Employee Behaviors, Customer Emotions, and Customer Behaviors in Positive Service Encounters

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Abstract

The aim of this study is to investigate the relationships among employee behaviors, customers’ positive emotions, and subsequent customer behaviors in positive interactions between employees and customers. Utilizing the theory of cognitive appraisal and the theory of positive emotions, the author proposes a comprehensive framework of positive service encounters in hotel settings. A survey design is employed with target sample who had a positive interaction with an employee at hotels in the recent six months. The data analysis is performed in two steps with first step Confirmatory Factor Analysis and second step Structural Equation Modeling. The results indicate that different types of employee behaviors have distinct effects on customers’ discrete positive emotions. Subsequently, each discrete positive emotion has dissimilar influences on different dimensions of customer behaviors. This study sheds light on the relationships among employee behaviors, customers’ positive emotions, and customer behaviors in positive service encounter literature and provides practical implications for training employees to generate positive customer behaviors.

Key Words: Employee behaviors, customer emotions, customer behaviors, positive service encounters