ABSTRACT:
This document is intended to explain Servicescape concept evolution from 1995 to 2017, after was coined by Mary Jo Bitner (1992). Systematic Review of Literature (RSL) was welcomed as a methodology with scientific database Scopus, which issued 325 documents. The results present a description of: type of document, scope, variables and methodological perspectives. Future lines for concept development and management implications are presented. Main results indicate that Servicescape is a relevant concept in literature, due to an increasing number of publications in time; Likewise, areas in which it has been more reviewed are Tourism and Entertainment and Health; in the same way, most used variables in studies are quality of the experience, environmental factors and user behavior.

Keywords: Services management and marketing; Servicescape; systematic literature review

RESUMEN:
Este documento pretende explicar la evolución del concepto Servicescape de 1995 a 2017, después fue acuñado por Mary Jo Bitner (1992). La revisión sistemática de la literatura (RSL) fue bienvenida como una metodología con la base de datos científica Scopus, que emitió 325 documentos. Los resultados presentan una descripción de: tipo de documento, alcance, variables y perspectivas metodológicas. Se presentan líneas futuras para el desarrollo del concepto y las implicaciones de gestión. Los principales resultados indican que Servicescape es un concepto relevante en la literatura, debido a un número creciente de publicaciones en el tiempo; Del mismo modo, las áreas en las que ha sido más revisado son Turismo y Entretenimiento y Salud; de la misma manera, las variables más utilizadas en los estudios son la calidad de la experiencia, los factores ambientales y el comportamiento del usuario.

Palabras clave: gestión y comercialización de servicios; Servicescape; revisión sistemática de la literatura
1. Introduction

*Servicescape* has been understood as the study of service design, composed by environmental dimensions as space and its function, signs, symbols, tools and people who interact in service environment; in this respect, the concept encompasses space as holistic, and is understood as a whole. At the same time, employees are responsible to give answers and in this scenario customers operate with capable of being evaluated behaviors, according to concept developer Mary Jo Bitner.

Therefore, based on the measurements that may derive from environmental dimensions, the space, its function, signs, symbols, and people, you can get to detail the approach, the satisfaction and to explore how long they are willing to spend in certain place, and consequently, their willingness to pay and spend. Likewise, the notion of perceived value in environmental variables is built from the customers vision. (M. J. Bitner, 1992).

It is relevant to indicate, that Servicescape's concept was created by Bitner (1992) and has inspired many academics to study it as a phenomenon and, in turn, to review the possible mediating variables, in multiple sectors. This has been providing high value to organizational strategies implementation, tactics and marketing programs. However, there is no evidence of a literature systematic review that allows to summarize, identify, evaluate, interpret and synthesize reported researches about this concept.

In this context, the relationship between marketing and *Servicescape* is symbiotic as the service environment is co-created between the organization, its partners and the customer, who interact in the same service environment, given that individuals behaviors are influenced by physical environment and from it they can develop marketing strategies.

Therefore, this document has as main objective to systematically review the literature generated after *Servicescape* term was developed, with the purpose of giving account the concept evolution over time. In this context, were observed aspects as: evolution of literature, issued documents, scope, involved variables and methodological perspectives.

Moreover, marketing managers can count on a consultation framework from which to build their new strategies, depending on the scope. Also, may be interested in obtaining new results on the study of physical service environment, as well as to propose successful strategies in other contexts and review successful cases to replicate in their business. At the same time, it can be useful as a starting point to new service universes construction.

2. Method

To shape this document, a search equation was executed in Scopus, which a systematic review of literature was realized. The protocol for this purpose was developed in agreement to the parameters indicated by Perez-Rave et al. (2012) and Kitchenham (2004). Therefore, the following activities were developed for every stage:

1. Definition of interest questions: which is the evolution of literature production studying Servicescape? what kind of documents have been produced? what areas have been subject of empirical validation? what variables has been addressed to Servicescape concept? which methodological perspectives has Servicescape been approached?

2. Exploration strategies: a search equation was constructed to be executed in Scopus to perform the process, previously validated by the research team and adjusted to the research questions, which was: "TITLE-ABS-key (Servicescape) AND PUBYEAR > 1994 AND PUBYEAR < 2018". This equation used the term coined in literature to define the layout of service environments and was closed on August 29, 2017.

3. Inclusion criteria: were used exclusively documents that gave account of progress and associated literature with Servicescape concept, and, therefore, marketing and management service scope.

4. Removal procedure and data synthesis: a review of the issues concerning this research questions were realized: production of literature evolution, type of documents subject to validation areas, and
The aforementioned was based on literature that indicates parameters for a systematic review of literature (Almeida, Barreiros, & Saraiva, 2011; Brereton, Kitchenham, Budgen, Turner, & Khalil, 2007; Chicaíza-Becerra et al., 2017; Kitchenham, 2004; López, Méndez, Paz, & Arboleda, 2016; Medina-lópe, Marín-garcía, & Alfalla-luque, 1989; Pérez-Rave et al., 2012; Petersen, Feldt, Mujtaba, & Mattsson, 2007). In this order of ideas, it is important to consider that the search equation led to 325 abstracts, with 216 fulfilling inclusion and exclusion criteria.

3. Results
Main results of literature systematic review are presented below. In the first instance, is indicated how there has evolved literature, secondly, the type of documents, followed the scope; afterward, the variables that have been addressed to explore Servicescape concept are presented and finally the methodological perspectives are indicated.

3.1. Literature Evolution
Literature evolution is presented in Figure 1, in terms of quantity of documents; the growing tendency of academic production with Servicescape as topic of interest is evidenced; it is relevant to point out that there is an apparent decrease in 2015, a peak in 2016 and another apparent decrease in 2017, which may be due to the systematic review of literature implementation closing date.

![Figure 1](Servicescape literature evolution from 1995 to 2017)

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

3.2. Type of documents
The types of documents showed by the search equation, that fulfill the inclusion and exclusion criteria, are mostly articles (86.57%), then with a significantly less than 6.02% participation follow proceedings, then comes reviews with 4.63%, followed by chapters of books with 2.31%
and 0.46% of editorial. It is important to indicate that the magazine with more Servicescape publications is Journal of Services Marketing 6%, followed by International Journal of Hospitality Management 5%; likewise, there are a good number of other publications such as: Managing Service Quality 4%, Journal of Service Management 3%, Journal of Retailing and Consumer Services 3% and Journal of Service Research 2%, additional participation is distributed in other publications.

### Table 1

<table>
<thead>
<tr>
<th>Type of Document</th>
<th>Number of documents</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Article</td>
<td>187</td>
<td>86.57%</td>
</tr>
<tr>
<td>Proceedings</td>
<td>13</td>
<td>6.02%</td>
</tr>
<tr>
<td>Review</td>
<td>10</td>
<td>4.63%</td>
</tr>
<tr>
<td>Book Chapter</td>
<td>5</td>
<td>2.31%</td>
</tr>
<tr>
<td>Editorial</td>
<td>1</td>
<td>0.46%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>216</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

### 3.3. Scope

Regarding Servicescape scope, empirical validation has been approached for diverse sectors, being Tourism and Entertainment predominant with 61% participation, followed by health 13%, retail 8%, other sectors like education, banking and finance, business to business, telecommunications and transport have equal or less 5% participation; this information is presented in Table 2.

### Table 2

<table>
<thead>
<tr>
<th>Sector</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Tourism and Entertainment</td>
<td>61%</td>
</tr>
<tr>
<td>Health</td>
<td>13%</td>
</tr>
<tr>
<td>Retail</td>
<td>8%</td>
</tr>
<tr>
<td>E-Commerce</td>
<td>5%</td>
</tr>
<tr>
<td>Education</td>
<td>5%</td>
</tr>
<tr>
<td>Banking and Finance</td>
<td>4%</td>
</tr>
</tbody>
</table>
Depen information about more relevant fields of application in Servicescape quantity of documents is presented below. In the first instance, specific concerns of the literature in regard with tourism and entertainment have reviewed issues as Servicescape management in travelers' experiences (LeBlanc & Nguyen, 1996; Rowley & Slack, 1999), gastronomic experiences (K.-Y. Chen, 2014; Ellen & Zhang, 2014; Kauppinen-Räisänen, Rindell, & Åberg, 2014; C. J. Lee, Wang, & Cai, 2015; Lund & Marinova, 2014; Song & Ma, 2012; Verhoeven, van Rompuy, & Pruyn, 2009).

Likewise, within tourism sector framework, several researchers reviewed specific times and occasions of tourist's experience that can be managed by the organizations, from transport, voice-to-voice and storytelling influence, up to co-creation mechanisms (Abubakar & Mavondo, 2014; Chiu & Chen, 2012; Dedeoğlu, Küçükergin, & Balıkcioğlu, 2015; Gnoth & Martin, 2014; Mossberg, 2008; Musa & Thirumoorthi, 2011; Prebensen & Foss, 2011); in addition, Servicescape was studied with some special features as: tourism for disabled people (Raissova, 2015), tourism in farms (Choo & Petrick, 2014) and natural tourism (Fredman, Wall-Reinius, & Grundén, 2012). Although hotel service is linked to tourism, there were several authors that focused only on Servicescape referred to hospitality (Ariffin, Nameghi, & Zakaria, 2013; Daunt & Harris, 2012b; Ismail, 2011; J. Kim & Hardin, 2010; S. Lee & Jeong, 2012; Lim, 2014).


At second instance, another evident concern in Servicescape literature is Health field, in this research context we find focused on hospital care authors (Ardley, Mcmanus, & Floyd, 2013; Holder & Berndt, 2011; Leister, 2014; Pantouvakis, 2012; Thorwarth, Arisha, & Harper, 2009), nurses role (Parish, Berry, & Lam, 2008), consumer approach (Ardley & Chen, 2017), disabled customers characteristics (Baker, Holland, & Kaufman-Scarborough, 2007), patients in clinic features, elderly (Meshram & O’Cass, 2013) and medical tourism (Loureiro, 2015).

In third instance, Servicescape literature shows retail as a relevant area to study customers’ behavior in their own environment (Cockrill, Goode, & Emberson, 2008; Dubé & Morin, 2001; Hilliard & Baloglu, 2008; O’Cass & Grace, 2008; Venkatraman & Nelson, 2008), analyzing their supermarkets behavior (Bouzaabia, van Riel, & Semeijn, 2013).

### 3.4. Addressed Variables

In Servicescape studies framework, 425 main variables were found in this systematic literature review window; the predominant variable is quality of experience evaluation 31%, followed by environmental factors 28%, user behavior 16%, interaction with staff 6%, authenticity, image and service environment aesthetics 5%, value creation and communication 3%, e-Servicescape, social factors and loyalty 2%, price and cost-benefit relationship, demographic variables, time of service and brand 1%.

<table>
<thead>
<tr>
<th>Addressed Variables in Servicescape study</th>
<th>3%</th>
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<tbody>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
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</table>

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017
<table>
<thead>
<tr>
<th>Variable</th>
<th>Participation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of Experience</td>
<td>31%</td>
</tr>
<tr>
<td>Environmental factors</td>
<td>28%</td>
</tr>
<tr>
<td>User Behavior</td>
<td>16%</td>
</tr>
<tr>
<td>Interaction with staff</td>
<td>6%</td>
</tr>
<tr>
<td>Authenticity, Image and Aesthetics</td>
<td>5%</td>
</tr>
<tr>
<td>Value creation and communication</td>
<td>3%</td>
</tr>
<tr>
<td>E-Servicescape</td>
<td>2%</td>
</tr>
<tr>
<td>Social factors</td>
<td>2%</td>
</tr>
<tr>
<td>Loyalty</td>
<td>2%</td>
</tr>
<tr>
<td>Price and cost/benefit relationship</td>
<td>1%</td>
</tr>
<tr>
<td>Demographic Variables</td>
<td>1%</td>
</tr>
<tr>
<td>Time of Service</td>
<td>1%</td>
</tr>
<tr>
<td>Brand</td>
<td>1%</td>
</tr>
<tr>
<td>Grand Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

Deepen information about Servicescape research variables is presented below. In first instance, Quality of Experience from here QoE, is a variable that more incentive authors in wanting to verify global acceptance of received services (Abubakar & Mavondo, 2014; Ardley et al., 2012; Ariffin et al., 2013; Bonfanti, 2013; Bruwer & Kelley, 2015; Chronis, 2005, 2015; Clarke & Schmidt, 1995; Collier & Barnes, 2015; Dedeoğlu et al., 2015; Dong & Siu, 2013; Ellen & Zhang, 2014; Fernandes & Neves, 2014; Kauppinen-Räisänen, 2015; K. Lee, Chung, & Nam, 2014; Loureiro, 2015; Pang, 2013; Robinson & Clifford, 2012). In the foregoing framework, Dedeoğlu et al research is outlined (Dedeoğlu et al., 2015). Their aim was to examine the effect on value perception, image, and perceived pleasure by customers during service.

Likewise, in restaurant field, quality of experience perceived by customers variable was used (Zemke, Hertzman, Raab, & Singh, 2011); arguing as objective to obtain an understanding of restaurant’s clients expectations and preferences for background sound, and determine if demographic variables, especially age, can affect these preferences; literature reveals the importance of authenticity moderating variable (Meng & Choi, 2017).

Lin and Mattila (2010) show that both service landscape and meeting service affect users pleasure and satisfaction. In this sense, Musa & Thirumoorthi (Musa & Thirumoorthi, 2011) review "Red Palm" from QoE point of view, a reward to the best evaluated accomodations given by backpackers in 2006 in Asia; this study sought for the results reasons, examining quality of
service and Servicescape establishment. From an hermeneutic analysis with NVIVO software they analyzed 192 reviews in web pages, which were reinforced by 18 in-depth interviews. The most relevant findings show that tangibles are the most important dimension of QoE, followed by security and empathy. Thus, the most important tangible elements are facilities, staffing, and location. Regarding empathy, kindness and cleanliness perception are the most significant; staff was an important part of the result as QoE is linked to their provided service perception, their courtesy, individualized attention and willingness to help gave important points in the evaluation.

From other perspectives, user behavior is another significant variable due to their direct interaction with atmosphere and service (Ang, Leong, & Lim, 1997; Aubert-Gamet & Cova, 1999; Baker et al., 2007; K.-Y. Chen, 2014; Chronis, 2005; Cockrill et al., 2008; Daunt & Harris, 2012a; Forrest, 2013; Grove & Fisk, 1997; Harris & Daunt, 2013; Hightower Jr., Brady, & Baker, 2002; L.-J. J. Hwang, 2007; Johnstone, 2012; Johnstone & Todd, 2012; Keillor, Hult, & Kandemir, 2004; Kubacki, Skinner, Parfitt, & Moss, 2007; Lai, Chong, Ismail, & Tong, 2014; LeBlanc & Nguyen, 1996; I. Y. Lin, 2004; Maguire & Geiger, 2015; Mari & Poggesi, 2013; Namasivayam & Mattila, 2007; Panichkunnaath & Goyal, 2011; Prebensen & Foss, 2011; Raissova, 2015; Reynolds & Harris, 2009; Skinner et al., 2005; Song & Ma, 2012; Thorwarth et al., 2009; Tombs & McColl-Kennedy, 2010; Venkatraman & Nelson, 2008; Vilnai-Yavetz & Gilboa, 2010; Xie, Shen, & Zheng, 2011; Yang, 2014). In this respect, user behavior in restaurant variable (K.-Y. Chen, 2014; Song & Ma, 2012) aims to study the relationship between Servicescape perceived by the client and his behavior, all within environmental psychology scope.

Likewise, as it was indicated, creation and communication of value variable has also been widely addressed in literature - For further reference: We suggest the reader to review the related literature (Ardley et al., 2013; Ayas, Eklund, & Ishihara, 2008; Blocker & Barrios, 2015; Brunner-Sperdin et al., 2012; Cahoon, 2007; Cant & Erdis, 2010; Chang et al., 2013; Choi & Chen, 2012; Chou et al., 2009; Dean, 2014; Hilliard & Baloglu, 2008; Hsieh & Pai, 2010; Jang et al., 2015; Jeon & Kim, 2012; Keillor et al., 2007; Khare, 2010; J. Kim et al., 2009; J. Kim & Hardin, 2010; Miles et al., 2012; Minkiewicz et al., 2011; Oakes & Warnaby, 2011; Parish et al., 2008; Perrone, 2009; Reimer & Kuehn, 2005; Rosenbaum & Massiah, 2010; Rosenbaum et al., 2013, 2011; Rosenbaum & Smallwood, 2011; van der Merwe et al., 2013; Vilnai-Yavetz & Rafaeli, 2006; Walker, 2001; Wang & Mattila, 2013) -. In fact, it was found that in relatively peculiar areas as religious precincts (van der Merwe et al., 2013), this study demonstrated that it is very useful to identify christians’ real motivations to congregate, where music is a determining factor for the young people to attend religious services; while the church design and used symbols are also relevant in value creation by their followers generating loyalty, which is highly relevant at the time to communicate and create value.


It is important to indicate that environmental factors are a key piece in all service scenarios; in fact, Chua et al. (2010) addresses Servicescape failures in the food service industry, related to bad management of the physical environment and recovery strategies of dissatisfied customers; this analysis revealed that cleaning problems were the most reported in the food service industry, followed by some design drawbacks; also, they indicate that in failures at
3.5. Methodological Perspectives

This section is dedicated to explain instruments, collection techniques and sources used by Servicescape addressed articles in a specified method of this systematic review of literature observation window.

**Used Instruments**

It should be noted that in most of Servicescape’s documents, the questionnaire referred as survey is preferred as instrument, which includes both surveys and scales, with the latter predominating. Thus, questionnaire is 78% preferred by the studies, which report having used it; other studies were 11% in favor of in-depth interviews, and 11% observation logs, as presented in Figure 2.

It is relevant to highlight a research, whose instruments are: questionnaire and researchers called ServLab observation (Meiren, Vvan Husen, & Karni, 2009), in this exercise, a virtual reality is simulated, that allows to visualize new service concepts, creating an environment close to reality (for example, sounds can be reproduced or smells or situations introduced) testing the interaction between clients and employees with actors support (service theater). According to the authors, this allows detecting and rectifying potential service errors before going live, generating further costs reduction.

*Figure 2. Instruments used in Servicescape investigation*

Source: own elaboration with Scopus data, date of equation closing: August 29, 2017

Additionally, it is relevant to indicate that although photo-elicitation technique was not so recurrent, Venkatraman and Nelson (2008) apply it through consumers, who record their experience at a Starbucks in Beijing through photography. Subsequently, these images are used in-depth interviews, where implications for new landscapes of global services in local markets are discussed as a result.

**Source**

The primary source is the most used by Servicescape researchers, taking 65% of participation, 15% of the studies make use of secondary sources and 20% use both primary and secondary sources, as presented in Table 4.

| Table 4 |
| Sources used in Servicescape studies |
4. Conclusions
Servicescape’s Literature Systematic Review seeks to relate all published articles on this phenomenon (2005-2017) where important aspects were observed such as: literature evolution, type of published documents, scope of application, intervening variables and methodological perspectives. In summary, it leaves a comprehensive and disaggregated theoretical framework about Servicescape literature. It also reveals the model behavior, for example, where it has been tested before, and for what its findings have served.
Additionally, it allows to see how new business entrepreneurs consider these marketing tools before starting a business, ensuring some success since they have the tools to build a good service environment. It was also found that studies scopes can be diverse, there are no limitations when applying the model. However, it became clear that for future research there are many sectors that have not been explored, such as: automotive, hardware, governmental, among others.

Compared to other Servicescape literature reviews, this study has significant implications for both marketing professionals and academics as it provides an original and unique framework for Servicescape’s events investigation and application. It should also be noted that this review was made without any prior inclination for any sector, which is why it differs from previous similar works, which focus on some of the variables or specific sectors (Bonfanti, 2013; S. C. Chen, Raab, & Tanford, 2015; Clarke & Schmidt, 1995; Forrest, 2013; Hall, 2010; Hightower Jr., 2013; Keillor et al., 2004; J. Kim, Bernhard, & Jang, 2009; K. Lee et al., 2014; S. Lee & Jeong, 2012; Lim, 2014; I. Y. Lin, 2004; Mari & Poggesi, 2013; Morin, Dubé, & Chebat, 2007; Nilsson & Ballantyne, 2014; Oakes & North, 2008; Orth, Heinrich, & Malkewitz, 2012; Papadopoulou, Andreou, Kanellis, & Martakos, 2000, 2001; Reynolds & Harris, 2009; Riviezzo, de Nisco, & Napolitano, 2009; Rosenbaum & Massiah, 2010, 2011; Rosenbaum & Montoya, 2007; Rosenbaum, Moraru, & Labrecque, 2013; Rosenbaum, Sweeney, & Smallwood, 2011; Song & Ma, 2012; Thompson & Arsel, 2004; Tinnilä, 2012).

On the other hand, one limitation in this study is that its observation window covers until 2017, it is important for future RSL to look for recent years articles, in order to enrich the theoretical framework left by this first immersion.

In this order of ideas, it is relevant to indicate that the interest in developing a Systematic Review is based on the investigators need to summarize Servicescape existing information in a rigorous and impartial way. This is the first register of a Systematic Literature Review on this phenomenon, one of its values is the referential framework obtained by the review, an issue that can ultimately give guidance of what is being considered in this concept, for example variables, objectives statement and empirical findings.

Thus, nine representative variables were determined throughout the systematic review: scope of application, literature evolution, type of documents, Servicescape analyzed variables, Servicescape analyzed central dependent variables, Instrument, recollection techniques, source and type of research, which provide data that allow to determine the discussion of what has been working in terms of service environment construction.

Although reviewed literature was extensive, it is determined that Servicescape is still an incipient model since none of the authors did a probabilistic sampling research, in most cases it was evidenced that it was not probabilistic. It is recommended for future investigations to address Servicescape with conclusive and determining sample, that in addition to giving probabilistic connotation it can also be conclusive, this could be done if start from some already completed studies, as Namasiyayam and Mattila (2007) article, where the results indicate that Servicescape have an important effect on consumers moods. From this study could be start a probabilistic connotation investigation.

In any case, previous research presents Servicescape as a concept that can be applied to any area of business, it is important that managers who have not yet realized their existence can count with this document to improve service environments creation and design performance.

In addition, future researchers are invited to explore Servicescape, especially for emerging topics such as tourist destinations management, topics related to regions’ hallmarks -wineServicescape-, festivals management -festivalscape-, educational service environments design -eduscape- (Wells & Daunt, 2015; Winter & Chapleo, 2017) and digital atmospheres service environments design, e-Servicescape (Ballantyne & Nilsson, 2017; Huang, Li, Mou, & Liu, 2017; Sreejesh & Ponnam, 2017; Wu, Quyen, & Rivas, 2016).


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1. Researcher Politecnico Grancolombiano University. Faculty of Arts, Communication and Marketing. Master’s degree in Strategic Management of Marketing. Email: slcortesn@poligran.edu.co

2. Assistant Professor. School of Business Administration and Public Accounting, Faculty of Economics, Universidad Nacional de Colombia - Sede Bogotá. Business Administrator, Master’s Degree in Administration and Doctorate in Administrative Sciences. sprojasb@unal.edu.co