

# **SERVICES MARKETING**

**"A MODEL OF  
SERVICES  
CONSUMPTION"**

**KHAIRANI ARSHAD**





Sales

Import Export

Trade

# **SERVICES MARKETING**

**"A MODEL OF SERVICES  
CONSUMPTION"**

**KHAIRANI ARSHAD**



First Edition  
First Print 2023  
© Politeknik Merlimau, 2023

All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanic methods, without the prior written permission of the writer, except in the case of brief quotations embodied in reviews and specific other non-commercial uses.

**Khairani Arshad**

Published by:  
Politeknik Merlimau,  
Kementerian Pendidikan Tinggi,  
77300 Merlimau, Melaka  
Tel: 06-263 6687  
Fax: 06-2636678  
<https://pmm.mypolycc.edu.my/>



Cataloguing-in-Publication Data

Perpustakaan Negara Malaysia

A catalogue record for this book is available  
from the National Library of Malaysia

eISBN 978-967-2762-77-5





## **EDITORIAL BOARD**

### **Managing Editors:**

Sr Firhan bin Salian  
Siti Nor Fardilla binti Harun  
Noraini binti Ya'cub

### **Editor:**

Norwidayati binti Ahmad@Nasiman

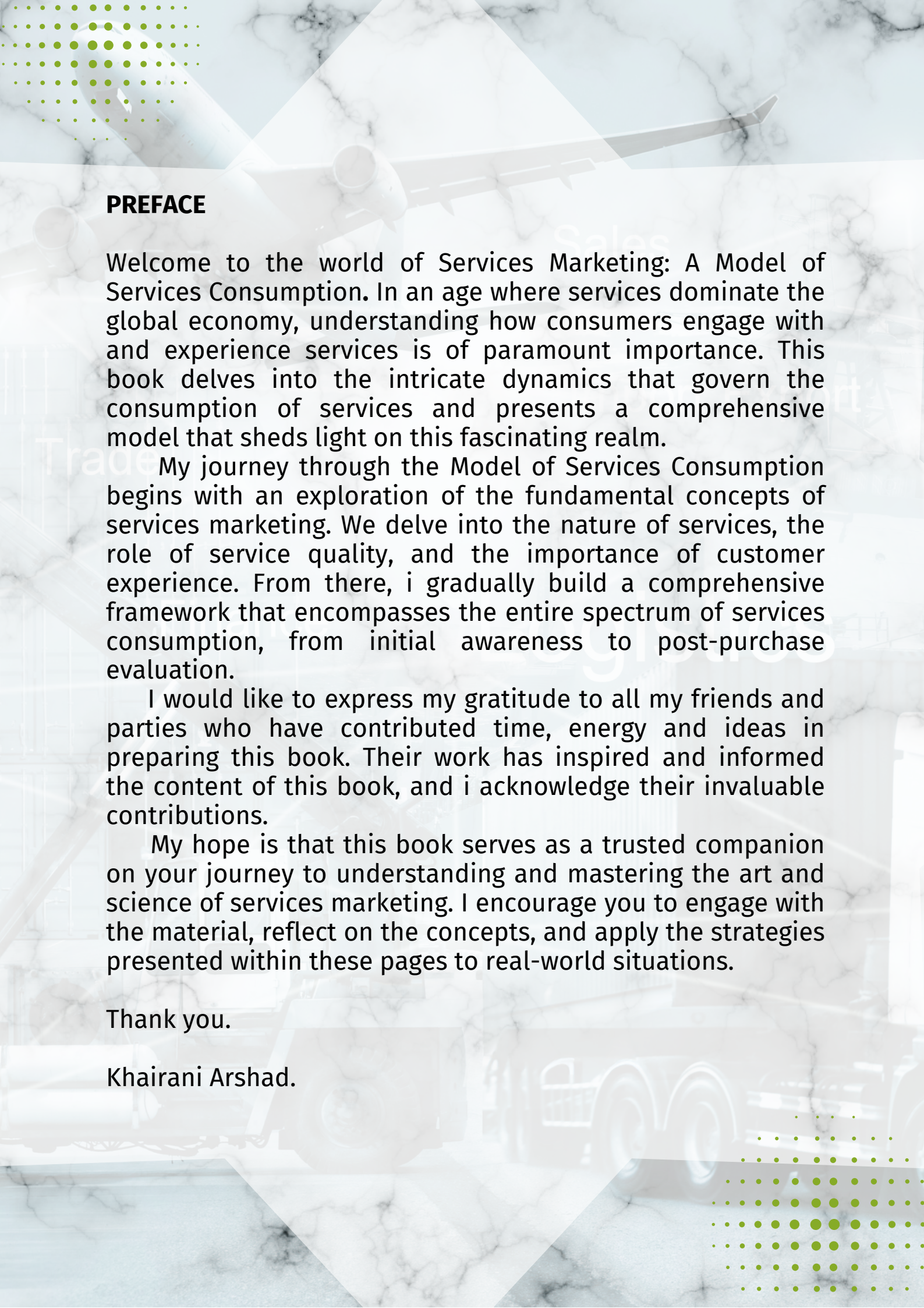
### **Designer:**

Khairani binti Arshad

### **Proofreading & Language Editing:**

Maisarah binti Abd Latif  
Nurul Nadiha binti Kassim  
Noor Syahrina Azween binti Md Saru





## **PREFACE**

Welcome to the world of Services Marketing: A Model of Services Consumption. In an age where services dominate the global economy, understanding how consumers engage with and experience services is of paramount importance. This book delves into the intricate dynamics that govern the consumption of services and presents a comprehensive model that sheds light on this fascinating realm.

My journey through the Model of Services Consumption begins with an exploration of the fundamental concepts of services marketing. We delve into the nature of services, the role of service quality, and the importance of customer experience. From there, I gradually build a comprehensive framework that encompasses the entire spectrum of services consumption, from initial awareness to post-purchase evaluation.

I would like to express my gratitude to all my friends and parties who have contributed time, energy and ideas in preparing this book. Their work has inspired and informed the content of this book, and I acknowledge their invaluable contributions.

My hope is that this book serves as a trusted companion on your journey to understanding and mastering the art and science of services marketing. I encourage you to engage with the material, reflect on the concepts, and apply the strategies presented within these pages to real-world situations.

Thank you.

Khairani Arshad.





# TABLE OF CONTENTS

|                                                           |           |
|-----------------------------------------------------------|-----------|
| <b>A MODEL OF SERVICE CONSUMPTION</b>                     | <b>01</b> |
| <b>THE PURCHASE PROCESS FOR SERVICES</b>                  | <b>02</b> |
| <b>A PRE-PURCHASE STAGE</b>                               | <b>03</b> |
| • Need Awareness                                          | 05        |
| • Information Search                                      | 06        |
| • Evaluation of Alternative                               | 07        |
| • Purchase Decision                                       | 13        |
| Exercise 1                                                | 14        |
| <b>B SERVICE ENCOUNTER STAGE</b>                          | <b>15</b> |
| Service Encounters                                        | 16        |
| The Category of Service Processes                         | 17        |
| • People Processing                                       | 19        |
| • Possession Processing                                   | 20        |
| • Mental Stimulus Processing                              | 21        |
| • Information Processing                                  | 22        |
| Customer Involvement In Service Encounters                | 23        |
| • High-contact Services                                   | 25        |
| • Low-contact Services                                    | 26        |
| • Medium-contact Services                                 | 28        |
| Servuction System: Service Production & Delivery          | 29        |
| • Service Operation System                                | 31        |
| • Service Delivery System                                 | 31        |
| • Service Marketing System                                | 31        |
| The Flowchart of Service Experience                       | 39        |
| Exercise 2                                                | 44        |
| <b>C POST-ENCOUNTER STAGE</b>                             | <b>45</b> |
| Customer Satisfaction Is Central to the Marketing Concept | 46        |
| Customer Delight: Going Beyond Satisfaction               | 47        |
| <b>CHAPTER SUMMARY</b>                                    | <b>48</b> |
| <b>VIDEO SIMULATION OF SERVICE CONSUMPTION</b>            | <b>51</b> |
| <b>EXERCISE ANSWERS</b>                                   | <b>52</b> |
| <b>REFERENCE</b>                                          | <b>55</b> |





# **A MODEL OF SERVICE CONSUMPTION**

## ***MODEL PENGGUNAAN PERKHIDMATAN***

### **THE THREE-STAGE MODEL OF SERVICE CONSUMPTION**

#### ***MODEL TIGA PERINGKAT PENGGUNAAN PERKHIDMATAN***

**A. PRE-PURCHASE STAGE**  
***PERINGKAT PRA-PEMBELIAN***

**B. SERVICE ENCOUNTER STAGE**  
***PERINGKAT PERTEMUAN PERKHIDMATAN***

**C. POST-ENCOUNTER STAGE**  
***PERINGKAT SELEPAS PERTEMUAAN***



# THE PURCHASE PROCESS FOR SERVICES

## *PROSES PEMBELIAN UNTUK PERKHIDMATAN*

### **Pre-Purchase Stage** *Peringkat Pra-pembelian*

**Search, evaluation of alternatives, decision**  
*Pencarian, penilaian alternatif, keputusan*



### **Service Encounter Stage** *Peringkat Pertemuan Perkhidmatan*

**Role in high-contact vs. low-contact delivery**  
*Berperanan dalam penyampaian hubungan-tinggi vs. hubungan-rendah*



### **Post-Encounter Stage** *Peringkat Selepas Pertemuan*

**Evaluation against expectations, future intentions**  
*Penilaian terhadap jangkaan, niat pada masa hadapan*



# A. PRE-PURCHASE STAGE – OVERVIEW

## PERINGKAT PRA-PEMBELIAN - GAMBARAN KESELURUHAN

### Pre-Purchase Stage

*Peringkat Pra-pembelian*



### Service Encounter Stage

*Peringkat Pertemuan Perkhidmatan*



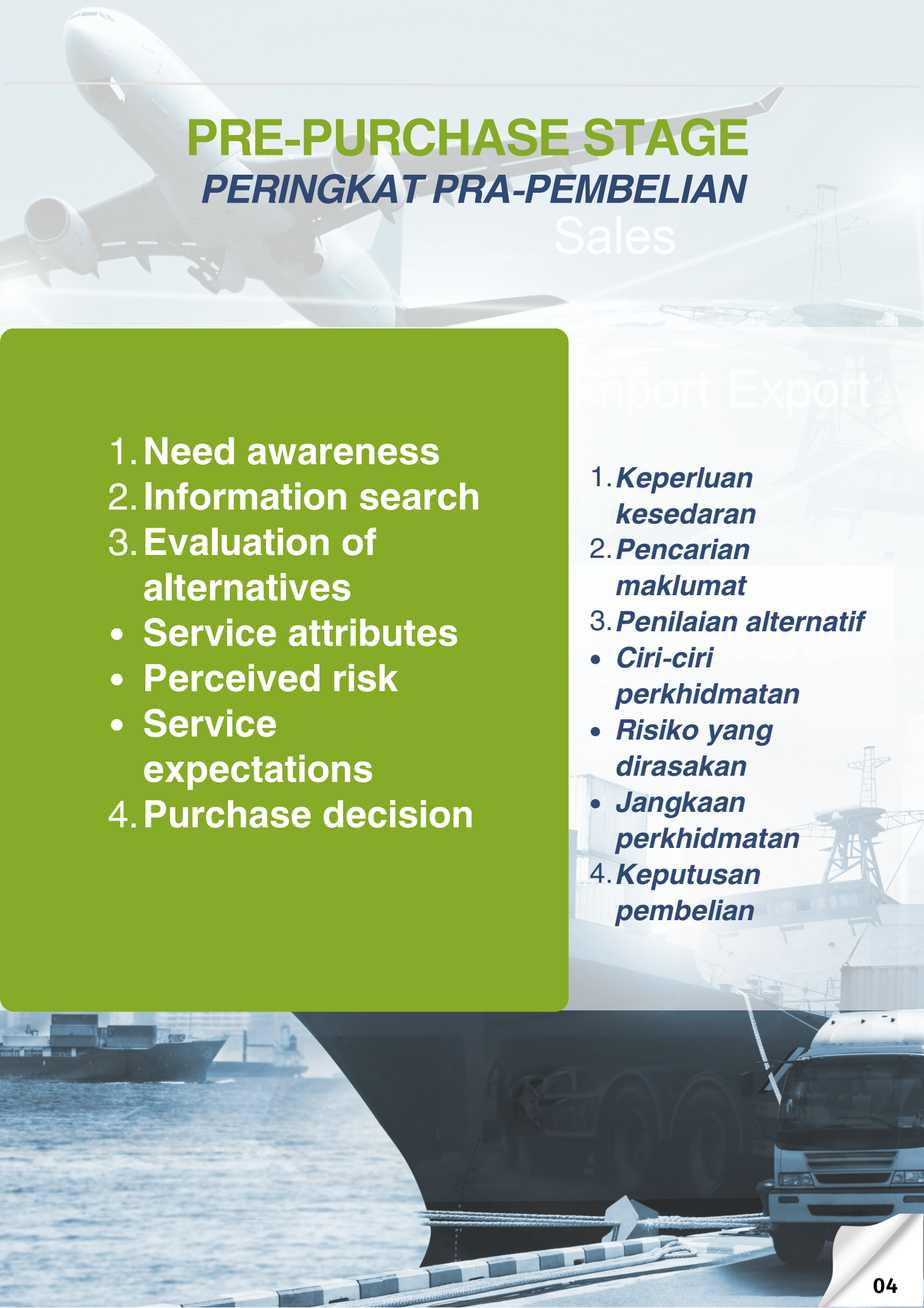
### Post-Encounter Stage

*Peringkat Selepas Pertemuan*

- Customers seek solutions to emerging needs.
- Evaluating a service can be difficult.
- Uncertainty about outcomes increases perceiving risks.
- What are the risk of reduction strategies can service suppliers develop?
- Understanding customers' service expectations
- Components of customer expectations
- Making a service purchase decision

- *Pelanggan mencari penyelesaian kepada keperluan yang timbul.*
- *Menilai sesuatu perkhidmatan mungkin adalah sukar.*
- *Ketidakpastian tentang hasil meningkatkan persepsi risiko*
- *Apakah strategi pengurangan risiko yang boleh dibuat oleh pembekal perkhidmatan?*
- *Memahami jangkaan perkhidmatan pelanggan*
- *Komponen jangkaan pelanggan*
- *Membuat keputusan pembelian perkhidmatan*





# PRE-PURCHASE STAGE

## PERINGKAT PRA-PEMBELIAN

Sales

Import Export

1. Need awareness
2. Information search
3. Evaluation of alternatives
  - Service attributes
  - Perceived risk
  - Service expectations
4. Purchase decision

1. *Keperluan kesedaran*
2. *Pencarian maklumat*
3. *Penilaian alternatif*
  - *Ciri-ciri perkhidmatan*
  - *Risiko yang dirasakan*
  - *Jangkaan perkhidmatan*
4. *Keputusan pembelian*



# 1. PRE-PURCHASE STAGE - NEED AWARENESS

## PERINGKAT PRA-PEMBELIAN - KEPERLUAN KESEDARAN

- A service purchase is triggered by an underlying need (need arousal).
- Needs may be due to:
  - People's unconscious minds (e.g.; aspirations)
  - Physical conditions (e.g., chronic back pain)
  - External sources (e.g., marketing activities)
- When a need is recognized, people are likely to take action to resolve it.

- *Pembelian perkhidmatan dicetuskan oleh keperluan asas (keperluan rangsangan).*
- *Keperluan mungkin disebabkan oleh:*
  - *Fikiran bawah sedar manusia (cth., aspirasi)*
  - *Keadaan fizikal (cth., sakit belakang kronik)*
  - *Sumber luaran (cth., aktiviti pemasaran)*
- *Apabila sesuatu keperluan diiktiraf, seseorang berkemungkinan mengambil tindakan untuk menyelesaikannya.*



## 2. PRE-PURCHASE STAGE – INFORMATION SEARCH

### *PERINGKAT PRA-PEMBELIAN –PENCARIAN MAKLUMAT* Sales

- When a need is recognized, people will search for solutions.
  - Several alternatives may come to mind and these form the *evoked set*.- Evoked set - set of possible services or brands that a customer may consider in the decision process.
  - When there is an evoked set, the different alternatives need to be evaluated before a final choice is made.
  - Ex; infrastructure, staff clothing, exterior of bus, furniture
- *Apabila keperluan diiktiraf, seseorang akan mencari penyelesaian.*
  - *Beberapa alternatif mungkin terlintas di fikiran dan ini membentuk set evoked*  
- *Set evoked - set perkhidmatan atau jenama yang mungkin boleh dipertimbangkan oleh pelanggan dalam proses membuat keputusan.*
  - *Apabila terdapat set evoked, alternatif yang berbeza perlu dinilai sebelum pilihan muktamad dibuat.*
  - *Cth; infrastruktur, pakaian kakitangan, bahagian luar bas, perabot.*



### 3. PRE-PURCHASE STAGE - EVALUATION OF ALTERNATIVES

*PERINGKAT PRA-PEMBELIAN - PENILAIAN  
ALTERNATIF*

- **Service Attributes** help customers evaluate a product before purchase-style, color, texture, taste, sound.
- **Experience Attributes** cannot be evaluated before purchase-must "experience" product to know it-vacations, sporting events, medical procedures.
- **Credence Attributes** are product characteristics that customers find impossible to evaluate confidently even after purchase and consumption-quality of repair and maintenance work.

- **Ciri-ciri Perkhidmatan** membantu pelanggan menilai sesuatu produk sebelum pembelian-gaya, warna, tekstur, rasa, bunyi.
- **Ciri-ciri Pengalaman** tidak boleh dinilai sebelum membeli-mesti "mengalami" produk untuk mengetahuinya-percutian, acara sukan, prosedur perubatan.
- **Ciri-ciri Kepercayaan** ialah ciri produk yang pelanggan dapati adalah mustahil untuk menilai dengan yakin walaupun selepas pembelian dan penggunaan-kualiti kerja-kerja pembaikan dan penyelenggaraan.



## Perceived Risks

- Functional - unsatisfactory performance outcomes.
- Financial- monetary loss, unexpected extra costs.
- Time - wasted time, delays leading to problems.
- Physical- personal injury, damage to possessions.
- Psychological - fears and negative emotions
- Social - how others may think and react
- Sensory - unwanted impact on any of five senses.
- Ex; steroids in medicine, money loss, physical injury, surprised people, mental cost.

## Persepsi Risiko

- *Berfungsi - hasil prestasi yang tidak memuaskan.*
- *Kewangan- kerugian kewangan, kos tambahan yang tidak dijangka.*
- *Masa - masa terbuang, kelewatan yang membawa kepada masalah.*
- *Fizikal- kecederaan peribadi, kerosakan harta benda.*
- *Psikologi - ketakutan dan emosi negatif.*
- *Sosial - bagaimana orang lain boleh berfikir dan bertindak balas.*
- *Deria - kesan yang tidak diingini pada mana-mana lima deria.*
- *Cth; steroid dalam perubatan, kehilangan wang, kecederaan fizikal, seseorang yang terkejut, kos mental.*



## Perceived Risks - How Do Consumers Handle Them?

- Seeking information from respected personal sources.
- Using Internet to compare service offerings and search for independent reviews and ratings.
- Relying on a firm that has a good reputation
- Looking for guarantees and warranties.
- Visiting service facilities or trying aspects of service before purchasing.
- Asking knowledgeable employees about competing services.
- Ex; referring internet and rating, employees, reputed firm, guarantee and warranty

## Persepsi Risiko-Bagaimana Pengguna Mengendalikannya?

- Mencari maklumat daripada sumber peribadi
- Menggunakan internet untuk membandingkan tawaran perkhidmatan dan mencari kebebasan mengulas dan menaraf.
- Bergantung pada firma yang mempunyai reputasi yang baik
- Mencari jaminan dan waranti.
- Melawat kemudahan perkhidmatan atau mencuba aspek perkhidmatan sebelum membeli.
- Bertanya kepada pekerja yang berpengetahuan tentang persaingan perkhidmatan.
- Cth; merujuk internet dan penarafan, pekerja, reputasi firma, jaminan dan waranti.

## Service Expectations

- Customers evaluate service quality by comparing what they expect against what they perceive.
- Situational and personal factors also considered.
- Expectations of good service vary from one business to another, and differently positioned service providers in same industry
- Expectations change over time & are influenced by factors; **supplier controlled, advertising, pricing, new technologies, service innovation and social trends, access to media & internet.**

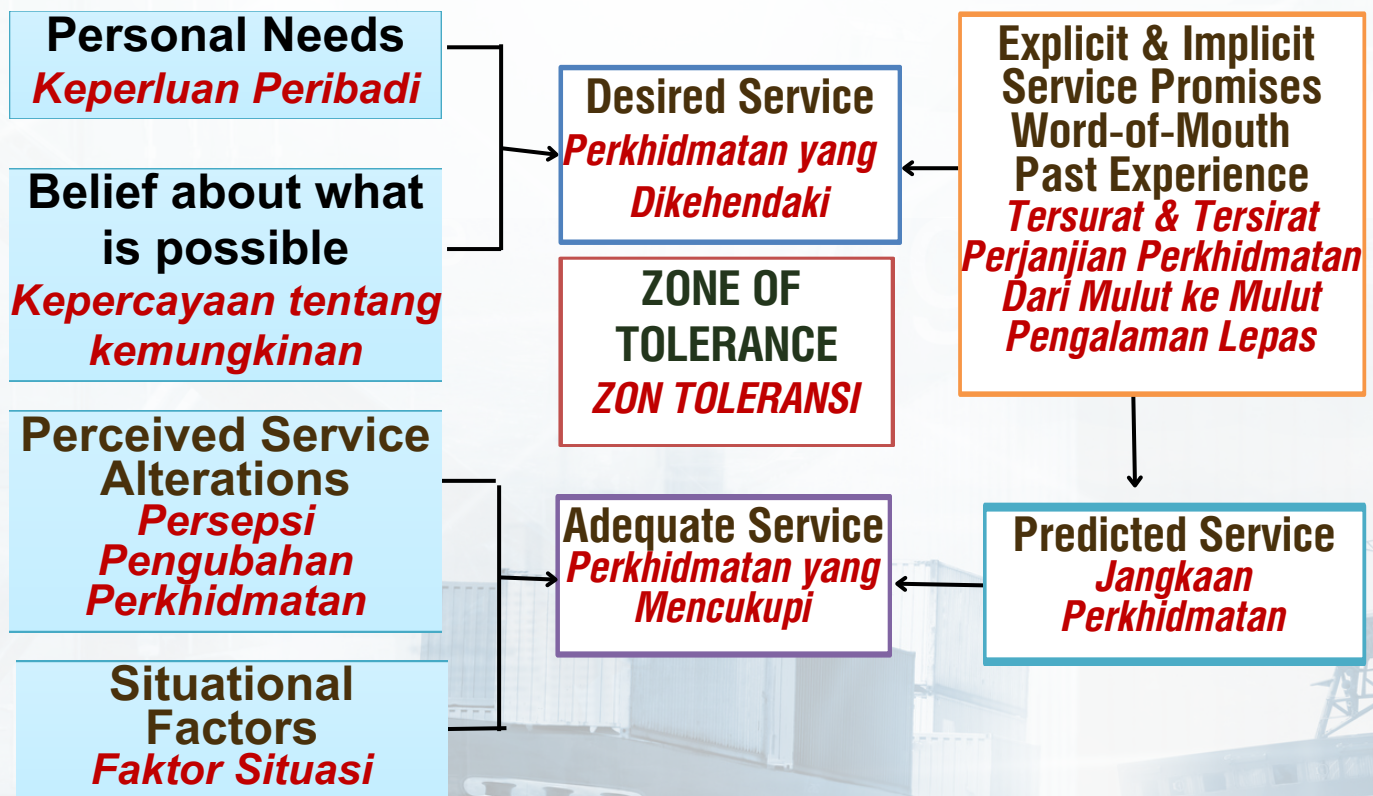
## Jangkaan Perkhidmatan

- *Pelanggan menilai kualiti perkhidmatan dengan membandingkan apa yang mereka harapkan dengan apa yang mereka rasa.*
- *Faktor situasi dan peribadi juga dipertimbangkan.*
- *Jangkaan perkhidmatan yang baik berbeza-beza dari satu perniagaan ke perniagaan yang lain dan penyedia perkhidmatan yang berbeza kedudukannya dalam industri yang sama.*
- *Jangkaan berubah dari semasa ke semasa & dipengaruhi oleh faktor-faktor; kawalan pembekal, pengiklanan, harga, teknologi baharu, inovasi perkhidmatan dan gaya sosial, akses kepada media & internet.*



# SERVICE EXPECTATIONS - FACTORS INFLUENCING CONSUMER EXPECTATIONS OF SERVICE

## JANGKAAN PERKHIDMATAN - FAKTOR-FAKTOR YANG MEMPENGARUHI JANGKAAN PENGGUNA TERHADAP PERKHIDMATAN

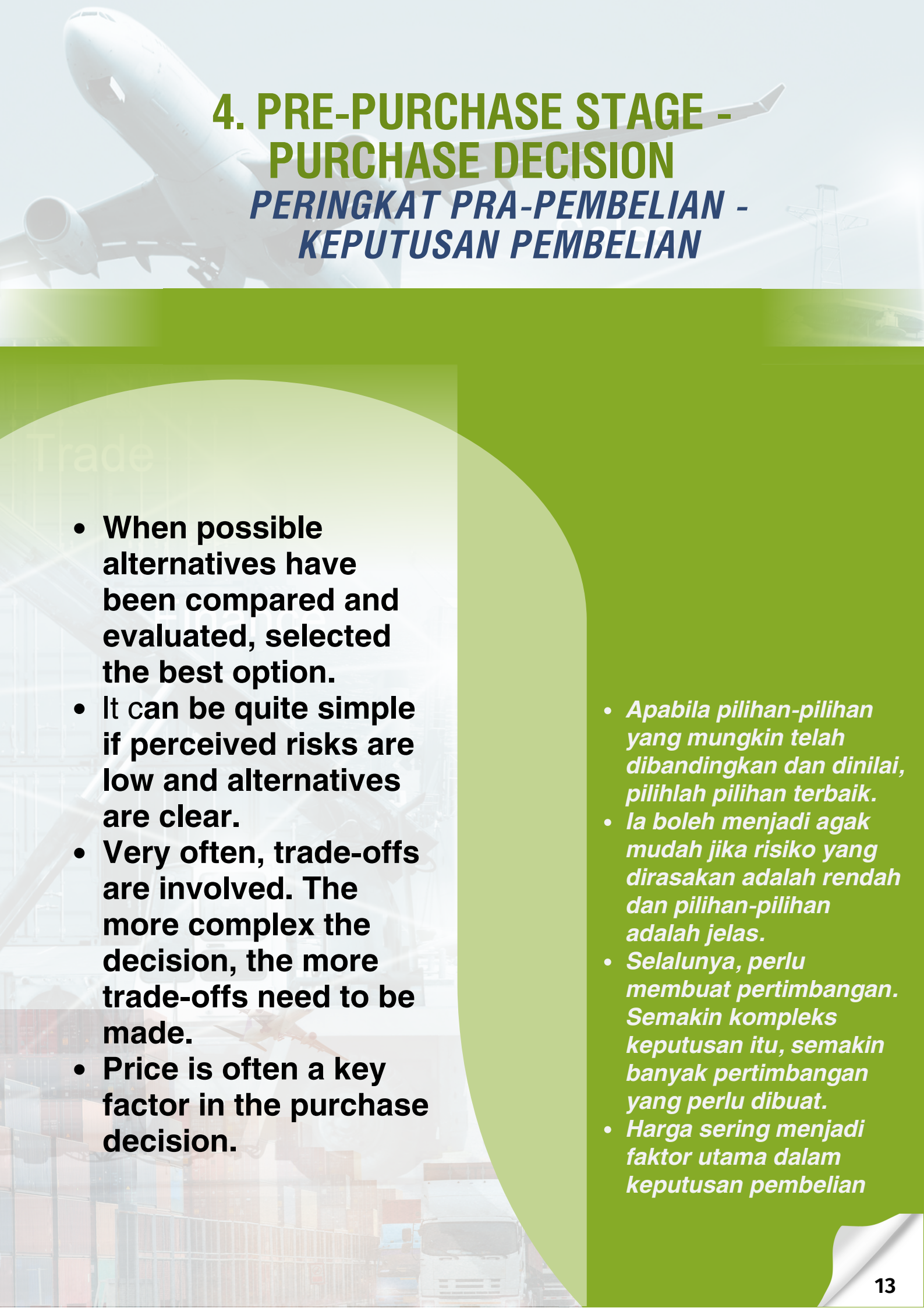


# SERVICE EXPECTATIONS -COMPONENTS OF CUSTOM EXPECTATIONS

## JANGKAAN PERKHIDMATAN -KOMPONEN JANGKAAN TERSUAI

- **Desired Service Level:**
    - Wished-for level of service quality that customer believes can and should be delivered
  - **Adequate Service Level:**
    - Minimum acceptable level of service
  - **Predicted Service Level:**
    - Service level that customer believes firm will actually deliver
  - **Zone of Tolerance:**
    - Range within which customers are willing to accept variations in service delivery
- **Tahap Perkhidmatan yang dikehendaki:**
    - Tahap kualiti perkhidmatan yang diharapkan yang boleh dipercayai pelanggan dan harus disampaikan.
  - **Tahap Perkhidmatan yang mencukupi:**
    - Tahap perkhidmatan minimum yang boleh diterima
  - **Tahap Perkhidmatan yang Diramalkan:**
    - Tahap perkhidmatan yang pelanggan percaya benar-benar akan disampaikan oleh firma
  - **Zon Toleransi:**
    - Julat di mana pelanggan bersedia menerima variasi dalam penyampaian perkhidmatan





## 4. PRE-PURCHASE STAGE - PURCHASE DECISION

### *PERINGKAT PRA-PEMBELIAN - KEPUTUSAN PEMBELIAN*

#### Trade

- When possible alternatives have been compared and evaluated, selected the best option.
  - It can be quite simple if perceived risks are low and alternatives are clear.
  - Very often, trade-offs are involved. The more complex the decision, the more trade-offs need to be made.
  - Price is often a key factor in the purchase decision.
- *Apabila pilihan-pilihan yang mungkin telah dibandingkan dan dinilai, pilihlah pilihan terbaik.*
  - *la boleh menjadi agak mudah jika risiko yang dirasakan adalah rendah dan pilihan-pilihan adalah jelas.*
  - *Selalunya, perlu membuat pertimbangan. Semakin kompleks keputusan itu, semakin banyak pertimbangan yang perlu dibuat.*
  - *Harga sering menjadi faktor utama dalam keputusan pembelian*

---

# EXERCISE 1

Answer the following questions.

---

① Describe **THREE(3)** stages of service consumptions?  
*Huraikan **TIGA(3)** peringkat penggunaan perkhidmatan?*

② State **FOUR (4)** proses in Pre-purchase Stage?  
*Nyatakan **EMPAT (4)** proses dalam Peringkat Pra-pembelian?*

③ Ali and his family plan to travel to Langkawi during the school holidays and need a hotel room to stay. Use **FOUR (4)** processes in the pre-purchase stage that Ali did to stay at the hotel.

*Ali bersama-sama keluarganya bercadang untuk melancong di Langkawi ketika cuti persekolahan dan memerlukan bilik hotel untuk menginap. Guna **EMPAT (4)** proses dalam peringkat pra-pembelian yang dilakukan Ali untuk menginap di hotel tersebut.*



## B. SERVICE ENCOUNTER STAGE- OVERVIEW

### PERINGKAT PERTEMUAN PERKHIDMATAN- GAMBARAN KESELURUHAN

#### **Pre-purchase Stage**

*Peringkat Pra-  
pembelian*



#### **Service Encounter Stage**

*Peringkat Pertemuan  
Perkhidmatan*



#### **Post-Encounter Stage**

*Peringkat Selepas  
Pertemuan*

- Service encounters range from high-to low-contact
- Understanding the servuction system
- Theater as a metaphor for service delivery: An integrative perspective
  - Service facilities
  - Personnel
  - Role and script theories

- *Pertemuan perkhidmatan terdiri daripada hubungan tinggi hingga rendah*
- *Memahami sistem servuksi*
- *Teater sebagai metafora untuk penyampaian perkhidmatan: Integratif perspektif*
  - *Kemudahan perkhidmatan*
  - *Kakitangan*
  - *Peranan dan teori skrip*



# **SERVICE ENCOUNTER**

## **PERTEMUAN PERKHIDMATAN**

Sales

- It is an interaction between a customer and a service provider.
- Customer interaction with:
  - customer-employees contact
  - machines
  - automated systems
  - physical facilities
  - other service provider visible elements
- is a period of time during which customers interact directly with the service.

- *ia adalah interaksi antara pelanggan dan pembekal perkhidmatan.*
- *Interaksi pelanggan dengan:*
  - *hubungan pelanggan-pekerja*
  - *mesin*
  - *sistem automatik*
  - *kemudahan fizikal*
  - *elemen yang boleh dilihat oleh pembekal perkhidmatan lain*
- *ialah tempoh masa di mana pelanggan berinteraksi secara langsung dengan perkhidmatan.*



# THE CATEGORY OF SERVICE PROCESSES

## KATEGORI PROSES PERKHIDMATAN

- Based on differences in nature of service act (tangible/intangible) and who or what is direct recipient of service (people/possessions), there are four categories of services:

- People processing
- Possession processing
- Mental stimulus processing
- Information processing

- *Berdasarkan perbezaan dalam sifat tindakan perkhidmatan (fizikal / bukan fizikal) dan siapa atau apa penerima langsung perkhidmatan (orang / pemilikan), terdapat empat kategori perkhidmatan:*
  - *Pemprosesan orang*
  - *Pemprosesan pemilikan*
  - *Pemprosesan rangsangan mental*
  - *Pemprosesan maklumat*

# CATEGORY OF SERVICES

## KATEGORI PERKHIDMATAN

| Nature of the Service Action | People                                                                                                                                                        | Possessions                                                                                                                                                          |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tangible Actions             | <b>People-processing</b> <ul style="list-style-type: none"> <li>Services directed at people's bodies</li> <li>Ex; Barbers, Health Care</li> </ul>             | <b>Possession-processing</b> <ul style="list-style-type: none"> <li>Services directed at physical possessions</li> <li>Ex; Refueling, Disposal/ Recycling</li> </ul> |
| Intangible Actions           | <b>Mental stimulus-processing</b> <ul style="list-style-type: none"> <li>Services directed at people's mind</li> <li>Ex; Education, Advertising/PR</li> </ul> | <b>Information-processing</b> <ul style="list-style-type: none"> <li>Services directed at intangible assets</li> <li>Ex; Accounting, Banking</li> </ul>              |

| Sifat Tindakan Perkhidmatan | Orang                                                                                                                                                                                  | Pemilikan                                                                                                                                                                                |
|-----------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tindakan Fizikal            | <b>Pemprosesan-orang</b> <ul style="list-style-type: none"> <li>Perkhidmatan yang diarahkan kepada tubuh individu.</li> <li>Cth; Tukang gunting rambut, penjagaan kesihatan</li> </ul> | <b>Pemprosesan-pemilikan</b> <ul style="list-style-type: none"> <li>Perkhidmatan yang diarahkan kepada harta fizikal.</li> <li>Cth; Mengisian minyak, pelupusan/ kitar semula</li> </ul> |
| Tindakan Bukan Fizikal      | <b>Pemprosesan-rangsangan mental</b> <ul style="list-style-type: none"> <li>Perkhidmatan yang diarahkan kepada minda manusia.</li> <li>Cth; Pendidikan, pengiklanan/PR</li> </ul>      | <b>Pemprosesan-maklumat</b> <ul style="list-style-type: none"> <li>Perkhidmatan yang diarahkan kepada aset bukan fizikal.</li> <li>Cth; Perakaunan, perbankan</li> </ul>                 |



## a. People Processing *Pemprosesan Orang*

| Who or What is the Direct Recipient of the Service? |                                                                                                                                                                   |                                                                                                                                                                         |
|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Nature of the Service Act                           | People                                                                                                                                                            | Possessions                                                                                                                                                             |
| Tangible Actions                                    | <b>People-processing</b> (services directed at people's bodies): <ul style="list-style-type: none"> <li>• Barbers</li> <li>• Health care</li> </ul>               | <b>Possession-processing</b> (services directed at physical possessions): <ul style="list-style-type: none"> <li>• Refueling</li> <li>• Disposal / recycling</li> </ul> |
| Intangible Actions                                  | <b>Mental stimulus processing</b> (services directed at people's mind): <ul style="list-style-type: none"> <li>• Education</li> <li>• Advertising / PR</li> </ul> | <b>Information processing</b> (services directed at intangible assets): <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Banking</li> </ul>               |

### (a) People Processing

- **Customers must:**
  - **physically enter the service factory**
  - **co-operate actively with the service operation**
- **Managers should think about process and output from customer's perspective**
  - **to identify benefits created and non-financial costs:**
    - **Time, mental, physical effort**



### (a) Pemprosesan Orang

- **Pelanggan mesti:**
  - **memasuki kilang perkhidmatan secara fizikal**
  - **bekerjasama secara aktif dengan operasi perkhidmatan**
- **Pengurus perlu memikirkan proses dan hasil dari perspektif pelanggan.**
  - **untuk mengenal pasti manfaat yang dihasilkan dan kos bukan kewangan:**
    - **Masa, mental, usaha fizikal**



## b. Possession Processing

### Pemrosesan Pemilikan

| Who or What is the Direct Recipient of the Service? |                                                                                                                                                                   |                                                                                                                                                                         |
|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Nature of the Service Act                           | People                                                                                                                                                            | Possessions                                                                                                                                                             |
| Tangible Actions                                    | <b>People-processing</b> (services directed at people's bodies): <ul style="list-style-type: none"> <li>• Barbers</li> <li>• Health care</li> </ul>               | <b>Possession-processing</b> (services directed at physical possessions): <ul style="list-style-type: none"> <li>• Refueling</li> <li>• Disposal / recycling</li> </ul> |
| Intangible Actions                                  | <b>Mental stimulus processing</b> (services directed at people's mind): <ul style="list-style-type: none"> <li>• Education</li> <li>• Advertising / PR</li> </ul> | <b>Information processing</b> (services directed at intangible assets): <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Banking</li> </ul>               |



#### (b) Possession Processing

- Customers are less physically involved compared to people processing services.
- Involvement is limited.
- Production and consumption are separable.

#### (b) Pemrosesan Pemilikan

- *Pelanggan kurang terlibat secara fizikal berbanding perkhidmatan pemrosesan orang*
- *Tahap keterlibatan adalah terhad.*
- *Pengeluaran dan penggunaan boleh dipisahkan.*



## c. Mental Stimulus Processing

### Pemprosesan Rangsangan Mental

| Who or What is the Direct Recipient of the Service? |                                                                                                                                                                   |                                                                                                                                                                         |
|-----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Nature of the Service Act                           | People                                                                                                                                                            | Possessions                                                                                                                                                             |
| Tangible Actions                                    | <b>People-processing</b> (services directed at people's bodies): <ul style="list-style-type: none"> <li>• Barbers</li> <li>• Health care</li> </ul>               | <b>Possession-processing</b> (services directed at physical possessions): <ul style="list-style-type: none"> <li>• Refueling</li> <li>• Disposal / recycling</li> </ul> |
| Intangible Actions                                  | <b>Mental stimulus processing</b> (services directed at people's mind): <ul style="list-style-type: none"> <li>• Education</li> <li>• Advertising / PR</li> </ul> | <b>Information processing</b> (services directed at intangible assets): <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Banking</li> </ul>               |

#### (c) Mental Stimulus Processing

- Ethical standards required when customers who depend on such services can potentially be manipulated by suppliers.
- Physical presence of recipients not required.
- Core content of services is information-based.



#### (c) Pemprosesan Rangsangan Mental

- Standard etika diperlukan apabila pelanggan yang bergantung kepada perkhidmatan sedemikian berpotensi untuk dimanipulasi oleh pembekal.
- Kehadiran fizikal penerima tidak diperlukan.
- Kandungan teras perkhidmatan adalah berasaskan maklumat.



## d. Information Processing *Pemprosesan Maklumat*

| Nature of the Service Act | Who or What is the Direct Recipient of the Service?                                                                                                               |                                                                                                                                                                         |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | People                                                                                                                                                            | Possessions                                                                                                                                                             |
| Tangible Actions          | <b>People-processing</b> (services directed at people's bodies): <ul style="list-style-type: none"> <li>• Barbers</li> <li>• Health care</li> </ul>               | <b>Possession-processing</b> (services directed at physical possessions): <ul style="list-style-type: none"> <li>• Refueling</li> <li>• Disposal / recycling</li> </ul> |
| Intangible Actions        | <b>Mental stimulus processing</b> (services directed at people's mind): <ul style="list-style-type: none"> <li>• Education</li> <li>• Advertising / PR</li> </ul> | <b>Information processing</b> (services directed at intangible assets): <ul style="list-style-type: none"> <li>• Accounting</li> <li>• Banking</li> </ul>               |



### (d) Information Processing

- Information is the most intangible form of service output,
- But may be transformed into enduring forms of service output

### (d) *Pemprosesan Maklumat*

- *Maklumat adalah bentuk perkhidmatan yang paling tidak dapat dilihat.*
- *Namun ia boleh diubah menjadi bentuk hasil perkhidmatan yang berkekalan.*



# CUSTOMER INVOLVEMENT IN SERVICE ENCOUNTERS

## PENGLIBATAN PELANGGAN DALAM PERTEMUAN PERKHIDMATAN

- Definition **service encounter** : is a period of time during which customers interact directly with the service.
- The level of customer contact with the service operation increases, there are likely to be more and longer.
- **3 levels of customer contact** - representing the extent of interaction with service personnel, physical service elements, or both:
  - a. High-contact services
  - b. Low-contact services
  - c. Medium-contact services

- Definisi **pertemuan perkhidmatan** : ialah tempoh masa di mana pelanggan berinteraksi secara langsung dengan perkhidmatan.
- Tahap hubungan pelanggan dengan operasi perkhidmatan meningkat, kemungkinan terdapat lebih banyak pertemuan perkhidmatan dan dalam tempoh yang lebih lama.
- **3 tahap hubungan pelanggan** - mewakili sejauh mana interaksi dengan kakitangan perkhidmatan, elemen perkhidmatan fizikal, atau kedua-duanya:
  - a. Perkhidmatan hubungan-tinggi
  - b. Perkhidmatan hubungan-rendah
  - c. Perkhidmatan hubungan-sederhana

# THE LEVEL OF CUSTOMER CONTACT

## TAHAP HUBUNGAN PELANGGAN

| <b>High-Contact Service</b><br><i>Perkhidmatan Hubungan Tinggi</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Medium-Contact Service</b><br><i>Perkhidmatan Hubungan-Sederhana</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Low-Contact Service</b><br><i>Perkhidmatan Hubungan-Rendah</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Customers visit the facility</li> <li>Customers actively involved with the service organization and its personnel through service delivery.</li> <li><b>People-processing</b> – customers go to the service site and remain there until service delivery is completed.</li> <li><i>Pelanggan melawat fasiliti.</i></li> <li><i>Pelanggan secara aktif terlibat dengan organisasi perkhidmatan dan kakitangan melalui penyampaian perkhidmatan.</i></li> <li><b>Pemprosesan-orang</b> - pelanggan pergi ke tapak perkhidmatan dan kekal di sana sehingga penyampaian perkhidmatan selesai.</li> </ul> | <ul style="list-style-type: none"> <li>Low degree involvement with service providers.</li> <li>Customers visit the service provider's facility or are visited at home or at a third party location by the provider but do not remain throughout the service delivery.</li> <li><i>Penglibatan tahap rendah dengan penyedia perkhidmatan</i></li> <li><i>Pelanggan melawat fasiliti penyedia perkhidmatan atau didatangi di rumah atau di lokasi pihak ketiga oleh penyedia, tetapi tidak kekal sepanjang penyampaian perkhidmatan.</i></li> </ul> | <ul style="list-style-type: none"> <li>Involve no physical contact between customers and service providers.</li> <li>Takes place at arm's length through the medium of electronic or physical distribution channels.</li> <li><b>Information-processing, mental stimulus-processing and possession-processing</b></li> <li><i>Tidak melibatkan sentuhan fizikal antara pelanggan dan pembekal perkhidmatan.</i></li> <li><i>Berlaku secara meluas melalui medium saluran pengedaran elektronik atau fizikal.</i></li> <li><b>Pemprosesan-maklumat, pemprosesan-rangsangan mental dan pemprosesan-pemilikan</b></li> </ul> |



# The Level of Customer Contact

## High-Contact Services

### 1. High-Contact Services

- Customers visit service facility and remain throughout service delivery
- Active contact between customers and service personnel
- Includes most **people-processing services**
- Example : hairdressing and medical services



## Perkhidmatan Hubungan-Tinggi

### 1. Perkhidmatan Hubungan-Tinggi

- Pelanggan melawat kemudahan perkhidmatan dan kekal sepanjang penyampaian perkhidmatan
- Hubungan yang aktif antara pelanggan dan kakitangan perkhidmatan
- Termasuk kebanyakan perkhidmatan **pemprosesan-orang**
- Contoh : perkhidmatan dandanan rambut dan perubatan

# Level of Customer Contact

## Low-Contact Services

### 2. Low-Contact Services

- Little or no physical contact with service personnel.
- Contact usually at arm's length through electronic or physical distribution channels – such as mail or courier services or electronic channel.
- New technologies (e.g. the Web) help reduce contact levels.
- Example : used the ATM machine to withdraw cash rather than visit a bank, insurance.



## Perkhidmatan Hubungan-Rendah

### 2. Perkhidmatan Hubungan-Rendah

- Sedikit atau tiada sentuhan fizikal dengan kakitangan perkhidmatan.
- Hubungan biasanya secara meluas melalui saluran pengedaran elektronik atau fizikal – seperti mel atau perkhidmatan kurier atau saluran elektronik.
- Teknologi baharu (cth. Web) membantu mengurangkan tahap hubungan.
- Contoh : menggunakan mesin ATM untuk mengeluarkan wang tunai daripada mengunjungi bank, insurans.





# Level of Customer Contact

## Medium-Contact Services

### 3. Medium-Contact Services

- Entail moderate interaction with service providers
- Involve situations in which customers visit the service provider's facilities (or are visited at home or at a third-party location by the firm's employees)
- But either do not remain throughout service delivery or else have only modest contact with service personnel
- Includes most **possession processing services**
- Example : car repair, dry cleaning



## Perkhidmatan Hubungan-Sederhana

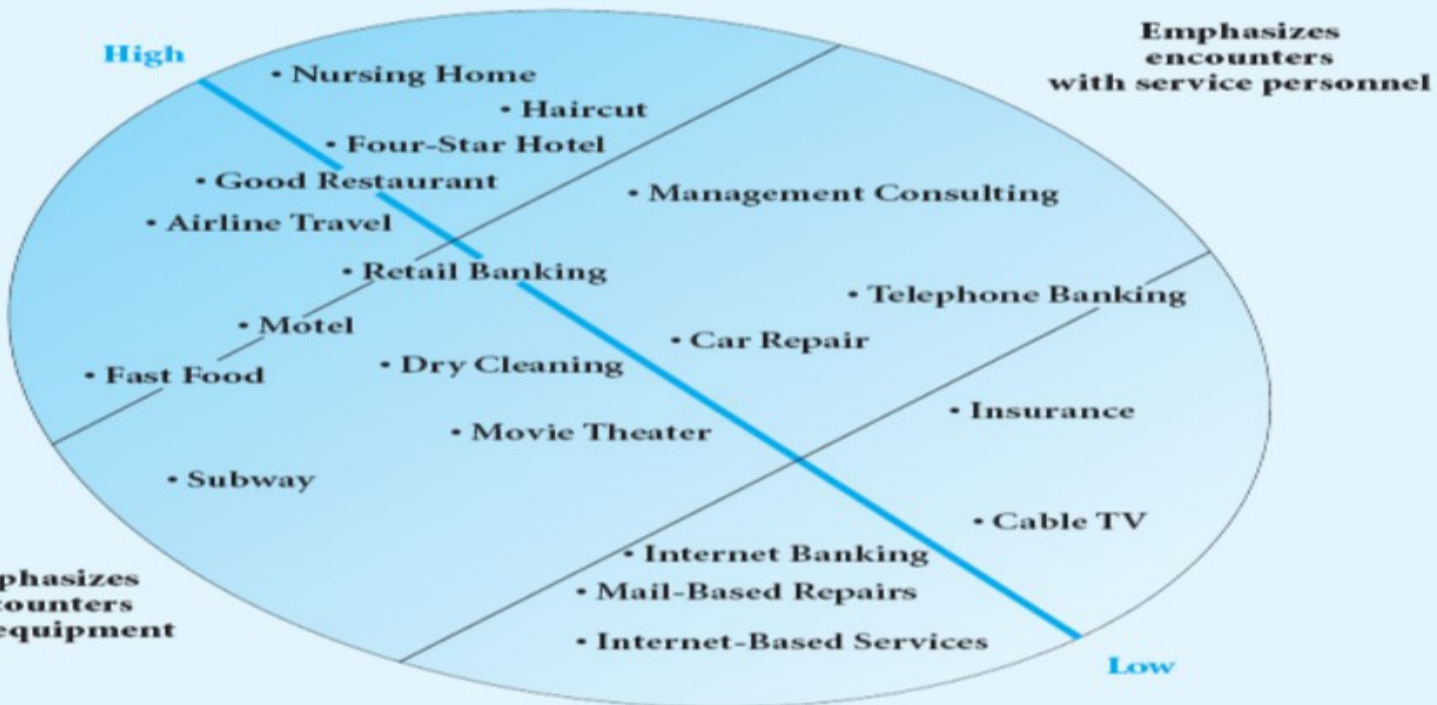
### 3. Perkhidmatan Hubungan-Sederhana

- Melibatkan interaksi sederhana dengan penyedia perkhidmatan
- Melibatkan situasi di mana pelanggan melawat kemudahan penyedia perkhidmatan (atau dikunjungi di rumah atau di lokasi pihak ketiga oleh pekerja firma)
- Namun, pelanggan tidak berada disepanjang penyampaian perkhidmatan atau hanya berinteraksi dengan kakitangan perkhidmatan secara sederhana.
- Termasuk kebanyakan perkhidmatan **pemprosesan pemilikan**
- Cth : penyelenggaraan kereta, dobi



# SERVICE ENCOUNTERS RANGE FROM HIGH-CONTACT TO LOW-CONTACT

*JARAK PERTEMUAN PERKHIDMATAN  
DARIPADA HUBUNGAN-TINGGI HINGGA  
HUBUNGAN-RENDAH*





# THE SERVUCTION SYSTEM: SERVICE PRODUCTION AND DELIVERY

## *SISTEM SERVUKSI: PENGELUARAN DAN PENYAMPAIAN PERKHIDMATAN*

- **Servuction System** - visible front stage and invisible backstage
- **Service Operations (front stage and backstage)**
  - Technical core where inputs are processed and service elements created
  - Includes facilities, equipment, and personnel
- **Service Delivery (front stage)**
  - Where "final assembly" of service elements takes place and service is delivered to customers
  - Includes customer interactions with operations and other customers
- **Other contact points**
  - Includes customer contacts with other customers

- **Sistem Servuksi** - pentas hadapan yang boleh dilihat dan pentas belakang yang tidak kelihatan
- **Operasi Perkhidmatan (pentas hadapan dan belakang)**
  - Teras teknikal di mana input diproses dan elemen perkhidmatan dicipta
  - Termasuk kemudahan, peralatan dan kakitangan
- **Penyampaian Perkhidmatan (pentas hadapan)**
  - Tempat di mana "pengumpulan terakhir" elemen perkhidmatan berlaku dan perkhidmatan dihantar kepada pelanggan
  - Termasuk interaksi pelanggan dengan operasi dan pelanggan lain
- **Titik-titik hubungan lain**
  - Termasuk hubungan pelanggan dengan pelanggan lain.

# The Servuction System

## *Sistem Servuksi*

- Basically, the service model illustrates all the factors that influence the consumer's service experience, both visible and invisible.
- The invisible factors considered in a service model include the things that happen within the organization that the consumer does not necessarily see but that affect their experience. These may include company policies, rules, and guidelines, or a company's core values.
- The visible factors include the environment, the service providers, and other consumers. A very good example of this would be the way a physical store is designed and kept organized. Another example would be the way a brand's frontliners talk to their potential clients.

- Secara asasnya, model perkhidmatan menggambarkan semua faktor yang mempengaruhi pengalaman perkhidmatan pengguna, sama ada yang boleh dilihat atau tidak boleh dilihat.
- Faktor-faktor yang tidak boleh dilihat yang diambilkira dalam model perkhidmatan termasuk perkara-perkara yang berlaku dalam organisasi yang mungkin tidak dilihat oleh pengguna tetapi mempengaruhi pengalaman mereka. Ini termasuk dasar-dasar syarikat, peraturan, dan panduan, atau nilai-nilai asas syarikat.
- Faktor-faktor yang boleh dilihat termasuk persekitaran, penyedia perkhidmatan, dan pengguna lain. Satu contoh yang sangat baik untuk ini adalah bagaimana kedai fizikal direka bentuk dan dikekalkan teratur. Contoh lain adalah bagaimana jurucakap jenama berinteraksi dengan pelanggan potensi mereka.



# The Servuction System

## *Sistem Servuksi*

SOS, SDS, SMS

### a. Service Operations System – **SOS (front stage and backstage)**

- The technical core - where inputs are processed and service elements of the service product are created
- Includes facilities, equipment, and personnel
- Example : Theater

Backstage - physical facilities, equipment

Frontstage - relates to the actors (personnel service)

### b. Service Delivery System – **SDS (front stage)**

- Where “final assembly” of service elements takes place and service is delivered to customers
- Includes the visible part of the service operation system : building, equipment, personnel and possibly other customers
- Example : a credit card customer only talk to the service provider on the phone if there is a problem

### c. Service Marketing System – **SMS (front stage)**

- Includes service delivery (as above) and all other contacts between service firm and customers
- Including : advertising, billing, market research

SOS, SDS, SMS

### a. Sistem Operasi Perkhidmatan- **SOS (pentas hadapan dan belakang)**

- Asas teknikal adalah tempat di mana input diproses dan elemen perkhidmatan produk perkhidmatan dicipta

- Termasuk kemudahan, peralatan, dan kakitangan

- Contoh: Teater

Belakang pentas: kemudahan fizikal, peralatan

Pentas hadapan: berkaitan dengan pelakon (perkhidmatan kakitangan)

### b. Sistem Penyampaian Perkhidmatan- **SDS (pentas hadapan)**

- Di mana "pengumpulan akhir" elemen perkhidmatan berlaku dan perkhidmatan disampaikan kepada pelanggan

- Merangkumi bahagian yang kelihatan dalam sistem operasi perkhidmatan: bangunan, peralatan, kakitangan dan mungkin juga pelanggan lain.

- Contoh : pelanggan kad kredit-hanya bercakap dengan penyedia perkhidmatan melalui telefon jika terdapat masalah

### c. Sistem Pemasaran Perkhidmatan- **SMS (pentas hadapan)**

- Termasuk penyampaian perkhidmatan (seperti di atas) dan semua hubungan lain antara firma perkhidmatan dan pelanggan
- Termasuk : pengiklanan, pengebilan, penyelidikan pasaran

# ***SERVICE AS A SYSTEM***

## **PERKHIDMATAN SEBAGAI SISTEM**

Sales

Import Export

Trade

### **Service Operations System**

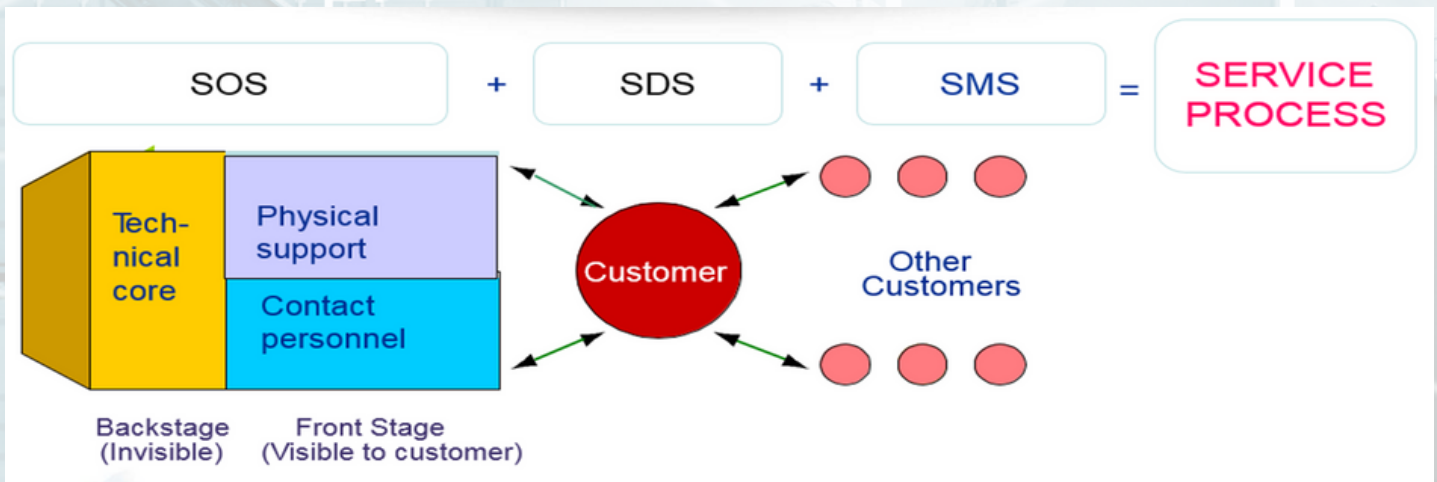
*Sistem Operasi Perkhidmatan*

### **Service Delivery System**

*Sistem Penyampaian Perkhidmatan*

### **Service Marketing System**

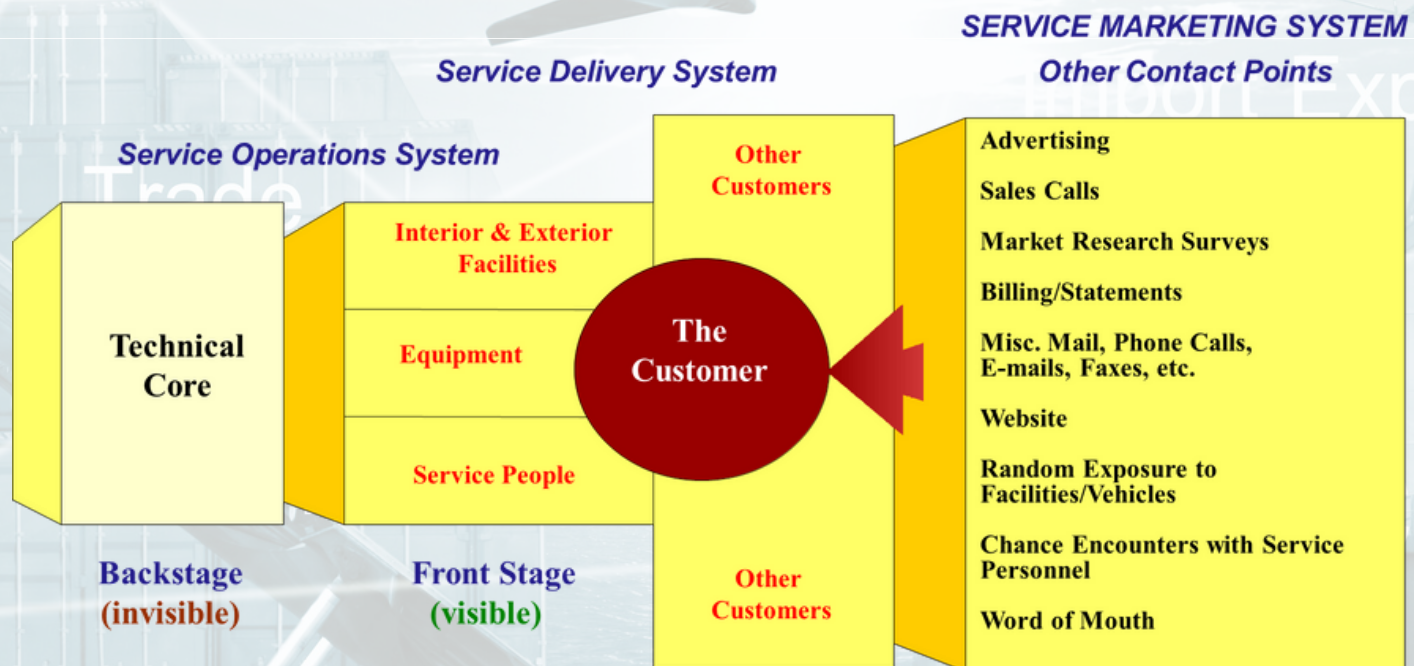
*Sistem Pemasaran Perkhidmatan*





# ***SERVICE MARKETING SYSTEM FOR A HIGH-CONTACT SERVICE***

## ***SISTEM PEMASARAN PERKHIDMATAN UNTUK PERKHIDMATAN HUBUNGAN-TINGGI***



# ***SERVICE MARKETING SYSTEM FOR A LOW-CONTACT SERVICE***

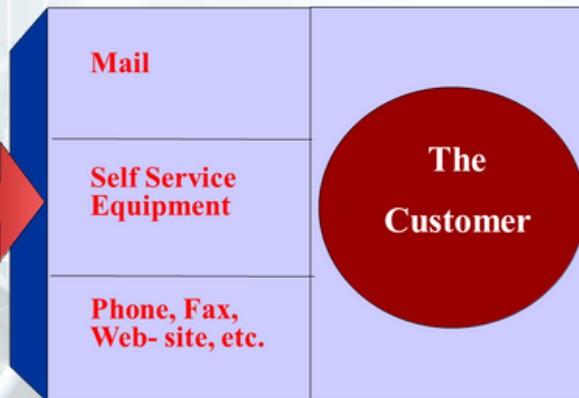
## ***SISTEM PEMASARAN PERKHIDMATAN UNTUK PERKHIDMATAN HUBUNGAN-RENDAH***

### ***Service Operations System***



**Backstage  
(invisible)**

### ***Service Delivery System***



**Front Stage  
(visible)**

### ***Other Contact Points***





# SERVICE AS A PROCESS

## *PERKHIDMATAN SEBAGAI PROSES*

- **Processes** are the service architecture, describing the method and sequence in which the service operating system links together to create the service experience.
- Service processes have a largely intangible structure that is difficult to conceptualize and visualize.
- **Service blueprinting** assists in clarifying the interactions between customers and the service organization, as well as how these interactions are supported by additional activities and systems backstage.
- It also allows us to create roles and scripts for service delivery.

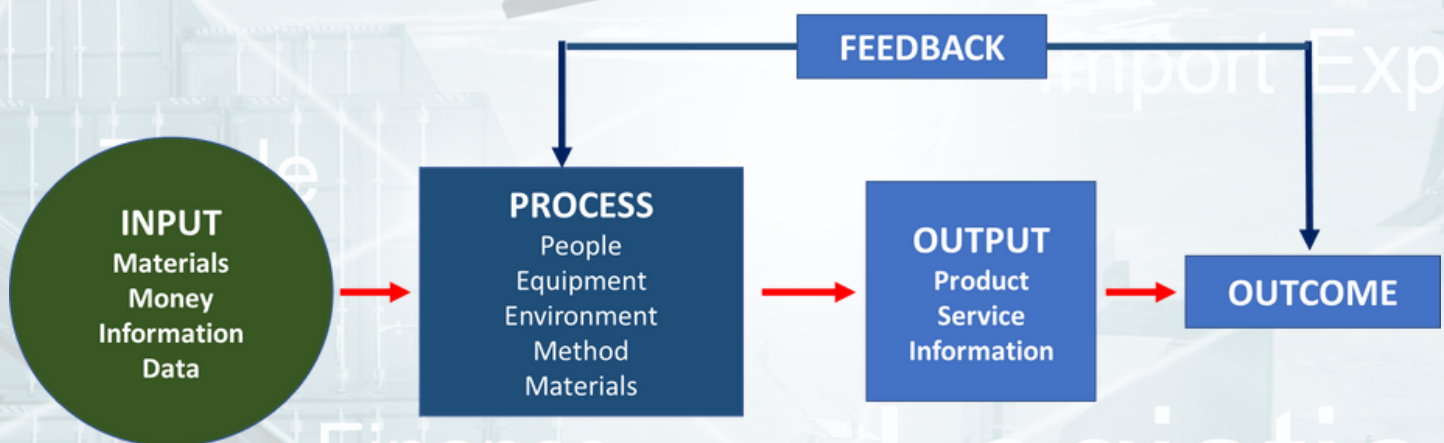
- **Proses** adalah senibina perkhidmatan, yang menggambarkan cara dan urutan di mana sistem pengendalian perkhidmatan dihubungkan bersama untuk mencipta pengalaman perkhidmatan. Proses perkhidmatan mempunyai struktur yang kebanyakannya tidak dapat dirasa dan sukar untuk dibayangkan.
- **Pelan tindakan perkhidmatan** perkhidmatan membantu menjelaskan interaksi antara pelanggan dan organisasi perkhidmatan, serta bagaimana interaksi ini disokong oleh aktiviti tambahan dan sistem di belakang pentas.
- Ia juga membolehkan kita mencipta peranan dan skrip untuk penyampaian perkhidmatan

# ***SERVICE AS A PROCESS***

## ***PERKHIDMATAN SEBAGAI PROSES***

It involves interaction of input (people or material or equipment or method to produce an outcome)

*ia melibatkan interaksi input (orang atau bahan atau peralatan atau kaedah untuk mengeluarkan hasil)*



1

Process refers to procedures, mechanisms and flow of activities by which the service is delivered.

*Proses merujuk kepada prosedur, mekanisme, dan aliran aktiviti yang digunakan untuk menyampaikan perkhidmatan.*

2

Involves procedures, tasks, schedules, mechanisms, and routines by which a service is delivered to the customer.

*Menglibatkan prosedur, tugas, jadual, mekanisme, dan rutin di mana perkhidmatan disampaikan kepada pelanggan.*

3

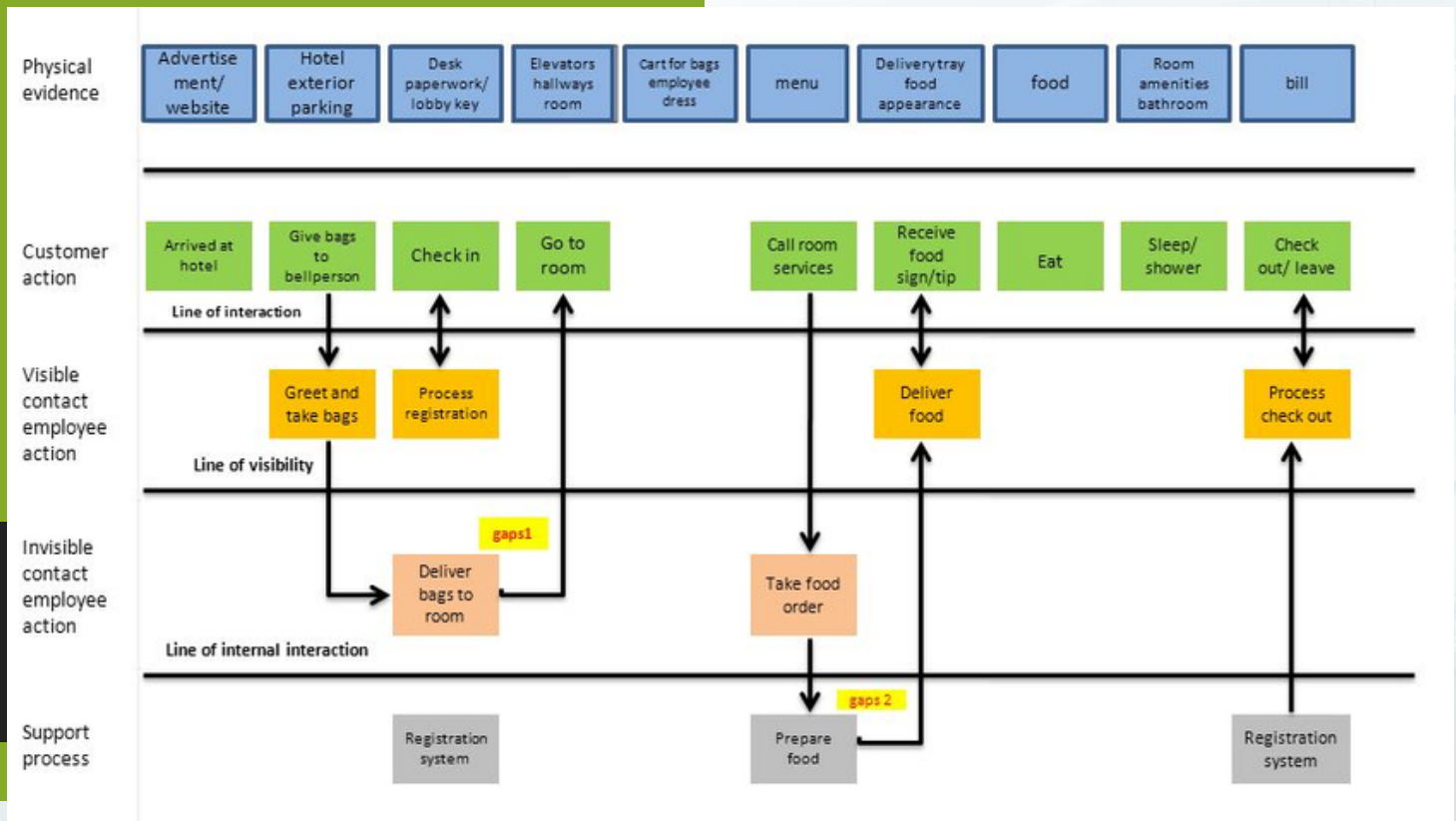
Use **SERVICE BLUEPRINT** to better manage the service encounter for clearer visualization of the service process.

*Gunakan **PELAN TINDAKAN PERKHIDMATAN** untuk menguruskan pengalaman perkhidmatan dengan lebih baik bagi visualisasi yang lebih jelas mengenai proses perkhidmatan.*



# SERVICE BLUEPRINT PELAN TINDAKAN PERKHIDMATAN

*Blueprint for overnight stay in Shangri-La hotel*



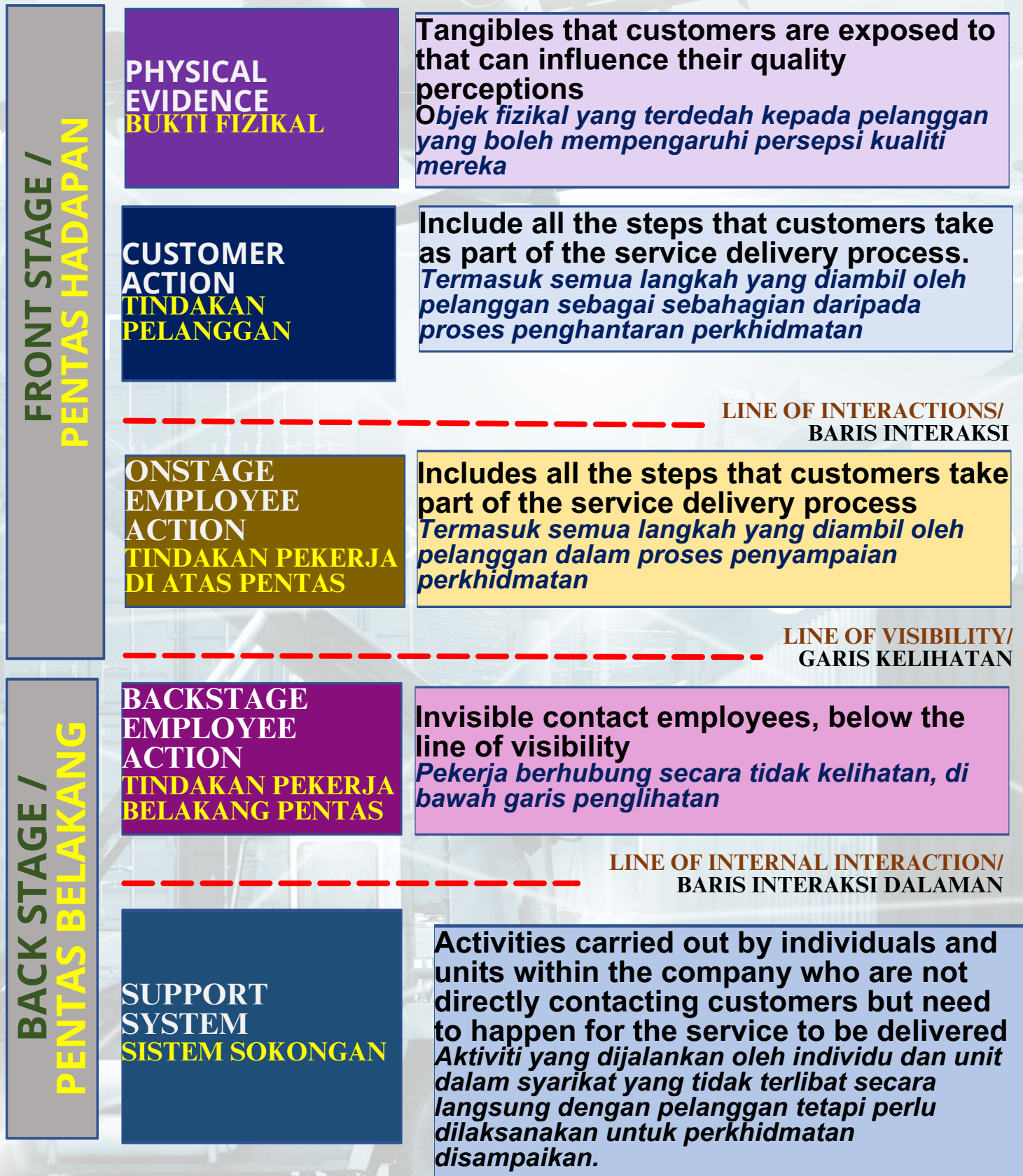
- Ia diperkenalkan oleh **Lynne Shostack**, bekas naib presiden Citybank dalam artikel dalam Kajian Perniagaan Harvard.
- Ia adalah kaedah untuk **mengkaji bagaimana perkhidmatan semasa beroperasi atau membayangkan perkhidmatan masa hadapan**.
- Templat pelan tindakan membolehkan perkhidmatan dipertimbangkan dari sudut pandangan pengguna perkhidmatan dan pembekal lebih masa dan menyerlahkan bidang untuk inovasi dan penambahbaikan.

- It is introduced by **Lynne Shostack** a former vice president of Citybank in an article in the Harvard Business Review.
- It is a method for examining how **a current service operates** or **envisioning a future service**.
- Blueprint template enables the service to be considered from the viewpoint of the service user and provider overtime and highlights areas for innovation and improvement.



# COMPONENTS OF SERVICE BLUE PRINT

## KOMPONEN PERKHIDMATAN PELAN TINDAKAN





# THE FLOW CHART OF SERVICE EXPERIENCE

## CARTA ALIR PENGALAMAN PERKHIDMATAN

Sales

### Trade

- Must address **sequence** in which customers will use each core and supplementary service
  - Determine **length of time for each step**
  - To understand the total customer experience
  - Information should reflect a good understanding of customers, especially their:
    - Needs
    - Habits
    - Expectations
- Mesti mengambil kira **urutan** di mana pelanggan akan menggunakan setiap perkhidmatan utama dan tambahan
  - Tentukan **tempoh masa untuk setiap langkah**
  - Untuk memahami pengalaman keseluruhan pelanggan
  - Maklumat sepatutnya mencerminkan pemahaman yang baik mengenai pelanggan, terutamanya:
    - Kepentingan
    - Tabiat
    - Jangkaan

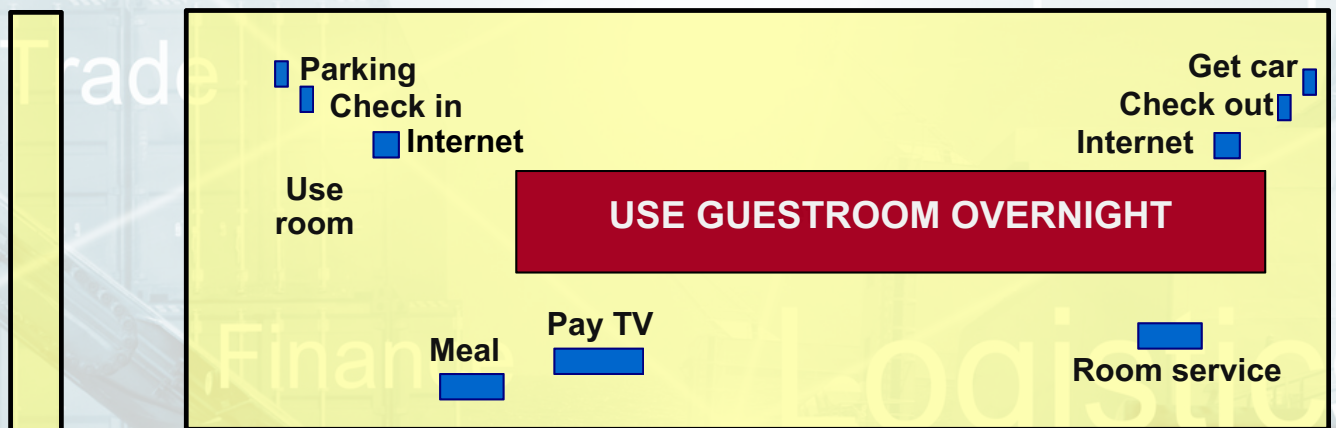
# *What Happens, When, in What Sequence?*

*Apa yang Berlaku, Bila, dalam Turutan Apa?*

Sales

Import Export

## Reservation



## Before Visit

Time Frame of An Overnight Hotel Stay  
(Real-time service use)



# Flowcharting Service Delivery

## *Carta Alir Penyampaian Perkhidmatan*

- Offers way to **understand totality of customer's service experience**
- Useful for distinguishing between core product itself and service elements that supplement core
  - Restaurants: Food and beverage (core product)
  - Reservations (supplementary services)
- Shows how the nature of **customer involvement** with service organizations varies by type of service:
  - People processing
  - Possession processing
  - Mental Stimulus processing
  - Information processing

Sales

Import Export

- Menawarkan cara untuk **memahami keseluruhan pengalaman perkhidmatan pelanggan**
- Berguna untuk membezakan antara produk utama itu sendiri dan elemen perkhidmatan yang melengkapi produk utama
  - Restoran: Makanan dan minuman (produk utama)
  - Tempahan (perkhidmatan tambahan)
- Menunjukkan bagaimana sifat **penglibatan pelanggan** dengan organisasi perkhidmatan berbeza mengikut jenis perkhidmatan:
  - Pemprosesan Orang
  - Pemprosesan Pemilikan
  - Pemprosesan Rangsangan Mental
  - Pemprosesan Maklumat

## a. Simple Flowchart for Delivery of a People-Processing Service

*Carta Aliran Mudah untuk Penyampaian Perkhidmatan Pemprosesan Orang*

*People Processing – Stay at Motel*



## b. Simple Flowchart for Delivery of a Possession-Processing Service

*Carta Aliran Mudah untuk Penyampaian Perkhidmatan Pemprosesan Pemilikan*

*Possession Processing – Repair a DVD Player*

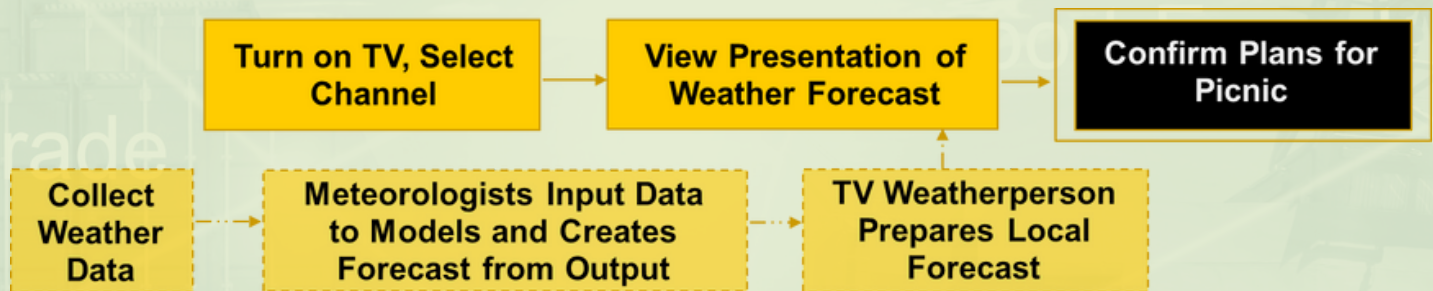




### c. Simple Flowchart for Delivery of Mental Stimulus-Processing Service

*Carta Aliran Mudah untuk Penyampaian Perkhidmatan Pemprosesan Rangsangan Mental*

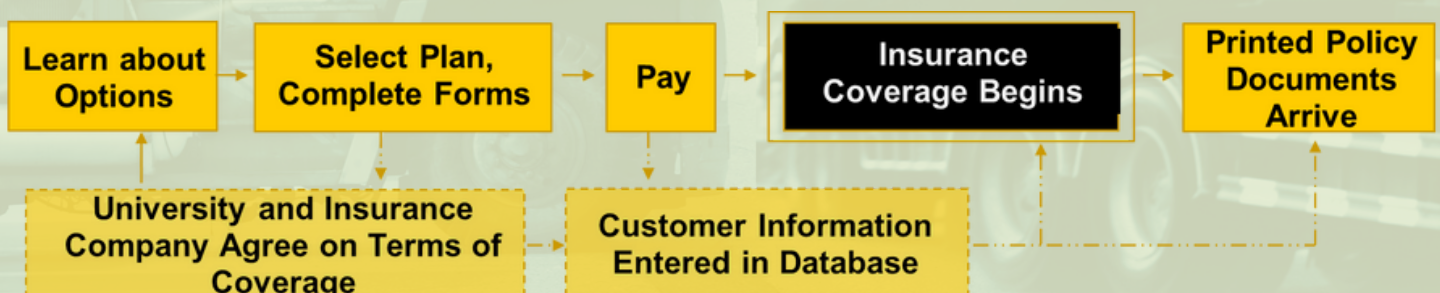
*Mental Stimulus Processing – Weather Forecast*



### d. Simple Flowchart for Delivery of An Information-Processing Service

*Carta Aliran Mudah untuk Penyampaian Perkhidmatan Pemprosesan Maklumat*

*Information Processing – Health Insurance*



## EXERCISE 2

| Question<br><i>Soalan</i> | Statement<br><i>Penyataan</i>                                                                                                                                                                                                                                                                                     | True/False<br><i>Betul/Salah</i> |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| 1                         | In a fully automated online retail store, there is no customer contact in the traditional sense.<br><i>Dalam sebuah kedai runcit atas talian yang sepenuhnya automatik, tiada hubungan pelanggan dalam erti kata tradisional.</i>                                                                                 |                                  |
| 2                         | A high level of customer contact often implies a greater need for customization and personalization of services.<br><i>Tahap hubungan pelanggan yang tinggi sering menunjukkan keperluan yang lebih besar untuk penyesuaian dan personalisasi perkhidmatan.</i>                                                   |                                  |
| 3                         | In a self-service gas station, the level of customer contact is typically low, as customers serve themselves without interacting with staff.<br><i>Di stesen minyak layan diri, tahap hubungan pelanggan biasanya rendah, kerana pelanggan melayani diri mereka sendiri tanpa berinteraksi dengan kakitangan.</i> |                                  |
| 4                         | In a fine dining restaurant where waitstaff provide personalized recommendations and assistance, the level of customer contact is typically low.<br><i>Di restoran mewah di mana pelayan memberikan cadangan dan bantuan yang dipersonalisasi, tahap hubungan pelanggan biasanya rendah.</i>                      |                                  |
| 5                         | In a call center where agents handle customer inquiries over the phone, the level of customer contact is typically high.<br><i>Di pusat panggilan di mana ejen menjawab pertanyaan pelanggan melalui telefon, tahap hubungan pelanggan biasanya tinggi.</i>                                                       |                                  |
| 6                         | In a doctor's office, the level of customer contact is generally high, as patients interact closely with healthcare providers.<br><i>Di pejabat doktor, tahap hubungan pelanggan pada amnya tinggi, kerana pesakit berinteraksi rapat dengan penyedia penjagaan kesihatan.</i>                                    |                                  |
| 7                         | In a fully automated car wash, the level of customer contact is typically high, as customers actively participate in the washing process.<br><i>Di stesen mencuci kereta sepenuhnya automatik, tahap hubungan pelanggan biasanya rendah, kerana pelanggan turut serta dalam proses mencuci.</i>                   |                                  |
| 8                         | In a theme park where visitors can interact with costumed characters, the level of customer contact is typically low.<br><i>Di taman tema di mana pengunjung boleh berinteraksi dengan watak berpakaian, tahap hubungan pelanggan biasanya rendah.</i>                                                            |                                  |



# C. POST-ENCOUNTER STAGE - OVERVIEW

## PERINGKAT SELEPAS PERTEMUAN- GAMBARAN KESELURUHAN

### Pre-purchase Stage

*Peringkat Pra-pembelian*



### Service Encounter Stage

*Peringkat Pertemuan  
Perkhidmatan*



### Post-Encounter Stage

*Peringkat Selepas  
Pertemuan*

- Evaluation of service performance
- Future intentions

- *Penilaian terhadap prestasi perkhidmatan*
- *Niat pada masa hadapan*

# Customer Satisfaction Is Central to the Marketing Concept

*Kepuasan Pelanggan Adalah Tumpuan kepada Konsep Pemasaran*

Sales

Import Export

- Satisfaction defined as attitude-like judgement following a service purchase or series of service interactions.
- Customers have expectations prior to consumption, observe service performance, compare it to expectations.
- Satisfaction judgements are based on this comparison
  - Positive disconfirmation if better than expected
  - Confirmation if the same as expected
  - Negative disconfirmation if worse than expected

- *Kepuasan ditakrifkan sebagai pertimbangan seperti sikap berikutan pembelian perkhidmatan atau siri interaksi perkhidmatan*
- *Pelanggan mempunyai jangkaan sebelum penggunaan, memerhati prestasi perkhidmatan, membandingkannya dengan jangkaan*
- *Pertimbangan kepuasan adalah berdasarkan perbandingan ini*
- *Penolakan positif jika lebih baik daripada jangkaan*
- *Pengesahan jika sama seperti yang dijangkakan*
  - *Penolakan pengesahan*
  - *negatif jika lebih teruk daripada yang dijangkakan*



# Customer Delight: Going Beyond Satisfaction

## *Kegembiraan Pelanggan: Melangkah Melampaui Kepuasan*

Sales

Import Export

- Research shows that delight is a function of 3 components
  - Unexpectedly high levels of performance
  - Arousal (e.g., surprise, excitement)
  - Positive affect (e.g., pleasure, joy, or happiness)
- Once customers are delighted, their expectations are raised
- If service levels remain to previous levels, this may lead to dissatisfaction and it will be more difficult to "delight" customers in future
- Eg; Progressive Insurance seeks to delight customers through exceptional customer service

- *Penyelidikan menunjukkan bahawa kegembiraan merupakan fungsi tiga komponen:*
  - *Penggerak (contohnya, kejutan, kehairahan).*
  - *Perasaan positif (contohnya, kepuasan, kegembiraan, atau kebahagiaan).*
- *Setelah pelanggan merasa gembira, harapan mereka akan meningkat. Jika tahap perkhidmatan tetap pada tahap sebelumnya, ini boleh mengakibatkan ketidakpuasan, dan lebih sukar untuk "menggembirakan" pelanggan pada masa akan datang.*
- *Sebagai contoh, Progressive Insurance berusaha untuk menggembirakan pelanggan melalui perkhidmatan pelanggan yang luar biasa.*

## Summary : Customer Behavior in a Services Context

### Ringkasan : Gelagat Pelanggan dalam Konteks Perkhidmatan

- A three-stage model of service consumption helps us understand and better manage customer behavior.
- **Pre-purchase stage**
  - Customers seek solutions to their aroused needs.
  - Evaluation of alternatives is more difficult when a service involves experience and credential attributes.
  - Customers face a variety of perceived risks in selecting, purchasing and using services.
  - Customers can use a variety of ways to reduce perceived risk and firms can also manage risk perceptions.
  - Customer expectations of service range from "desired" to "adequate" with a zone of tolerance in between; if actual service is perceived as less than adequate, customers will be dissatisfied
  - A purchase decision has to be made.
- *Model tiga peringkat penggunaan perkhidmatan membantu kita memahami dan mengurus tingkah laku pelanggan dengan lebih baik.*
- **Peringkat pra-pembelian**
  - *Pelanggan mencari penyelesaian untuk keperluan yang timbul.*
  - *Penilaian alternatif menjadi lebih sukar apabila perkhidmatan melibatkan atribut pengalaman dan kelayakan.*
  - *Pelanggan menghadapi pelbagai risiko yang dirasakan dalam memilih, membeli, dan menggunakan perkhidmatan.*
  - *Pelanggan boleh menggunakan pelbagai cara untuk mengurangkan risiko yang dirasakan, dan firma juga boleh menguruskan persepsi risiko.*
  - *Jangkaan pelanggan terhadap perkhidmatan merangkumi dari "diingini" hingga "cukup" dengan zon toleransi di antara keduanya; jika perkhidmatan sebenar dirasakan kurang daripada cukup, pelanggan akan tidak berpuas hati.*
  - *Keputusan pembelian perlu dibuat.*



- **Service encounter stage**

- Service encounters range from high contact to low contact.
- Servuction system consists of two parts:
  - Service operations system
  - Service delivery system
- Role and script theories help us understand, manage customer behavior during encounters.
- Theatrical view of service delivery offers insights for design, stage-managing performances, and relationships with customer (audience).

- **Post-encounter stage**

- In evaluating service performance, customers can have expectations positively disconfirmed, confirmed, or negatively disconfirmed.
- Unexpectedly high levels of performance, arousal and positive affect are likely to lead to delight.

- **Peringkat pertemuan perkhidmatan**

- Pertemuan perkhidmatan terdiri daripada sentuhan tinggi hingga sentuhan rendah
- Sistem servuksi terdiri daripada dua bahagian:
  - Sistem operasi perkhidmatan
  - Sistem penyampaian perkhidmatan
- Teori peranan dan skrip membantu kita memahami, dan mengurus tingkah laku pelanggan semasa pertemuan.
- Pandangan teater mengenai penghantaran perkhidmatan memberikan pandangan untuk reka bentuk, pengurusan persembahan, dan hubungan dengan pelanggan (penonton).

- **Peringkat selepas pertemuan**

- Semasa menilai prestasi perkhidmatan, pelanggan boleh mempunyai jangkaan yang disahkan secara positif, disahkan, atau disahkan secara negatif.
- Tahap prestasi yang tinggi secara tidak dijangka, rangsangan, dan perasaan positif cenderung membawa kepada kegembiraan.



## Theater as a Metaphor for Service Delivery



"All the world's a stage and all the men and women merely players. They have their exits and their entrances and each man in his time plays many parts"

William Shakespeare  
As You Like It

### Theatrical Metaphor: An Integrative Perspective *Metafora Teater: Satu Perspektif Integrasi*

A good metaphor for service delivery is a series of events that customers experience as a performance.

- **Service facilities**
  - Stage on which drama unfolds
  - This may change from one act to another
- **Personnel**
  - Front stage personnel are like members of a cast
  - Backstage personnel are support production team
  - Like actors, employees have roles to play and behave in specific ways
- **Scripts**
  - Specifies the sequences of behavior for customers and employees

*Metafora yang baik untuk penyampaian perkhidmatan adalah rangkaian peristiwa yang pelanggan alami sebagai satu persembahan.*

- **Kemudahan perkhidmatan**
  - Pentas di mana drama berlaku
  - Ini boleh berubah dari satu tindakan ke tindakan yang lain
- **Kakitangan**
  - Kakitangan pentas hadapan adalah seperti ahli-ahli barisan pelakon.
  - Kakitangan di belakang tabir menyokong pasukan produksi.
  - Seperti pelakon, pekerja mempunyai peranan untuk dimainkan dan berketelusan dengan cara tertentu..
  - Seperti pelakon, pekerja mempunyai peranan untuk dimainkan dan berketelusan dengan cara tertentu
- **Skrip**
  - Menentukan turutan tingkah laku bagi pelanggan dan pekerja



# SIMULATION VIDEOS OF SERVICE CONSUMPTION

## VIDEO SIMULASI PENGGUNAAN PERKHIDMATAN

### ALL CHAPTER SUMMARY

PLEASE SCAN HERE TO  
SEE THE VIDEO!!



1. TAMAN RAMA-RAMA  
MELAKA



2. MAMEE JONKER  
MELAKA



3. TAMAN BUAYA  
MELAKA



# EXERCISE 1 ANSWERS

① Describe **THREE(3)** stages of service consumptions?

*Huraikan **TIGA(3)** peringkat penggunaan perkhidmatan?*

Answers;

- Pre-purchase stage-Search, evaluation of alternatives, decision.
- Service encounter stage-Role in high-contact vs. low-contact delivery and
- Post encounter stage- Evaluation against expectations, future intentions.
- *Peringkat pra-pembelian- ialah pencarian, penilaian alternatif, keputusan perkhidmatan.*
- *Peringkat pertemuan perkhidmatan-Peranan dalam penghantaran hubungan tinggi vs. rendah dan*
- *Peringkat selepas pertemuan-Penilaian terhadap jangkaan, niat masa hadapan.*

② State **FOUR (4)** proses in Pre-purchase Stage?

*Nyatakan **EMPAT (4)** proses dalam Peringkat Pra-pembelian?*

Answers;

Need awareness, information search, evaluation of alternatives, and purchase decision

*Keperluan kesedaran, pencarian maklumat, penilaian alternatif, keputusan pembelian.*



# EXERCISE 1 ANSWERS

- ③ Ali and his family plan to travel to Langkawi during the school holidays and need a hotel room to stay. Use **FOUR (4)** processes in the pre-purchase stage that Ali did to stay at the hotel.

*Ali bersama-sama keluarganya bercadang untuk melancong di Langkawi ketika cuti persekolahan dan memerlukan bilik hotel untuk menginap. Guna **EMPAT (4)** proses dalam peringkat pra-pembelian yang dilakukan Ali untuk menginap di hotel tersebut.*

Answers;

- Need awareness - A service purchase is triggered by an underlying need (need arousal). When a need is recognized, people are likely take action to resolve it. As the case, by seeing advertisements on social media and need a hotel for accommodation.
- Information search - when a need is recognized, people will search for solutions. Several alternatives may come to mind and these forms are the evoked set. Based on the case, searching for information related to hotels around Langkawi using internet sources.
- Evaluation of alternatives - help customers evaluate a product before purchase. As the case, comparison of hotels is made in terms of price, facilities and location.
- Purchase decision - When possible alternatives have been compared and evaluated, the best option is selected. Based on the case, from the list of hotels and comparisons that Ali has made, Ali finally decides to stay at Hotel XX and make a reservation through the website.

*a. Keperluan kesedaran - Pembelian perkhidmatan dicetuskan oleh keperluan asas (keperluan rangsangan). Apabila sesuatu keperluan diiktiraf, seseorang berkemungkinan mengambil tindakan untuk menyelesaikannya. Seperti kes, dengan melihat iklan di media sosial dan memerlukan hotel untuk penginapan.*

*b. Pencarian Maklumat - Apabila keperluan diiktiraf, seseorang akan mencari penyelesaian. Beberapa alternatif mungkin terlintas di fikiran dan ini membentuk set evoke. Berdasarkan kes, pencarian maklumat berkaitan hotel di sekitar langkawi dengan menggunakan sumber internet.*

*c. Penilaian alternatif - membantu pelanggan menilai sesuatu produk sebelum pembelian. Seperti kes, perbandingan hotel dibuat dari segi harga, kemudahan dan lokasi.*

*d. Keputusan pembelian - Apabila kemungkinan alternatif telah dibandingkan dan dinilai, pilihan terbaik adalah memilih. Berdasarkan kes, daripada senarai hotel serta perbandingan yang telah dibuat oleh Ali, Ali akhirnya memutuskan untuk memilih menginap di Hotel XX dan membuat tempahan melalui laman sesawang.*

## EXERCISE 2 ANSWERS

| Question<br><i>Soalan</i> | Statement<br><i>Penyataan</i>                                                                                                                                                                                                                                                                                     | True/False<br><i>Betul/Salah</i> |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------|
| 1                         | In a fully automated online retail store, there is no customer contact in the traditional sense.<br><i>Dalam sebuah kedai runcit atas talian yang sepenuhnya automatik, tiada hubungan pelanggan dalam erti kata tradisional.</i>                                                                                 | True<br><i>Betul</i>             |
| 2                         | A high level of customer contact often implies a greater need for customization and personalization of services.<br><i>Tahap hubungan pelanggan yang tinggi sering menunjukkan keperluan yang lebih besar untuk penyesuaian dan personalisasi perkhidmatan.</i>                                                   | True<br><i>Betul</i>             |
| 3                         | In a self-service gas station, the level of customer contact is typically low, as customers serve themselves without interacting with staff.<br><i>Di stesen minyak layan diri, tahap hubungan pelanggan biasanya rendah, kerana pelanggan melayani diri mereka sendiri tanpa berinteraksi dengan kakitangan.</i> | True<br><i>Betul</i>             |
| 4                         | In a fine dining restaurant where waitstaff provide personalized recommendations and assistance, the level of customer contact is typically low.<br><i>Di restoran mewah di mana pelayan memberikan cadangan dan bantuan yang dipersonalisasi, tahap hubungan pelanggan biasanya rendah.</i>                      | False<br><i>Salah</i>            |
| 5                         | In a call center where agents handle customer inquiries over the phone, the level of customer contact is typically high.<br><i>Di pusat panggilan di mana ejen menjawab pertanyaan pelanggan melalui telefon, tahap hubungan pelanggan biasanya tinggi.</i>                                                       | True<br><i>Betul</i>             |
| 6                         | In a doctor's office, the level of customer contact is generally high, as patients interact closely with healthcare providers.<br><i>Di pejabat doktor, tahap hubungan pelanggan pada amnya tinggi, kerana pesakit berinteraksi rapat dengan penyedia penjagaan kesihatan.</i>                                    | True<br><i>Betul</i>             |
| 7                         | In a fully automated car wash, the level of customer contact is typically high, as customers actively participate in the washing process.<br><i>Di stesen mencuci kereta sepenuhnya automatik, tahap hubungan pelanggan biasanya rendah, kerana pelanggan turut serta dalam proses mencuci.</i>                   | False<br><i>Salah</i>            |
| 8                         | In a theme park where visitors can interact with costumed characters, the level of customer contact is typically low.<br><i>Di taman tema di mana pengunjung boleh berinteraksi dengan watak berpakaian, tahap hubungan pelanggan biasanya rendah.</i>                                                            | False<br><i>Salah</i>            |



## REFERENCE REFERENCE

1. Lovelock, C. and J. Wirtz (2011), Services Marketing: People, Technology, Strategy (7th edn), Upper Saddle River, NJ: Prentice Hall.
2. Lovelock, C. H., & Wirtz, J. (2016). Services Marketing (8th ed). Prentice Hall
3. Lovelock, C. H. ; Wirtz, J.& C. Patricia (2018). Essentials of Services Marketing, (3rd ed). Pearson Education Limited
4. Palmer, A. (2014), Principles of Services Marketing (7th ed). McGraw-Hill
5. Dora B. (2016), Consumer Decision Making: The Three-Stage Model, Retrieved from <https://slideplayer.com/slide/9387101/>





## About author

**Khairani binti Arshad** is a lecturer at Politeknik Merlimau Melaka. With a Bachelor of Business Administration majoring in Marketing. She has over 15 years of teaching experience in marketing.



In "A Model of Service Consumption," the author delves into the intricate framework of understanding how consumers interact with and evaluate services. The book provides a comprehensive exploration of the pre-purchase, service encounter, and post-purchase stages, highlighting the crucial roles of customer expectations, perceptions, and satisfaction throughout these phases. By emphasizing the servuction system, service operation system, service delivery system, and service marketing system, the author equips readers with a holistic perspective on the dynamics of service consumption. This insightful work serves as a valuable guide for businesses seeking to enhance their service quality and meet the evolving demands of today's discerning consumers.



e ISBN 978-967-2762-77-5



9 789672 762775