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INTERACTION BEHAVIOUR LEADING TO COMFORTIN SERVICE ENCOUNTER OF NOTEBOOK PERIPHERAL SERVICE CENTER BUSINESS

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Abstract
This study aims to determine the effect of interaction behavior that elicits a sense of comfort for customers in the service encounter of notebook peripheral business, and investigating the mediating role of comfort on overall service quality, customer satisfaction, word of mouth and the repurchase intention. Based on 250 valid responses collected from a survey questionnaire used structural equation modeling (SEM) to examine the research model. The findings showed that all hypotheses on the relationship between the observed variables were proven to support previous theories and studies. Interaction behavior has asignificant effect on the word of mouth and repurchase intention which mediated by the comfort, overall service quality, and customer satisfaction. Therefore as a practical implication, besides managers are recommended to incorporate interaction behaviors into frontline employee training and designing comfort enhancing-strategies, field technicians must also constantly improve their products knowledge and information in order to make consumers feel comfortable entrusting their goods to be handled by the services center. This is because in addition to the overall service quality provided by the service providers will directly affect customer satisfaction to re-visit the repair service in case of damage, it will also drive their willingness to promote the benefits of service providers to others

Introduction
Reseach on interaction behavior that creates a sense of comfort for customers in a service encounters is still relatively interesting to be studied. This is because despite the widespread study of frontline service employees behavior has been acknowledged to have a major impact on customer evaluation of the encounter but there still seems to be much room for exploration of such specific behavior in order to realize the success of service delivery. Lemmink & Mattsson, (2002) specifically suggests that the emotional and behavioral aspects of employees in service encounters are the areas that appear to be under-researched. This is reinforced by Hennig-Thurau *et al,* (2006) who argues there are still other features of service interaction that have not been explored. That is why this research tries to conduct further research to investigate the specific behavioral repertoire that generates a feeling of comfort in the overall service encounter, especially in thebusiness of the notebook peripheral service center.

Speaking about the phenomenon of problems emerging in service encounter research, most of theprevious study appears to be more based on customer ratings towards service quality. This is reflected in the phenomenon that suggests when customers evaluate their service experience, they will compare their expectations for service quality dimensions that can confirm satisfactory outcomes (Raajpoot, 2004). Undoubtedly, in this case, SERVQUAL has explained substantially about dimensions of service quality in the effort to realize such satisfactory results (see: Parasuraman *et al.,* 1988). However, there still seems to be another appeal that would be worth noting in expanding this conceptualization, to include more aspects of interaction behavior such as modesty, sincerity, and conversation and so forth. Let's say for example, the SERVQUAL dimension of empathy and responsiveness (which is concerned with showing concern for customers, and providing timely service and willingness to help customers) seems to be in reality the implementation is still faced with a lack of cues for employee behavior in giving attention and service and a willingness to help more specific to customers. In this context, it seems that research on service behavior does not pay much attention to some of the elements

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of related services (such as service recovery and so on), so Chase & Apte, (2007); Liljander & Mattsson, (2002) and Schoefer & Diamantopoulos, (2008) suggest that further research should be conducted by considering this area, and not only overshadowed by elements that exist in traditional service quality dimensions.

With regard to studies that address the emotional response toward service behavioral cues, actually, there is already empirical investigation that examines the interactions between customers and service providers to obtain positive or negative emotional responses (see: Dabholkar *et al.,* 2000 and Mattila & Enz, 2002). However, they argue that the size of service providers emotional aspect (including some items of SERVQUAL dimensions) is still superficial and requires the improvement of service provider performance in order to better understand the emotional content of the customer service experience, that further can better explain the importance of customer satisfaction.This is due to some subsequent research indicate that there is influence of service provider's performance on satisfaction which mediated by affective responses, as well as the indication of comfort factors that also considered as positive emotional elements as critical to the evaluation of service quality (see, e.g: Spake *et al.,* 2003).This view is further voiced by Paswan & Ganesh (2005) who found that customers displaying the high levels of convenience when interacting with frontline service providers tend to be more satisfied with well-displayed services and behaviors.However, the question of what kind of the service-clerk behavior that can encourage comfort for customers during service encounters seems still remain unanswered yet. Although there have been calls to reveal specific behavioral cues that generate comfort (see: Schoefer & Diamantopoulos, 2008), it also seems still to be lacking in providing a comprehensive understanding of how comfort mechanisms can be developed, and how behavior generated. Therefore this study attempts to investigate the interaction behavior of frontline service personnel in service encounter of notebook peripheral business, which can cause a sense of comfort to all the quality of services provided so that consumers feel satisfied and intending to repurchase and recommending positive word of mouth. To answer such research questions, it is, of course, required a relevant theoretical approach as well as the research methodology as described below.

Literature Review and Hypothesis

1. Theoretical Approach
a. *Interaction Behavior*
In a closer examination toward interaction behavior, Lloyd & Luk, (2011) and Bitner *et.al.* (1990) have sought to uncover behaviors that serve as critical incidents leading to satisfactory or unsatisfactory service attainment.However, from some empirical studies that attempt to uncover details of interaction behavior between frontline employee services with the customer's side, and how their psychological responses to the respective behaviors seem to be still inadequate (see: Chung-Herrera, 2007). Particularly if it was related to the question: whether the psychological response can mediate the effect of service quality interaction behavior on customer satisfaction, it does not appear to have been much revealed. Therefore, Winsted, (2000) who seeks to highlight dimensions rather than customer behavior in evaluating perceived services finds three distinct and highly correlated dimensions to customer satisfaction. These three dimensions are attention, decency,and understanding. Similarly, the study of Liljander & Mattsson, (2002) have looked at similar dimensions of empathy (as an item of SERVQUAL, such as; respecting customers, being sincere and making small talk), also played an important role in influencing the level of customer satisfaction. In addition, Winsted, (2000) also observes that civility and congeniality are other factors in the behavior of service providers which function as contributors in providing adequate levels of service. In short, although SERVQUAL remains one of the most widely used instruments for assessing service quality, the literature suggests that there are other gap factors that need to be addressed in an effort to uncover quality dimensions of service related to behavior during interpersonal interactions and the emotional response generated by the customer. In other words, there is still an explicit need to extend the current concept of interaction behavior by incorporating effective quality elements in order to complement traditional measures of service quality (Liljander & Strandvik, 1997).

b. *Comfort*
As mentioned by several studies on service dimensions, it is known that in evaluating service quality the most important factor is acomfort(see e.g: Dabholkar *etal.* 2000).The sense of comfort here was conceptualized as a

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psychological state in which the customer's anxiety factor for the services provided has subsided, and the person enjoys peace and peace of mind and is free of any worries that may arise in the event of social interaction with the employee of theservice provider. Nevertheless, in such a context Paswan & Ganesh (2005) only simply think of it as the level of comfort that occurs during the process of social interaction, which by that definition seems to be regarded as an emotional level characterized by a feeling of comfort due to a lack of anxiety in service and emotional interactions, which usually refers to a state of mental readiness arising from cognitive judgment on an event or mind (Bagozzi *et al.,* 1999).Correspondingly, previous studies on sociology, psychology, and marketing relations have also suggested that customer comfort has improved during service encounters. This is partly due to several reasons that are quite interesting. *First,*the ability of a person to interact socially with others from different cultures, which will provide a sense of comfort to customer satisfaction, where this can be measured from the distance that occurred.*Second,*the risks faced are lessened and the relational exchange is also getting improved (Hanna, 1980; Paswan & Ganesh, 2005). Although in such a context there is a sign of important role of comfort in service encounter, but in order to better improve the service quality it is necessary to further disclose certain behaviors that can generate emotion as mentioned by Spake *et al.,* (2003).

c. *Service Quality*

Service quality is defined as "the consumer's assessment on overall excellence or superiority of product or service consumed" (Zeithaml, 1988). While Goetsch & Davis (2006), conceptualized it as "a dynamic condition associated with the process of complying customer needs for products or services", so it is generally seen that service quality is closely related to the orientation of consumer perceptions on the difference between expectations and what felt in consuming a product or service. In other words, there is a significant causal relationship between service quality and customer satisfaction.

Correspondingly, Chapman & Wahlers (1999) argues that consumer perceptions of service quality have a close relationship with trust that directly affects consumer purchasing decisions and their loyalty to the brand. Given in this case that service quality is a perception, then it can be predicted if the quality of service is perceived negatively, the product will certainly no longer favored and will not last long in the market. Conversely, if the customer perceived quality is positive, the product will be favored. Here are some things to consider in building perceived quality (Aaker (1994):

a. *Commitment to quality.*The company must be committed to the quality of service, and maintain it continuously. This effort is not just a "chit-chat or small talk" but is reflected in uncompromising action.
b. *Quality culture.* Service quality commitment must be reflected in the corporate culture, norms of behavior and values contained within it. In this context, if the company is faced with a choice of quality and cost, then the quality that must be won.
c. *Feedback information from customers.* In building perceived service quality, customers that define quality. For this reason, the company needs to continuously conduct research on its customers to obtain accurate, relevant, and up to date information.
d. *Clear Goals or Standards.* Quality objectives must be clear and not too general since overly general quality goals tend to be useless. Quality must also have clear, understandable and prioritized standards.
e. *Developing the employee initiatives.* Employees should be motivated and allowed to take the initiative and be involved in finding solutions to problems faced with creative and innovative thinking. In addition, employees are also actively involved in service quality control.

In addition to these considerations, there is also different conceptualization from what has to be evaluated at the service encounter in order to illustrate the dimensions of service quality. Garvin (1984) argues that the dimension of perceived service quality is divided into seven dimensions, namely; (1) performance that involves the operational characteristics of an attribute, (2) the ability to provide the best service for the marketed product or service; (3) the durability of the product or service offered; (4) the reliability of the performance of the product or service (5) characteristics of the product (features) that have more value in the eyes of the consumer, (6) quality conformance with specified specifications, and (7) all the combination of these dimensions is reflected in the consumer's perceived quality. While Parasuraman *et al.* (1988) only see it from five aspects, namely; (1) tangibles, (2) reliability, (3) responsiveness, (4) assurance, and (5) empathy, as dimensions rather than service quality that could potentially affect customer satisfaction.

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f. Customer Satisfaction

The importance of customer satisfaction has been regarded as a fundamental determinant of long-term consumer behavior (Oliver, 1980). However, its conceptualization is still defined in various ways. According to Kotler & Keller (2006) satisfaction is defined as a perception of customer pleasure arising from comparing the perceived performance of the product (outcome) to their expectations. Meanwhile, Lloyd & Luk (2011) argue that overall satisfaction is essentially an effective construction that arises not only in the outcome of the services provided but also in the mechanism of social interaction process that occurs especially in a service encounter to influence customer satisfaction. Similarly, previous studies conducted by Liljander & Strandvik, (1997) and Ravald & Gro¨nroos, (1996) also accepted that satisfaction as a strong predictor of the behavioral variables such as repurchase intentions or loyalty, and word-of-mouth.

g. Repurchase Intention

It is known that most of thecustomerpurchasing are potential repeat purchases (Peyrot & Doris, 1994). This is due to customers buy similar products/services repeatedly from the same or similar seller, rather than as isolated opportunities - but refer to the possibility of reusing the service provider in the future: as an act that is definitively mentioned as repurchase intentions (see: Hume *et al,*2007). Actually, the concept of repurchase intention and its determinant factors has been studied by many marketing researchers (e.g; Law *et al,* 2004; Seiders *et al.,* 2005 and Bulut, Z.A., 2015). The steps taken are usually derived from a current customer survey in order to assess the propensity to repurchase products / services from the same brand as well as from the same company, which according to Hellier *et al,* (2003) is defined asa desire arising from the consumer to re-purchase the products or services he or she likes based on the evaluation of the conformity of product or service performance with consumer expectations. Therefore, if it was analyzed from the viewpoint of future consumer behavior (Dixon, *et al.,* 2005), then the impact from the conformity between product / service performance with consumer expectations (perceived customer satisfaction) has a significant correlation to the repurchase intention or recommending positive word of mouth (Zeithaml *et al,* 1996).

h. Word of Mouth

Word of mouth (WOM) or consumer-to-consumer interaction is one of the fundamental means of distribution and regarded as the oldest ways of conveying information (Dellarocas, 2003). It has been defined in many ways. One of the earliest definitions was that put forward by Katz and Lazarsfeld (1966), who described it as the exchanging of marketing information between consumers in such a way that it plays a fundamental role in shaping their behavior and in changing attitudes toward products and services. In recent year, companies view both types of recommendations – WOM and eWOM – as a new opportunity to listen to customers' needs and adjust how they promote their products or services to better meet them, thereby increasing their return. A negative or positive attitude toward the product or service will influence customers' future purchase intentions by allowing them to compare the product or service's actual performance with their expectations (Yang, 2017).

Speaking about the impact of word-of-mouth it can be positive, neutral or negative. However, for this study, we focus on positive word-of-mouth which includes novel experiences, relating pleasant, and recommendations to others (Anderson, 1998). Therefore it requires consumers to engage in attributional analysis, and communicating or sharing meaningful information with others. The following are a number of hypotheses that proposed to explore the relationship betweenseveral variables that affect the interaction behavior on repurchase intention and word of mouth.

2. Hypothesis
a. The relationship between interaction behavior and comfort.

According to thesocio-psychological view of the relationship between interaction behavior and comfort, it is stated that comfort plays an important role as a mediating variable on the impact of interaction behavior towards overall service quality and customer satisfaction (Lloyd & Luk, 2011). The meaning of comfort in this study is essentially considered as an emotional response shaped by the interaction between service providers and customer perceptions in a service encounter, in which empirically proven to have a positive effect on the comfortable feelings it produces. That is why, based on the phenomenon of favorable perception from this interaction behavior on comfort, so this research hypothesizes that;

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H-1: A favorable perception of interaction behavior leads to a higher level of comfort.

b. The effect of comfort on the overall service quality and customer satisfaction

The effects of comfort expressed by consumers while interacting with the frontline service personnel in a service encounter, among others, are reflected when the customer responds effectively and feels a positive mood towards the overall value rather than the quality of service provided. Based on the valuations that tend to lead to this favorable evaluation, it is possible for the service providers to tailor their offerings based on information provided by customers in order to comply their expectations in facilitating the service quality expected.

In addition, the psychology literature also argued that responses to customer emotions while experiencing a pleasant event revealed from the fulfillment of their needs that lead to a positive effect on the level of perceived satisfaction. This phenomenon is also shown by the study of Paswan & Ganesh (2005) which indicates that consumers who feel a higher level of comfort provided by theservice provider are more satisfied than those with alower level of comfort. Therefore on the basis of the phenomenon described above, this study postulates the hypothesis that;

H-2a: Comfort as a positive effect on the overall service quality.
H-2b: Comfort also has a positive effect on customer satisfaction.

c. The effect of overall service quality on customer satisfaction

Related to the consensus of whether high-quality services will provide a higher customer satisfaction, Bitner *et al* (1990) propose an alternative valuation method that is defined as the overall customer satisfaction on the inferiority/superiority of the offer provided by a company. This definition according to Zeithaml (1990) is regarded as customer's judgment of the overall excellence or superiority of a service in which its understanding is related to how far the difference between expectation and reality perceived by consumers on the products or services consumed.

Although the causal relationship between the two variables has been a subject of debate among some researchers (see e.g; Parasuraman *et al.*, 1988 and Gronoos, 1998), however Dabholkar *et al* (2000) persist that overall service quality is a cognitive factor that has a positive effect on customer satisfaction. In other words, the higher the overall service quality the higher the level of satisfaction perceived by the consumer. Therefore based on such a phenomenon, this study hypothesized that;

H-3: Overall service quality has a positive effect on customer satisfaction.

d. The effect of customer satisfaction on repurchase intention

In the satisfaction and customer intention link, marketing literature identifies that satisfaction has a consistent and positive effect on repurchase intentions (see: Bulut, 2015). This causal relationship has among others been proven through the study of Cronin *et al,* (2000) who found that satisfaction level provides a significant explanation towards the formation of customer intention to repurchase. Similarly Razi & Lajevaerdi (2016) explicitly also recognized that customers satisfaction experience will influence their repurchase intention n the future. While the empirical study evidence of Ismoyo *et al,* (2017) also supports the posited link. Thereby leading to the following hypothesis, it can be stated that;

H-4: Customer satisfaction has a positive effect on repurchase intention.

e. The effect of customer satisfaction on the positive word of mouth

Finally, in scrutinizing the relationship between satisfaction and word of mouth, theprevious study suggested that customer satisfaction is an important determinant factor of positive word-of-mouth (see: Liang & Wang, 2007). While word-of-mouth which defined as the oral communication between person to person is also regarded as aprimary indicator of a company's future success (Lewin, 2009). Since this study focuses on positive word-of-mouth, Bagozzi (1992) stipulates that behavioral responses such as word-of-mouth are preceded by affective reactions, and indeed this relationship has been demonstrated empirically by some further research (e.g; Wangenheim & Bayon, 2004 and Yang, 2017). Therefore we believe the same phenomenon should also be observed here, in order to prove how the result will be leading to the following hypothesis:

H-5: Customer satisfaction has a positive effect on positive word-of-mouth behaviors.

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3. Research Model

Based on the results of thetheoretical review and the study on some previous researchers, then in order to provide an illustration of the proposed hypothesis can be described a design of thought framework as shown in following Figure 1.
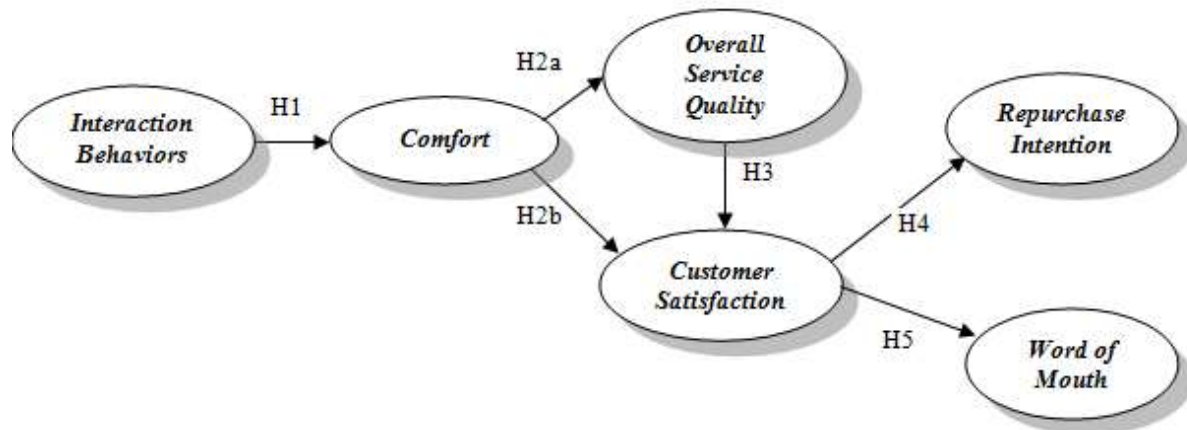

Figure 1 Research Model Framework

Sources: Replication Research Model of Sivadas et al., (2000) and Lloyd dan Luk. 2011

$$\eta_1 = \gamma_1\xi_1+\zeta_1 \quad\text{...(1)}$$
$$\eta_2 = \beta_1\eta_1 + \zeta_2 \quad\text{..(2)}$$
$$\eta_3 = \beta_2\eta_1 + \beta_3\eta_2 +\zeta_3 \text{...(3)}$$
$$\eta_4 = \beta_4\eta_3 + \zeta_4 \quad\text{..(4)}$$
$$\eta_5 = \beta_5\eta_3 + \zeta_5 \quad\text{..(5)}$$

Description:

ξ_1	= *Interaction Behaviors* as an exogenous variable;
η_1	= *Comfort*as the first endogenous latent variable (first mediation);
η_2	= *Overall Service Quality* as the second endogenous latent variable (second mediation);
η_3	= *Customer Satisfaction* as the third endogenous latent variable (third mediation);
η_4	= *Word of Mouth*as the fourth endogenous latent variable (fourth mediation);
η_5	= *repurchase* as the fifth endogenous latent variable (fifth mediation);
γ_1	= direct relationship of exogenous and endogenous variable
$\beta_{1,...5}$	= direct relationship of endogenous and endogenous variable
$\zeta_{1,...5}$	= *measurement error* (residual) endogen.

The Method

Research method used in this study is an explanatory survey, which according to Singarimbun & Effendy (2008) this type of research essentially aims to highlight the causal relationship between variables and test the hypotheses that have been formulated so the results are expected to be used as a consideration in providing understanding, explanations, and predictions.

The number of samples reached 250 respondents, which all of whom are consumers (service users) from a number of sales centers of accessories and providers of laptop/computer repair services located in the capital of the Republic of Indonesia, Jakarta. Related to the applied measurements, the variable of interaction behaviors were measured by using 11 statement items, while comfort based on 1 item of statement, overall service quality measured through 2 items of statement, satisfaction with 3 items, word of mouth using 3 items, and repurchase intention measured based on 1 item of statement. All of these measurement techniques were adopted from the

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studies of Sivadas et al (2000) and Lloyd & Luk (2011), which applied a 7-point Likert scale, starting from the statement of very strongly disagreeable = 1 to the strongly agree = 7.

Discussion and Result

Hypothesis testing is done by using Structural Equation Modeling method based on component or variance (Component Based SEM), and its character is non-parametric (Generalized Structured Component Analysis/GSCA). As an alternative to the application of covariance-based SEM, it has an impact on the orientation of analytical approach that initially focused on testing the causality / theoretical model then shifting to component-based prediction models. The following is analyzing result from a number of hypothesis testing, which its first explanation begins with the exposure of test results to the quality of the instrument (indicators of research variables) including validity and reliability test as shown in table 1.

Table 1. Validity and Reliability Test Results

Indicator	Loading	Weight	SMC	AVE	Cronbach Alpha
Interaction Behaviour (IB)					
IB1	0.776 *	0.135 *	0.603 *	**0.533**	**0.911**
IB2	0.756 *	0.124 *	0.572 *		
IB3	0.745 *	0.120 *	0.555 *		
IB4	0.697 *	0.119 *	0.485 *		
IB5	0.787 *	0.132 *	0.620 *		
IB6	0.698 *	0.117 *	0.487 *		
IB7	0.720 *	0.119 *	0.519 *		
IB8	0.736 *	0.114 *	0.542 *		
IB9	0.745 *	0.124 *	0.556 *		
IB10	0.743 *	0.155 *	0.552 *		
IB11	0.609 *	0.109 *	0.371 *		
Overall Service Quality (OSQ)					
OSQ1	0.870 *	0.560 *	0.757 *	**0.766**	**0.694**
OSQ2	0.881 *	0.582 *	0.775 *		
Satisfaction (CS)					
CS1	0.853 *	0.404 *	0.728 *	**0.686**	**0.771**
CS2	0.848 *	0.419 *	0.719 *		
CS3	0.782 *	0.383 *	0.612 *		
Word of mouth (WOM)					
WM1	0.841 *	0.414 *	0.707 *	**0.670**	**0.754**
WM2	0.836 *	0.429 *	0.699 *		
WM3	0.777 *	0.377 *	0.604 *		

Estimate* = significant at .05 level

Table 1 shows that each item of the observed variable is valid. This is because it has the value of loading > 0.5, both for loading factor and weight, including Squared Multiple Correlation (SMC). Therefore, such a condition implies that every item analyzed can measure the variables studied.

In the study, the criterion of acceptable reliability is 0.70, although this figure limit is not a fixed price. That is, if the research conducted is exploratory then the value below 0.70 is still acceptable, as long as it is completed by empirical reasons visible in the process of exploration. In this context, Nunally & Bernstein, (1994) provide a good guideline for interpreting reliability index. They argue that the value of reliability considered "medium" is in the range of 0.5 to 0.6, and this is already considered sufficient to justify a research result. Thus, based on the test results of Cronbach Alpha reliability and Average Variance Extracted (AVE), in which each variable reaches > 0.50, then the whole of thevariable used can be declared reliable.

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Table 2. *Evaluation of Goodness-of-Fit Indices*

Indices of Goodness of Fit	Analysis Results
FIT	0.558
AFIT	0.554
GFI	0.994
SRMR	0.149
NPAR	48

The goodness of Fit test on the summary of Tabel 2 shows the result that the model is FIT.

Table 3. Structural Testing Results

Path Coefficients				
The Variables Correlation	Estimate	SE	CR	Remarks
Interaction → Comfort	0.540	0.057	9.52*	Accepted
Comfort → OSQ	0.475	0.064	7.45*	Accepted
Comfort → Satisfaction	0.191	0.048	3.99*	Accepted
OSQ → Satisfaction	0.587	0.048	12.27*	Accepted
Satisfaction → Repurchase	0.417	0.069	6.06*	Accepted
Satisfaction → WOM	0.651	0.047	13.85*	Accepted

CR* = significant at .05 level

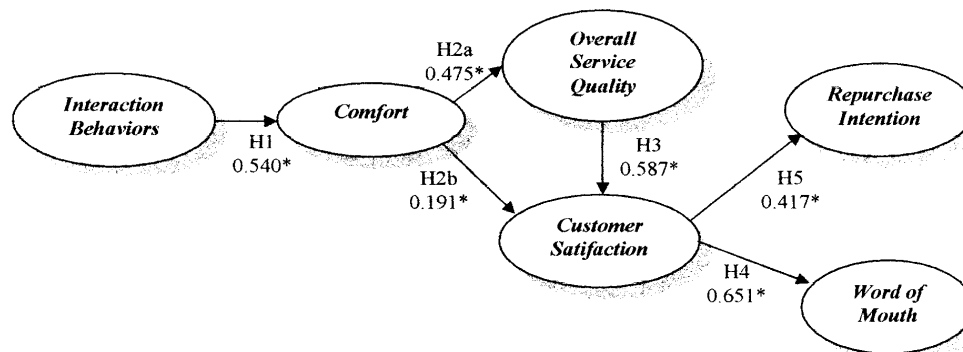The results of complete research model analysis can be displayed in the following Figure2.

Figure 2.
The Results of Hypothesis Testing

Notation:
* = Influenced on the 0.05 significance level (5%)

Based on the results of structural tests as summarized in Table 3, it is clear that interaction behaviors have a direct effect on the level of customer comfort significantly. It can be seen from the estimation value of 0,540; C.R = 9,52 and probability < 0,05. This means such conditions indicate that the hypothesis of H-1 which states interaction behaviors has a positive effect on customer comfort is proven accepted.

Correspondingly, it is also identified that customer comfort positively and significantly affect the overall service quality of accessories sales centers and computer repairs with the estimated value of 0,475, C.R = 7,45 and probability > 0,05. This suggests that the hypothesis of H-2a which states customer comfort has a positive effect on the level of overall service quality can be accepted.

Similarly, the causality test result as summarized in Table 3 describe that customer comfort has a positive and significant effect in increasing the level of customer satisfaction. This can be seen at estimated value of 0,191;

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C.R = 3.99, and probability < 0.05 (*). In other words, this condition proves that hypothesis of H-2b which states customer comfort has a positive effect on the customer satisfaction is proven or accepted.

In addition, the result of thefurther test shows that overall service quality has a positive and significant effect on customer satisfaction with the estimated value of 0.587;   C.R = 12.27, and aprobability value < 0.05(*). This indicates that hypothesis of H-3 which states overall service quality has a positive effect on customer satisfaction can be accepted.

On the other side, the following findings also imply that customer satisfaction has a significant effect on repurchase intention. This can be seen at estimated value of 0,417; C.R = 6.06, and probability < 0.05. In other words, this condition proves that hypothesis of H-4 which states customer satisfaction has a positive effect on the repurchase intention is proven or can be accepted.

Finally, based on further structural testings, the result also shows that customer satisfaction has a positive and significant effect on positive word of mouth. This condition can be depicted on the estimated value of 0.651, C.R = 13.85, and probability < 0.05. It means the hypothesis of H-5 which states customer satisfaction has a positive impact on the positive word of mouth is proven acceptable.

Conclusion

The findings of this research show that all hypotheses on the relationship between the variables observed can be accepted or proven to support previous theories and studies. It indicates that the comfort in interaction behavior provided by frontline service providers (the technicians) at the moment of delivering the suggestions (appropriate information) can build a sense of comfort to the consumer. In other words, such a friendly or impressive interaction behavior will give a positive memory in the minds of consumers.

Similarly, the comfort also has a positive and significant impact on the overall service quality provided by sales center of accessories and computer repair services.In addition, the results of research finding also prove that the level of comfort on the overall service quality affects the consumer satisfaction. Therefore, these phenomena support the study of Lloyd & Luk (2011) which implies that interaction behavior leading to comfort will affect the overall service quality and consumer satisfaction.

In line with that, the overall service quality is also well proven in terms of affecting the level of customer satisfaction. This phenomenon is indicated by the higher of overall service quality the higher the customer perceived satisfaction. While on the other hand, this increased level of satisfaction can also affect the repurchase intention as well as positive word of mouth. Thus, the role of comfort in mediating the influence of interaction behavior on repurchase intention word of mouth proved positive and significant

Theoretical and Managerial Implication

Theoretically, the study implies that the employee's emotional role while interacting with the consumers in a service encounter is very important. This is primarily in the effort to create a satisfactory overall service atmosphere, where such a condition, in turn, can lead to the repurchase intention and recommending positive word-of-mouth. Therefore, training programs provided in order to improve services should always focus on the behavior that makes consumers feel relaxed and comfortable with the spirit of employees dedication in serving them.

Furthermore, judging from the perspective of managerial implications in the service organization, management can also consider various inputs (e.g; talent or emotional expressiveness) as a necessary characteristic in the employee recruitment process. In addition, feedback factors from consumers in order to periodically assess front-line employee performance are also important to note, so the results can be utilized to track employee performance in creating a comfortable interaction with consumers. Similarly to the behavior revealed in this study, the management can also use it as a basic consideration by incorporating the comfort-creating and comfort-enhancing strategies into front-line employee training.Even though this is not inseparable from the limitations faced by this study as presented in the following description.

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Limitation and Further Study

The limitations of this study in scrutinizing the phenomenon of interaction behavior that creates the sense of comfort for customers in a service encounter is only focused on services in the field of notebook peripheral (laptop/computer)operations, with the background of Eastern culturethat is Indonesia. In addition, the goal is also limited just in the effort of proving the role of mediating effect of comfort towards customers satisfaction from the overall perceived service quality, which in turn can affect the consumers' repurchase intention and positive word of mouth.Therefore, in order to improve the generalization or external validity of these findings, future studies are expected to explore the object and set of research by involving different cultural and industrial sectors as well as different dependent variables. Similarly in order to further proving the higher degree of its internal validity, preferably the research model isdesigned in an experimental laboratory study so that its theoretical results can be applied universally.

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