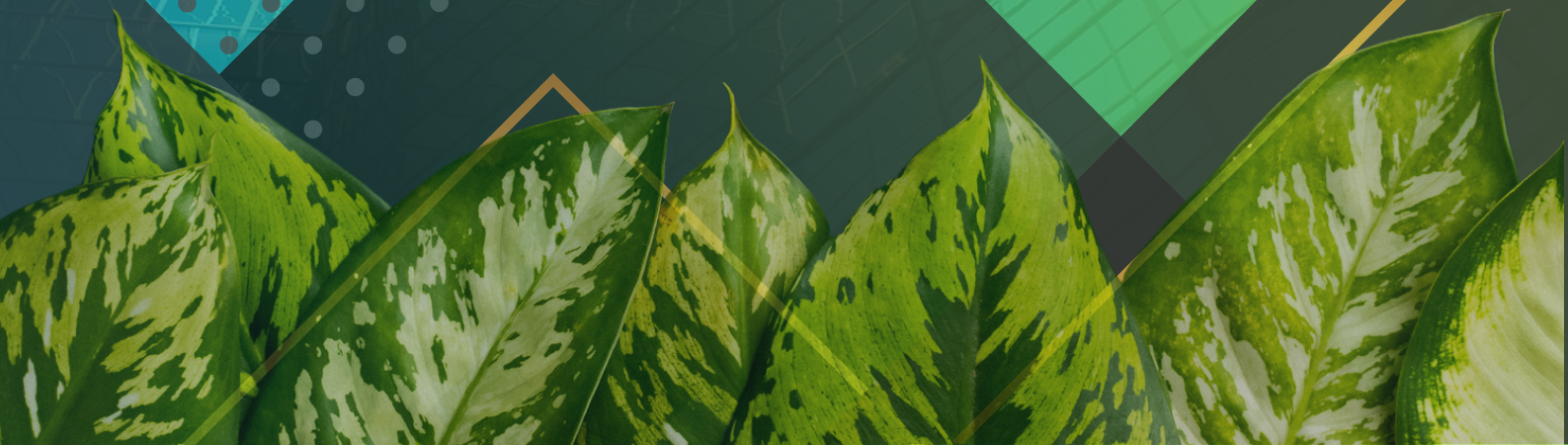




E-PROCEEDING HOTWEC 7.0

**SUSTAINABLY NURTURING
TOURISM,
HOSPITALITY AND WELLNESS INDUSTRY
FOR A BRIGHTER TOMORROW**



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

*Intan Nur Qistina Binti Alias, Siti Nor Asuha Binti Razali, Nurul Shapiqah Binti Sobri, Rabiatul Adawiah Binti Badrol & *Ahmad Faezi Ab Rashid*

*Faculty of Hospitality, Tourism and Wellness, University Malaysia Kelantan
Corresponding email: faezi.ar@umk.edu.my*

ABSTRACT

Introduction: 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 is the ideal enhancement to the services that may be offered to hotel guests, but it could also make spa services available to residents to make extra money. The research aims to identify the spa post-service experience of reliability, assurance, empathy, and responsiveness toward 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 Forms. 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, assurance, empathy, and responsiveness towards the emotions of Spa Customers ranged from 0.80 to 0.91. **Conclusion:** Effective post-Service Spa Experience Activities can attract customers' interest to seek treatment at the Spa.

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

INTRODUCTION

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). Thus, holistic well-being is the inner happiness, 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.

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

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

This study consists of four objectives:

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.

SIGNIFICANCE OF THE STUDY

Academic Contribution

This consider looked at how customers survey the potential esteem of their spa involvement and get it the variables that impact participation and enduring devotion. The objective of this think about was

to examine how two particular characteristics of seen value—the work score and prosperity score—affect future conduct among spa clients. Based on the system of 'Quality – Seen Esteem – Fulfilment – Behavioural Intention', a field think about was conducted to test the intervening part of useful esteem and wellbeing esteem within the case of spa clients in Kelantan. This result gives more data to clarify the basic instruments that increment spa customers' behavioural purposeful to return and prescribe.

Managerial Implication

The expanding use of advertising within the encounter economy makes the significance of this study clear. According to McNeil and Ragins (2005), the rapidly growing spa benefit industry is what is fuelling this intrigue. To understand the usage sentiment, perceived value, and behavioural eagerness of spa patrons, however, has received only cursory attention. Once the connection between benefit quality, utilization feeling, seen esteem, and behavioural deliberate is understood, spa administrators can use the knowledge to plan appropriate services to draw in customers; marketers can plan the engagement to strengthen utilization feeling and make seen esteem. The competitiveness of spa providers is increased by a strong utilization experience plan, which results in greater benefits.

LITERATURE REVIEW

EMPATHY

Empathy gives careful and individual attention to the client. It includes the following characteristics: accessibility, a sense of security and an effect of understanding the needs of the client. In contrast, empathy is described as the caring and personal care that a company provides to its customers. The essence of empathy is to let customers know that they are unique and special and that their needs are understood through tailored or personalized service. Customers want to feel understood and important by the companies that provide them with services. The purpose of this study is to find out how many tourists believe that the quality of spa services meets their expectations. A customer-centric strategy that starts with empathy being emotionally intelligent. In the healthcare industry, the idea of emotional value is widely accepted and used. Many welfare providers agree that success and effectiveness involve an emotional strategy (Narendra, 2017).

RESPONSIVENESS

In the spa market and industry, responsiveness refers to Spa's staff or management's ability to provide prompt service. A previous survey of resort and hotel Spa customers in Kota Bharu, Kelantan

showed that responsiveness was the most important determinant factor in explaining positive emotions (Lo, Wu, & Tsai, 2015). They may not fully understand the protocol and methodology of spa treatments, especially for infrequent visitors, and they heavily depend on the therapists to educate and inform them (Lo et al., 2013). Furthermore, spa service should be well-designed to anticipate the right moment to provide the right service to the customers. Customers should not feel ignored or kept waiting for too long. The service should be so subtle that whenever a customer needs something, someone is there to help them (Lo et al., 2013).

ASSURANCE

Assurance was also shown to be statistically significant with respect to customer satisfaction, a result similar to previous studies by Omar et al. (2021) believes that security is one of the salient aspects of service quality characteristics that he believes lead to customer satisfaction. Staff knowledge and courtesy are essential to instill confidence in spa customers. Customers expect companies to be industry leaders in the services they provide. It gives customers a sense of security that "this spa is reliable". It also leads to positive word of mouth and customer testimonials. That probably justified the find. Quality of service attributes influence spa-goer satisfaction. Interestingly, from a Malaysian perspective, the results indicate that trustworthiness, safety, and empathy attributes are the factors that most influence satisfaction with spa facilities. Most respondents want reassurance from spa providers that they can use all spa facilities and feel safe, especially when it comes to privacy. In addition, spa-goers want to be served according to their preferences. Finally, spa providers need to know about the well-being of their customers and the spa industry. An article by Mohammad et al. (2021) endorses the statement that the spa industry needs to reinvent itself to remain relevant.

RELIABILITY

Reliability refers to the likelihood of a product or system performing its intended function satisfactorily for a predetermined period of time, or of operating in a predetermined environment without malfunctioning. It also refers to the organization's readiness to address any issues that arise, as well as its ability to provide prompt service. Reliability Spa Service has been a certified pool/spa operator (CPO) for 13 years, and we are proud to offer friendly, experienced hot tub advice, as well as expert service and repair. We repair virtually all makes and models of hot tubs available in southern Ontario, from pump and electronic repair to full spa re-maintenance and conditioning. It is important to note that small improvements do not necessarily indicate the effectiveness of a therapy, as they may be the result of

experimental error, rather than treatment itself. This is evidenced by Chea (2022), which found that reliability was statistically significant in terms of customer satisfaction.

Research Hypothesis

This study has four hypotheses, that are related to identifying the relationship between reliability, assurance, empathy, and assurance toward spa customers' emotions.

H1: There is a significant relationship between reliability and emotional impact on spa customers in Kota Bharu, Kelantan.

H2: There is a significant relationship between assurance and emotional impact on spa customers in Kota Bharu, Kelantan.

H3: There is a significant relationship between empathy and emotional impact on spa customers in Kota Bharu, Kelantan.

H4: There is a significant relationship between responsiveness and emotional impact on spa customers in Kota Bharu, Kelantan.

Research Framework

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

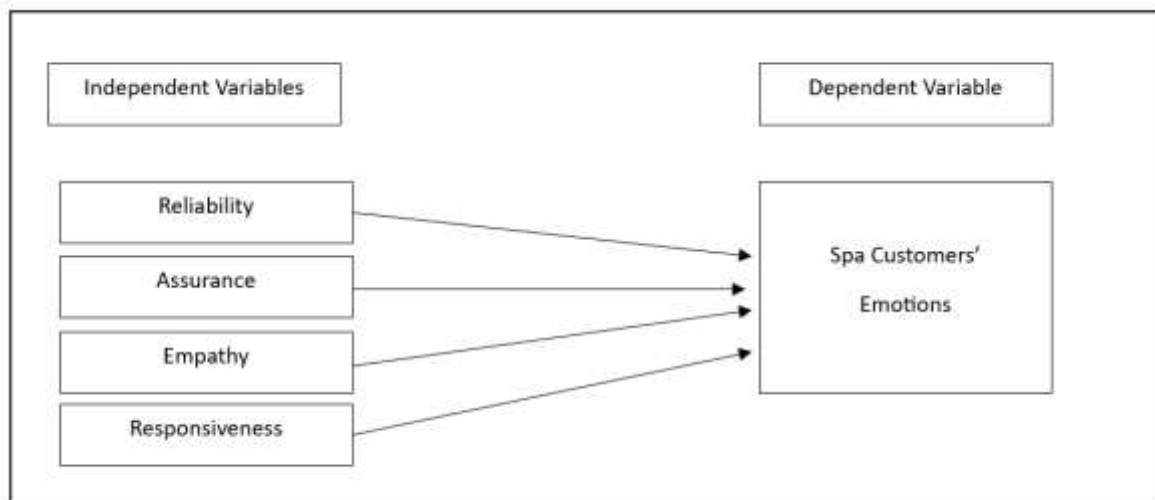


Figure 1: Conceptual Framework

METHODOLOGY

Research Design

The most suitable research approach adopted in this study is a quantitative method using survey research. Data will be collected from a sample of spa customers in Kota Bharu, Kelantan. This study focuses on spas in Kota Bharu to facilitate the researcher's data collection.

Data Collection

Quantitative data collection using questionnaires via Google Forms and questionnaires distributed to spa guests who visit spa in Kota Bharu, Kelantan to get the answer to the questionnaire check. There, 218 responses were collected from repliers who answered all the check questions.

Sampling Method

The sample size for all spa customers in Kota Bharu, Kelantan, was selected with a total population of 500 respondents. A total of 218 respondents were selected as respondents in this study. The researcher used simple random sampling as the sampling design for this study. Simple random sampling is a type of probability sampling in which respondents have a chance to be selected as s sample. It only takes a short time to get the data, it is relatively expensive, and respondents are easily available at the right place and time.

Data Analysis

Data is collected and analysed through survey forms. After data collection, all collected data were analysed using the IBM Statistical Package for Social Science (SPSS) version 26. Analytical methods for research are divided into several methods such as data analysis, descriptive statistics, reliability tests, and Pearson correlation. Researchers focus on the independent variables that influence the difficulty of Kota Bharu's spa customer program through questionnaire responses.

FINDINGS

Demographic Profile of Respondents

Table 1 below shows the frequency analysis of this research.

Table 1: Respondents' Socio-Demographic Profile (N=218)

Demographic profile characteristic	Frequency	Percentage (%)
	1821	

Sex	Male	35	16.1
	Female	183	83.9
Race	Malay	196	89.9
	Chinese	13	6.0
	Indian	9	4.1
Religion	Muslim	199	91.3
	Christian	9	4.1
	Buddha	8	3.7
	Others	2	0.9
Age range	20 – 24 years	116	53.2
	25 – 29 years	37	17
	30 – 34 years	24	11
	35 – 39 years	14	6.4
	40 - 44 years	11	5.0
	45 – 49 years	8	3.7
	50 and above	8	3.7

Table 1 shows the descriptive statistics of the respondent's demographic profile. The table indicates that the total number of respondents in this survey is 218. The total number of male respondents was 35 (16.1%), while 183 (83.9%) were female respondents. This shows that more female respondents answered the survey than male respondents.

There are three main different races in this survey. The highest number of respondents was Malays, consisting of 196 respondents with a value of 89.9 percent. The lowest are from Indian, with 9 respondents with a value of 4.1 percent. The Malay respondents answer the questionnaire mainly because a majority of people in Kelantan are Malays. Furthermore, there are four main different religions in this survey. The highest number of religions which has responded to this questionnaire was the Muslim religion, with a frequency of 199 respondents with a value of 91.3 %, whereas the lowest was respondents from the other religion, with a frequency of 2 respondents and 0.7%. Most of the respondents come from young adults (22 years old) compared to other age groups.

Section B in the questionnaire shows different variables of customer emotions toward the spa, such as satisfaction with the spa visited, spa treatment or services used, and emotion after visiting the spa.

Descriptive Analysis

Table 2 below shows the descriptive analysis for the independent variable, reliability, assurance, empathy, responsiveness, and dependent variable spa customers' emotions.

Table 2: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Reliability	When the therapist confirms the appointment at a certain time, they will perform the treatment as prescribed.	4.26	0.819
	The therapist is dependable.	4.15	0.878
	The therapist can explain the charges for services clearly.	4.15	0.851
	The spa keeps customer records confidentially.	4.15	0.954
	When a customer has a problem, the therapist shows sincerity to solve the problem.	4.20	0.849
Assurance	The spa is always clean.	4.28	0.870
	The products used are of good quality (natural ingredients or trustworthy brands).	4.28	0.837
	The environment of the spa is safe.	4.27	0.844
	The spa provides proper changing facilities.	4.33	0.886
	Spa management shall take all reasonable measures to ensure the security of customers and their possessions during their time at the spa.	4.41	0.823
Empathy	The therapist knows what the customers' needs are.	4.27	0.861
	Treatment at the spa has its own charm.	4.27	0.898

	The spa operates at a convenient time for customers to receive treatment.	4.32	0.851
	The spa offers a variety of treatments to suit the customer's needs.	4.37	0.823
	The service received from the therapist was very satisfactory.	4.30	0.836
Responsiveness	The therapist deliver prompt service to customers.	4.27	0.903
	The therapist is always willing to help customers.	4.33	0.831
	The therapist explained the types of service provided clearly.	4.34	0.862
	The therapist is never too busy to respond to customer requests.	4.08	0.999
	The therapist is professional in providing the service.	4.31	0.892
Spa Customers	I felt calm after the treatment.	4.40	0.793
Emotional	I felt secure at the spa.	4.32	0.812
	I felt comfortable with their treatment.	4.39	0.767
	I felt excited at the spa.	4.33	0.837
	I felt satisfied with their treatment.	4.39	0.831

The first item in the independent variable of reliability is “When the therapist confirms the appointment at a certain time, they will perform the treatment as prescribed,” which has a mean of 4.26 (SD=0.819). “The therapist is dependable” is the second item. It has the same mean as items “The therapist can explain the charges for services clearly and “The spa keeps customer records confidentially,” which are 4.15.

Furthermore, the first item in the independent variable of Assurance is, “The spa is always clean” has a mean of 4.28 (SD=0.870). The second item is “The products used are of good quality (natural

ingredients or trustworthy brands) has a mean also 4.28 (SD=0.837). “The environment of the spa is safe” has the lowest mean of 4.27 (SD=0.844). The fourth item, “The spa provides proper changing facilities” has a mean of 4.33 (SD=0.886). “Spa management shall take all reasonable measures to ensure the security of customers and their possessions during their time at the spa” is the fifth item with the highest mean, 4.41 (SD=0.823).

Besides that, the first item in the independent variable of empathy is “The therapist knows what the customer needs are”. It has the lowest mean of 4.27 (SD=0.861). The second item, “Treatment at the spa has its own charm” has the same mean of 4.27 (SD=0.898). The third item, "The spa operates at a convenient time for customers to receive treatment, " has a mean of 4.32 (SD=0.851). The item “The spa offers a variety of treatments to suit the customer’s needs” is the highest mean of 4.37 (SD=0.823). The fifth item, "The service received from the therapist was very satisfactory, " has a mean of 4.30 (SD=0.836).

In addition, the first item in the independent variable of responsiveness, “The therapist delivers prompt service to customers” has a mean of 4.27 (SD=0.903). “The therapist is always willing to help customers” is the second item of responsiveness, with a mean of 4.33 (SD=0.831). The third item, "The therapist explain the types of service provided clearly” has the highest mean of 4.34 (SD=0.862). The fourth item, "The therapist are never too busy to respond to customer requests” has the lowest mean, which is 4.08 (SD=0.999). The fifth item is “The therapist is professional in providing the service”. It has a mean of 4.31 (SD=0.892).

Other than that, the first item in the dependent variable of spa customer emotion is “I felt calm after treatment”. This item has a mean of 4.40 (SD=0.793), which is at the strong agree level. The second item is “I felt secure at the spa”. It has the lowest mean of 4.32 (SD=812), which is at the strong agree level. The third item is “I felt comfortable with their treatment” with a mean of 4.39 (SD=7.67). “I felt excited at the spa” is the fourth item of Spa customer emotion. It has a mean of 4.33 (SD=0.837). The fifth item, “I felt satisfied with their treatment” has a mean of 4.39 (SD=0.831).

Reliability Analysis

Result of Reliability Analysis

Table 3 below shows the reliability analysis of this research.

Table 3: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Reliability	5	0.933
Assurance	5	0.950

Empathy	5	0.956
Responsiveness	5	0.949
Spa Customers Emotional	5	0.970

Table 3 above demonstrates the reliability of 5 variables. Cronbach's Alpha turned into used to observe the reliability of the 25 gadgets and used to degree the 5 constructs. In addition, the effects in Table 4.6 display that the reliability of every assemble stages from 0.933 to 0.949. All the variables have been above the cost of 0.7. As an end result of the pilot test, the general end result turned into acceptable. According to the effects, spa client emotion has the best coefficient of 0.970, even as reliability has the bottom coefficient of 0.933.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis Result

Hypothesis	P-Value	Result
H1: There is a significant relationship between reliability and emotional impact on spa customers in Kota Bharu, Kelantan.	0.001	H1 is accepted
H2: There is a significant relationship between assurance and emotional impact on spa customers in Kota Bharu, Kelantan.	0.001	H2 is accepted
H3: There is a significant relationship between empathy and emotional impact on spa customers in Kota Bharu, Kelantan.	0.001	H3 is accepted
H4: There is a significant relationship between responsiveness and emotional impact on spa customers in Kota Bharu, Kelantan.	0.001	H4 is accepted

Table 4 shows the result of Pearson correlation analysis based on the hypothesis. According to results, the significant p-value of H1 is 0.001 which is below 0.05. Thus, the study can reject the null hypothesis. There is significant relationship between reliability and post-service spa customers' emotions. And it made hypothesis is accepted. Next, the significant p-value of H2 is 0.001 which is below 0.05 and the p-value is under 0.05. There is a significant relationship between assurance and post-service spa

customers' emotions, and the hypothesis is accepted. In addition, the significant p-value of H3 is 0.001 which is below 0.05 and the p-value is under 0.05. There is significant relationship between empathy and post-service spa customers' emotions, and the hypothesis is accepted. Lastly, the significant p-value of H4 is 0.001 which is below 0.05 and the p-value is under 0.05. There is significant relationship between responsiveness and post-service spa customers' emotions, and it was hypothesis accepted.

DISCUSSION AND RECOMMENDATION

Discussion on Hypothesis 1

Reliability is the capacity to offer the promised carrier reliably and accurately. In an extensive sense, reliability manner that the organisation promises on its guarantees concerning the availability of services or products offered, trouble fixing and charges given to spa customers. Most of the respondents agreed with the consequences of this observe via way of means of displaying a correlation coefficient of 0.789 because of this that a completely nice dating even as the p-price is 0.000 that is much less than the excessive widespread stage that is 0.01. This observe can show the reliability of spa patron emotional. Therefore, in an effort to offer pride to therapist customers, it's far essential to boom using fitness merchandise for spa customers.

Discussion on Hypothesis 2

The second hypothesis is assurance, the therapist's knowledge, politeness, and ability to create confidence in spa customers. The results of the study show that the correlation coefficient is 0.793, indicating a very positive relationship, so the agreement between the respondents is high, with a p-value of 0.000, which is below the significance level of 0.01. Security is therefore very important to give spa customers trust and confidence.

Discussion on Hypothesis 3

The third hypothesis is empathy. This is indicating a being concerned attitude, and the non-public interest given to spa customers. The essence of the empathy measurement is to expose the client via the carrier supplied that the client is special, and their wishes may be understood. As an end result of the

study, the respondents agreed via way of means of displaying a correlation coefficient of 0.803 at the same time as the p-cost is 0.000 that's much less than the 0.01 sizeable level. This indicates that empathy is carefully associated with client relations, is the capability to experience or revel in what some other individual is feeling or experiencing via way of means of imagining what it might be want to be in that individual's position. Therefore, empathy is carefully associated with emotional client spa.

Discussion on Hypothesis 4

A fourth hypothesis is responsiveness. This is the awareness and desire to support clients who come to the spa for beauty treatments. Most respondents supported the results of this study, with a correlation coefficient of 0.777 and a p-value of 0.000, below the significance value of 0.01. This emphasizes diligence and accuracy in dealing with customer requests, inquiries and complaints. Therefore, in order to increase client satisfaction, therapists should provide clear explanations and due consideration to clients who request spa treatments.

Discussion on Hypothesis 5

This discussion aims to assess the post-service experience on emotional effects on spa users in Kota Bharu, Kelantan. The results of the study show that there is a significant relationship between the independent variables namely reliability, assurance, empathy, responsiveness while the dependent variable is the emotional impact on spa users in Kota Bharu, Kelantan. Independent variables and dependent variables are very influential during the study. Then, to show stronger evidence during the study, the researcher found that person correlation showed positive.

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 survey scope to all regions rather than focusing only on Kota Bharu, Kelantan. Because future research will be able to collect more comprehensive data in all areas to gather and efficiently confirm facts. The collected data will also allow us to more accurately determine how spa customers feel after their treatments.

Then future researchers will be able to update, improve and recreate the journal. In this study, researchers used standard journals to compare data from Western countries. As a result, cultural differences between Western and Eastern students may reflect different perspectives and make different recommendations, resulting in a based situation.

CONCLUSION

In conclusion, the study's objectives are to analyse the role of reliability to the emotional impact of spa customers, analyse the role of assurance in influencing the emotions of spa customers, measure the role of empathy aspect spa customers, and measure responsiveness towards spa emotion in Kota Bharu, Kelantan. The hypothesis of this study was developed using Pearson Correlation Coefficient and descriptive analysis. The study's findings were provided in the previous chapter. The findings, limitations, and suggestions of this study will be discussed in this chapter. From the results obtained, it is found that there is a significant relationship between the four independent variables, which are reliability, assurance, empathy, and responsiveness, assessing the post-service experience of the spa on emotions among spa customers in Kota Bharu, Kelantan.

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