

ABSTRACT

This study aimed to identify and analyse the impact of Servicescape, Service Encounter, Perceived Congruency on customer's emotions and satisfaction. The object is Dream of Kahyangan Restaurant at Surabaya because it's rank 29 from 1280 restaurants at Surabaya (Trip Advisor).

The data used in research is primary data obtained from questionnaires. Respondent in this study were 150 respondents who've been to Dream of Kahyangan Restaurant at Surabaya. The sampling technique of this study was non-probability sampling. This study uses a quantitative approach through statistical analysis. Tests conducted using Multiple Regression Linier Test using SPSS 16 for windows.

The results of this study indicate that Servicescape and Service Encounter are positively related to Pleasure ; Servicescape and Service Encounter are positively related to Arousal , Perceived Congruency is positively related to Pleasure ; Perceived Congruency is positively related to Arousal ; Servicescape, Service Encounter, Pleasure, Arousal are positively related to Satisfaction ; the interactive effect of Perceived Congruency and Pleasure is positively related to Satisfaction ; the interactive effect of Perceived Congruency and Arousal is positively related to Satisfaction.

Key words : Servicescape, Service Encounter, Pleasure, Arousal, Satisfaction