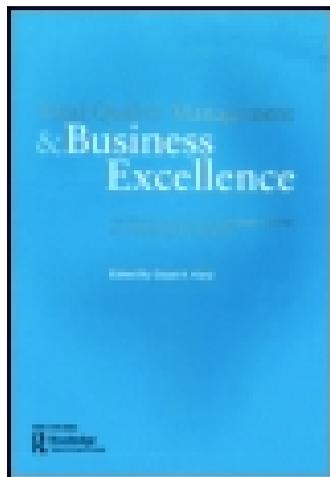


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Publisher: Routledge

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Total Quality Management & Business Excellence

Publication details, including instructions for authors and subscription information:

<http://www.tandfonline.com/loi/ctqm20>

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Published online: 31 Jul 2015.

To cite this article: Markus Hartono & Hendry Raharjo (2015): Exploring the mediating role of affective and cognitive satisfaction on the effect of service quality on loyalty, Total Quality Management & Business Excellence, DOI: [10.1080/14783363.2015.1068595](https://doi.org/10.1080/14783363.2015.1068595)

To link to this article: <http://dx.doi.org/10.1080/14783363.2015.1068595>

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Exploring the mediating role of affective and cognitive satisfaction on the effect of service quality on loyalty

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This research aims to test the mediating role of both affective and cognitive satisfaction on the effect of service quality on loyalty. Affective satisfaction is represented by Kansei Engineering-based measures and cognitive satisfaction is represented by overall customer satisfaction. The study is based on a survey through personal interviewing and face-to-face questionnaire. There were 102 respondents from 24 hotels ranging from three-star to five-star hotels in Surabaya, Indonesia. There are four latent variables, namely, service quality, overall customer satisfaction, Kansei and loyalty. We found that both overall customer satisfaction and Kansei partially mediate the relationship between service quality and loyalty (approximately 52% mediation effects). In particular, the two mediators, namely, Kansei and overall customer satisfaction, account for 24% and 28% of the effect of service quality on loyalty, respectively. This research complements the previous research by taking into account both cognitive and affective satisfaction as mediators at the same time. It is shown that the two-mediator model fits the data better than using one mediator or no mediator. The generalisation of the results from the study is limited because of the relatively small sample size in a single service setting.

Keywords: affective satisfaction; cognitive satisfaction; Kansei Engineering; service quality; loyalty

1. Introduction

Understanding customer needs is an important key to attractive quality creation (Kano, Seraku, Takahashi, & Tsuji, 1984). The deeper and broader one can understand customer needs, the more likely one can design a product or service that may 'move the heart and touch the soul' (Dahlgaard, Schutte, Ayas, & Dahlgaard-Park, 2008). In general, both cognitive and affective needs should not be overlooked. Khalid and Helander (2006) highlight the difference between affect and cognition. Affective processes make judgements and quickly help us determine which things in the environment are dangerous or safe. In contrast to affect, cognition forms beliefs, knowledge, and information processing. Cognitive responses involve knowledge, meanings, and beliefs, while affective responses involve emotions, sentiments, and attitudes.

Customer satisfaction, which is more of cognitive process, has been shown to be an intervening variable that mediates the effect of perceived service quality on behavioural intentions (see Cardozo, 1965; Fornell, 1992; Halstead & Page, 1992; Taylor & Baker, 1994). More recent research put more emphasis on emotional satisfaction, which is more of an affective process. Wong (2004) conducted a study on retail services to investigate the role of emotional satisfaction in predicting customer loyalty and relationship

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