coffee consumption in the world under Russia.

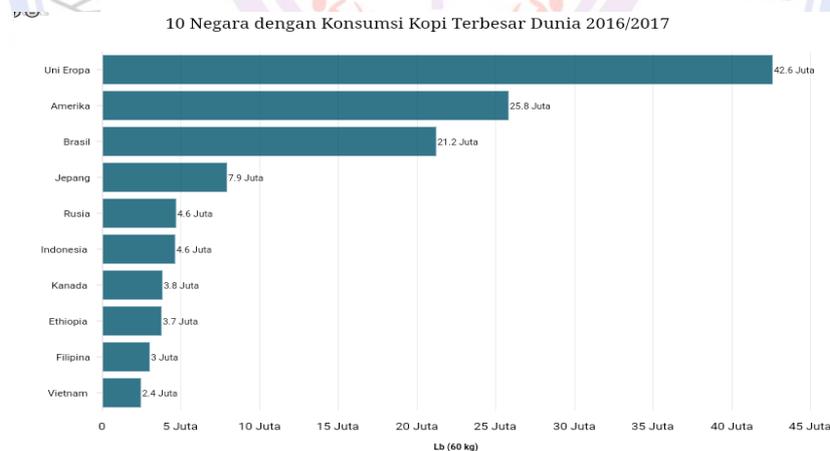


Figure 1

Source: *International Coffee Consumption (ICO) 2016/2017, 2019*

The rapid development of coffee shops also occurs in the city of Manado, this can be seen from the many coffee shops that can be found in various locations in Manado. One of them is Nomad coffee shop which was established in 2017 which was originally located on Jl. Ahmad Yani, Sario then moved to Jl. Samratulangi No. 32 which is quite strategic because it is located in the downtown area with a freestyle concept consisting of 1 air-conditioned room for a non-smoking area equipped with a mini library with various types and genres of books for visitors who want to read. The Nomad Coffee Shop also provides a mini bar with the concept of "Open Bar" where visitors can brew their own coffee with the brewing method they want. In addition to the free concept

Nomad Coffee Shop not only provides coffee menus but also provides a variety of variants of drinks and food menus at affordable prices for adults to young people. Nomads brew every Monday to Saturday from 10 am to 11 pm. Operated by 1 owner and 5 staffs with different assignments. Development of customer retention in Nomad Coffee Shop is quite fast since it first opened in the second place. Using social media as one of its strategy of promoting, it increased almost 45 % visits per weeks, according to its product sales in past a year.

THEORETICAL REVIEW

Theoretical Studies

Business

Business is one of the basic knowledge of economics, business is an activity that we know and take place almost everywhere in the life of society, Ferrel (2016) explained the definition of business is individuals or organizations who try to earn a profit by providing products that satisfy people's needs. The outcome of its efforts are products that both tangible and intangible characteristics that provide satisfaction and benefits.

Marketing

Marketing is the core and the main theory that affected all factors and variable in this research. Kotler (2008) defined marketing is a process of planning and executing the perception, pricing, promoting and distribution of ideas, good and services to create exchange that satisfy individual and organizational goals. According to Heidi Cohen, marketing is the process of getting a product or service from a company to its end customers from product development through to the final sale and post purchase support.

Consumer Behavior

Belch and Belch (2012) explained that consumer behavior can be defined as the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires. Shiffman and Kanuk (2004) defined consumer behavior as the behavior that consumers display in searching for, buying, using, evaluating and disposing of product and services that they expect will satisfy their needs. Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items. That includes what consumer buy, why consumer want to buy it, when consumer buy it, where consumer buy and how often they will buy it.

Customer Retention

Customer retention is the activity that an organization undertakes in order to maintain customer loyalty. Successful customer retention starts with the first contact an organization has with a customer and this continues throughout the entire lifetime of a relationship. In order to improve customer satisfaction, focus should be on the whole customers' experience (Pulido et al., 2014). Satisfaction is a positive reaction resulting from favorable appraisals of consumption experiences (Oliver, 1997; Babin and Griffin, 1998).

Emotional Experience

Emotional experiences have been taken into account in the explanation of the behaviors associated with leisure (Grappi and Montanari, 2011), with shopping (Yuksel and Yuksel, 2007), with food (Han and Jeong, 2013), and with holidays (Nawijn et al, 2013). These investigations have shown that different experience aspects are influenced by the emotion felt, such as the emotion related to tourists motivation (Goossens, 2000) or choice processes (Chuang, 2007). It also influences satisfaction (Faullant et al. 2011) trust, attachment (Han and Jeong 2013) and behavioral intentions (Grappi and Montanari 2011). Krishnan and R.W.Olshavsky (1995) suggest with this effect that affective experiences may provide strong influences on overall satisfaction for products/services that are primarily hedonic in nature.

Empirical Studies

Misbahuddin Azzuhri and Tanjung (2017)

This research aims to determine the effect of Interior Design, Perceived Customer Satisfaction and Customer Retention on objects which is Captain Coffee Malang in simultaneously and mediation. This study describes the casual relationship between the variables through hypothesis testing. This research collecting data with techniques by using questionnaire and literature study. These results indicate that the interior design has a significant influence on customer retention.

Sari, Sunaryo and Mugiono (2018)

This study aims to determine the relation of service quality, commitment, and satisfaction on customer retention and the effect of commitment and satisfaction as a mediator of service quality on customer retention. The analysis is based on 100 respondents who were customers of Javanese Restaurant in Kuta Utara Bali through a survey questionnaire. The measurement model of research hypothesis analysis using Partial Least Square (PLS) procedure. The result of the research indicates that service quality and commitment have no significant effect. The effect of customer satisfaction fully mediates on the relationship of service quality on customer retention. This study contributes to a restaurant to combine strategies of improving service quality, commitment, and customer satisfaction, so that customer retention is realized through repeat purchases.

Cantalops, Cardona, and Salvi (2018)

The purpose of this paper is to examine the role that positive emotional experiences play in the generation of electronic word-of-mouth (eWOM) and the influence both variables have, together with customer satisfaction and brand reputation, on customer loyalty in the context of hospitality services.

RESEARCH METHOD

Research Approach

Bogdan and Taylor (1992) explains that qualitative research is a research procedure that produces descriptive data in the form of speech or writing and behaviour of the people being observed. Format qualitative research design consists of three models, namely descriptive format, format verification, and format grounded research. In other opinion, Sugiyono (2007) states that qualitative methods are often called naturalistic research methods for research conducted on natural conditions; also known as ethnography method, because initially this method is more widely used for research in the field of cultural anthropology, referred to as qualitative methods, because the data collected and analysis is more qualitative.

Further, the researcher used Descriptive-Study case to present the result and discussion in this research. Yin in Mege (2012) said that Descriptive-case study is used to describe an intervention or phenomenon and the real-life context in which it occurred.

Population

Population is identifiable group of elements (e.g, people, products, organizations) of interest to the researcher and pertinent to the information (Hair et. al, 2006). Population is generalization region consist of object/subject having certain quantity and characteristic that is fixed by researcher to studying and to gain conclusion (Sugiyono 2005). Because qualitative research is based on certain case in a certain social situation where the result is not being applied to the population, but is transferred to other place in similar social situation with the case being studied, therefore the term 'population' is not used in qualitative research, in qualitative research it is called 'social situation'. Social situation are consist of three elements such as place, actors, and activity (Spradley, 1980). Population in this reseach are every customer in Nomad Coffee Shop.

Sample

Sample is the subset or subgroup of population, (Sekaran and Bougie) defined in qualitative research also is not statistical sample but a theoretical and constructive sample because the purpose is to gain theory and the source data is the source of constructed phenomenon that was previously unclear before.

Sampling Technique

The technique used to determine sample or in this case 'informant' in qualitative study is different from quantitative study, as it is not based on statistical calculation. The sample is being selected in order to provide maximum information rather than to be generalized (Lincoln & Guba, 1985). Therefore, in this research, purposive sampling will be used as a sampling technique.

Purposive Sampling

In a research there are several sampling techniques that can be used to obtain samples. In this research, researchers used purposive sampling as one of the sampling techniques. Sugiyono (2013) said purposive sampling is a technique of sampling the source data with certain considerations. This particular consideration, for example, is the person who is deemed to know best about what we expect, or maybe he is the master so that it will be easier for the researcher to explore the object or social situation under study.

This research used purposive sampling because the respondents selected in accordance with characteristics that meet the criteria in the study. Respondents were selected in this study are related to be: The customers who visits and purchase the product more than 5 times and less than 10 times.

Data Collection Method

Data collection method are important by providing useful information to understand the process before gaining the result. Data collection method are divided into primary and secondary.

Primary Data

In this research, the primary data will be gain using in-dept interview with the respondents. Primary data is the data collected specifically for the research project being undertaken (Saunders et al., 2003). Primary data is the data obtained directly from the interview specifically the primary data collected by researchers to answer the research questions. The primary data of this study gets from the result in depth interview in the social situation (Hair et al., 2006).

Hair et al., (2007) said that in-depth interview is an unstructured one-to-one discussion session between a trained interviewer and a respondent. To gather the information, the interview will be held face-to-face between the respondents and the interviewer. Along with this study, the researcher was doing a face to face interview that takes 30 minutes for each person with the question that has been made before hand and the interviewer was trying to build a good comfortable conversation in order for having a freely conversation with the informants so the informants can be more relax and open.

Secondary Data

Secondary data of this research will be gain from books, articles, and previous research that support and related with the topic that are being discussed in this research.

Sekaran and Bougie (2010) said that secondary data are data that have already gathered by researchers, data published statistical and other journals, and information available from any published or unpublished source available either within or outside of organization, all of which might be useful to the researcher. Data is available from the previous research, case studies and library records, online data, company websites, and internet in general. The secondary data in this research were gathered from articles, several journals as the literature review, books regarding to the study of this research.

Instrument of Research

A key instrument of this study is researchers. Researchers trained and have a good understanding of all aspects of the study. Researchers equipped with a notebook, tape recorders and cameras to conduct interviews. As quoted Lincoln and Guba (1985) in Sugiyono (2010) "The instrument of choice in naturalistic inquiry is human beings. we will see that the other forms of instrumentation can be used at a later stage of the investigation, but the man is the mainstay of initial and ongoing. But if the human instrument has been used extensively in the early stages of the investigation, so that the instrument can be constructed based on the data that the human instrument have a product."

Data Validity Method

Sekaran and Bougie (2014) defined there are two methods that had been developed in enhancing validity of qualitative research:

- Generalizations by number of events occurring. It can help in addressing concern about the qualitative data reporting.
- Ensuring that every case is represented and inclusion of contradicted cases.

There are several ways in maximizing data reliability and validity in qualitative research. Triangulation is one of the common ones. The idea behind triangulation is getting the same result from different methods or sources (Sekaran and Bougie, 2010).

There are several types of triangulation based on Sekaran and Bougie (2010), which are:

1. Method triangulation : Using several different methods in gathering and analyzing data.
2. Data triangulation : Using data that gathered by several different sources and/or at different time period.
3. Researcher triangulation : Using several researchers in gathering and analyzing data.
4. Theory triangulation : Using several different theories to analyze and interpreting data.

In this research, method triangulation and data triangulation will be the informant. The data were gathered from in-depth interviews with different informants, observation in different places and observation, and also reviewing different literature from various researchers.

Data Analysis Method

In qualitative data analysis there are some steps to analyze the data. Miles and Huberman in Sekaran and Bougie (2013), there are generally steps in qualitative data analysis:

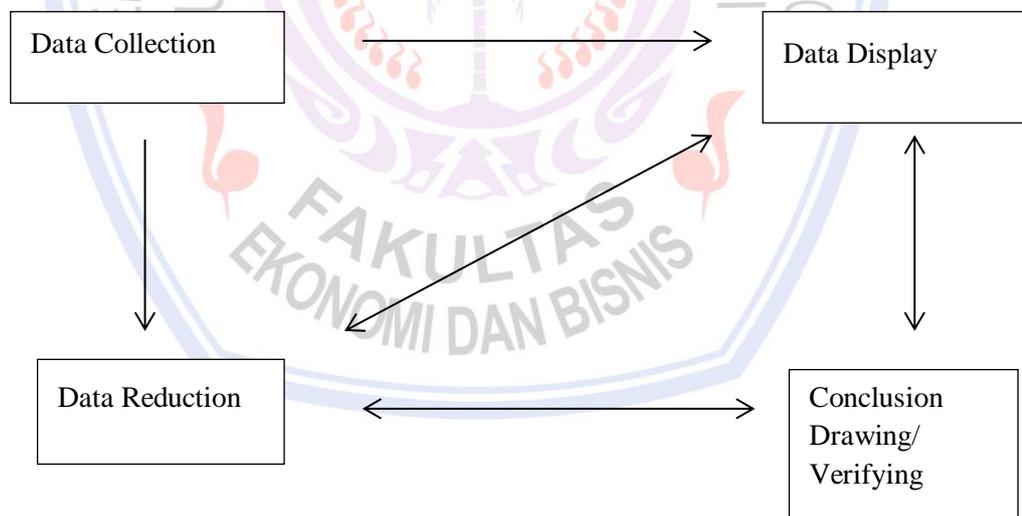


Figure 2 Steps in Qualitative Data Analysis

Source: Research Methods for Business, 2007

Data Collection, is the process where the researcher found information or data from any kind of source such as books, internet website and gather deeper information from the informant.

Data Reduction, involves selecting, simplifying and transforming the data to make it more manageable and understandable.

Data Display, helps qualitative researches to organize information and view it in a way that enables them to identify linkages and develop explanations that relate their findings to existing theories.

Drawing and Verifying Conclusion, drawing conclusion involves deciding what the identified themes and patterns and how they help to answer the research question. Verification involves checking and re-checking the data ensure the initial conclusions are realistic, supportable and valid.

RESULT AND DISCUSSION

Result

Interview Result

Informant 1

The first informant is a student and coffee enthusiast in recent years and a loyal customer of Nomad Coffee Shop. The first informant often purchases product at Nomad because it was a signature product which can only be found at Nomad Cafe and not in another coffee shops. He began to know Nomad since the first time it was established, and felt the products which has offered to him were difficult to find elsewhere. He knew about Nomad from a close friend who is a loyal customer in Nomad Coffee Shop. For the services Nomad provided and the products which offered he gave a value of 5 out of 5 or feel very satisfied with the products and services which was given, because the services are very friendly and focus in convenience in order to make the customer sense some of brotherhood, so he feels very comfortable enjoying the products and services provided in Nomad.

Informant 2

The second informant is a cafe owner in Amurang, South Minahasa, 28 years old. According to the informant there are some very interesting products offered in Nomad. She claimed to know Nomad from social media. On a scale of 1 to 5 she gave a value of 5 or very satisfied with the service and also a value of 5 of the products offered. Based on this good service and good products she claimed to be a loyal consumer.

Informant 3

The third informant is a company owner in Amurang, South Minahasa. Informant often enjoys coffee in Nomad in the form of regular coffee, because he is not a coffee addict, and tends to purchase non-coffee products at Nomad because of a great atmosphere. He claimed to know Nomad from social media too. He also claimed that the services and products offered by Nomad Coffee were very satisfying and that was one of the reasons he considered coming to Nomad Coffee Shop continually.

Informant 4

The fourth informant is an employee in one of the government agency, aged 29 years, the product he most often bought at Nomad Coffee Shop was signature coffee, because according to him signature coffee owned by the Nomad was difficult to find in other coffee shops and had own taste and uniqueness. He became one of the customer at Nomad about a year ago and since then he began to become a regular customer there. He admitted that he first knew Nomad because of its location which is quite close to the office where he works so that access to be able to enjoy coffee and find it very reachable. He also revealed that the service was quite good although there are times when the product was running out of stock, it's unfortunate for him if the products he chooses was already been purchased by another customer he said. Because the quality of service provided is quite good and the quality of the product is good.

Informant 5

The fifth informant is a 34-year-old sports shop owner and contractor and a coffee lover. Informant claimed to often make purchases in Nomad Coffee Shop by choosing signature coffee. Informant began to know and make purchases in Nomad since 2 years ago, based on a recommendation from a relative.

The Informant admitted that the existence of Nomad became one of his accesses to enjoy coffee in a place with good service, and felt pleasant with the atmosphere. Due to the closeness to the owner and even employees who work at Nomad, the informant already felt like they are part of Nomad family. While for the interior of the place the informant said that there are still some things that need to be improved such as things that support customer convenience. And for the products provided the informant consider it to be very good and satisfying.

Informant 6

The sixth informant was a final year student of one of the University in Manado. Informant claimed to often buys a non coffee product because she is not a coffee lover. Informant began to know Nomad since 2 years ago. Informant claimed to be very satisfied with the services and the products offered to consumers. Moreover, by considering good service and quality products, the informant intends to keep coming back to Nomad Coffee Shop.

Informant' feelings about the Nomad Coffee shop are considered as one of the places for them to be able to get quality products and good service, while working on their college assignments. Informant also felt they were very familiar with the flow, and the routines that existed so that they understood enough about how Nomad Coffee Shop operates. As for the appearance of the place and appearance of the product is felt to be very qualified.

Informant 7

The seventh informant is an employee at one of the state banks in Manado. Informant said that he does not really interest in coffee so he intends to buy a non coffee product such as tea or chocolate . The informant said that he started to know about Nomad from social media and from a relative. Based on the experience of informant after several visits to the coffee shop that the service provided is quite good and the products provided are also more diverse so there are many other choices for consumers

Furthermore, when asked how he felt about Nomad coffee shop, he admitted that he pleased with the atmosphere. The other customers are friendly to each other. The bounding between employees and customers is strong. He can even spotted some employee sit and talk with customers whether it is a new or loyal customers or even the employee's friends. So, he can feel such a warm atmosphere in Nomad Coffee Shop.

DISCUSSION

Based on interviews with informants who are customers at Nomad Coffee Shop, several results are obtained, customers who come mostly are regular customers or recommendations from the other loyal customers at Nomad coffee shops so that there is a tendency to choose products that they usually consume such as signatures coffee, or new menus. Beside that, people who walk at Sam ratulangi Street the road which is location of Nomad Coffee Shop unintentionally pay a visit at first, and finally increase their frequency of visiting. But most prefer to order signatures coffee, only if there is a new product or a new type of coffee these customers also do not hesitate to try only because they find the Nomad Coffee Shop really trustworthy. Moreover, the customers who come are old customers who have even known and made purchases at the Nomad Coffee Shop since it was first opened, they are familiar with the services and products that was offered. But there are also new customers who come to make purchases based on recommendations from friends, relatives, or who see reviews on social media.

Consumers also on average already have a good feeling and good relations with the owner and even existing employees so that with high mutual understanding this can create more enjoyable atmosphere from time to time even closer as time goes by. This has become one of the triggers for consumers to visit and make purchases in Nomad Coffee Shop, even though the customers who come only by themselves, but the employees are happy to accompany them to chat in their work time when there are not many orders or are busy, so consumers who come feel can better adapt to the environment in the coffee shop can even make new friends with others and even establish business cooperation between fellow Nomad customers. Consumers also feel that having Nomad is very helpful for them to be able to feel a quality product equivalent to a famous cafe with good services but with lower prices that are still relatively affordable for young people. But there are also some input from consumers that the products offered are very good and the appearance is already good, but the appearance of the place is still a concern of consumers that there still needs to be an improved appearance that can increase selling power and not reduce consumer comfort. Just as there are still many consumers who complain about the hot atmosphere due to the lack of available air conditioning. With this it can be concluded that the services and products provided by Nomad Coffee Shop for their customers have been very satisfying, and can even create loyal customers. But there are some things that still need to be improved, such as consumer convenience.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results of research conducted by the author tries to provide criticism that might be used to further enhance the development of the company concerned, that the services provided and the products offered are good and in accordance with the target market to be addressed. But the problem that is rather consideration of consumers is convenience, it is recognized by consumers that their comfort is still a little disturbed by the atmosphere or conditions of people who are too dense so that some consumers who make a purchase cannot enjoy the products they buy well. Even the hot atmosphere that arises due to the weather in Manado which is currently in the dry season and the number of people gathered has not been able to be overcome by producers. Like giving additional air conditioning or the availability of green plants that can at least refresh the atmosphere. Moreover, coffee connoisseurs have a tendency to enjoy their coffee quietly with a pleasant atmosphere so that consumers can enjoy the products they buy comfortably.

Recommendation

It is recommended to product providers or Nomad Coffee Shop to pay more attention about the convenience of consumers who make purchases at their place. Because consumers who come not only need good products and good service but also need comfort in enjoying the products they buy. Most consumers complain that the atmosphere is quite hot especially with the large number of people or consumers gathered in one place, certainly causing quite hot air maybe this can be overcome by adding air conditioning or adding greenery that can calm the atmosphere and can also cool the room. Or by adding a heat barrier on the roof so that the temperature in the room can be further decreased. Thus, consumers will enjoy the products and services they receive.

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