IMPACT OF EMPLOYEE DISPLAYED EMOTION ON PERCEIVED WAITING TIME OF CLIENTS AMONG ISLAMIC BANKS OF PAKSITAN

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ABSTRACT

The core and main objective of this study is to examine the relationship of employee displayed emotions on perceived waiting time that is ultimately affect the approach behavior of clients in a service environment. This study examined the different effects of environmental elements with the path of perceived waiting time and the path of emotions too. We surveyed on an adapted questionnaire 191 clients among Islamic banks of Pakistan during rush hour. We found some interesting facts that there is no significant effect of employee displayed emotions on perceived waiting time of clients. There is a strong significant effect of employee displayed emotion on approach behavior which shows an alarming mindset of clients of Islamic Banks. There is no change in approach behavior of clients of Islamic banks even they have not been treating in a well behavior or professionally.

Keywords: Employee Displayed Emotion, Perceived Waiting Time, Physical Element
JEL Codes: J5, J22

I. INTRODUCTION
In today's knowledge intensive, IT integrated and open communication-based society, competition has become more dynamic due to changing preferences of the customers. High competition leads to requirement of higher service, it is quite difficult to produce comparative advantage in service satisfaction for a service provider (Liu, Chi & Gremler, 2019). In these perspectives of escalating competition, services firms should be definite that, their services environments demanded to clients' and customers (Lin & Liang, 2011). Service organizations support employees to express optimistic emotion in service confrontation, in the hope so as to clients take these emotions and act in response positively, however clients and employee's emotions might be jointly significant (Liu, Chi & Gremler, 2019). The display of positive emotions (Lechner & Paul, 2019) in almost all frontline employees' clients or customer relations is a key to satisfactory services deliverance in a several industries related to services (Pugh, 2001). While services are created and used at the same time; consumer positive reactions on different sides inside a service environment have a distinguished impact on attitude and behaviors or performance. (Mattila & Enz, 2002; Richins, 1997; Oliver, 1997) Customer feels uncomfortable during wait for any service, and researcher indicated that this experience might adverse effect on mindset of customers about the corporation (Butcher & Kayani, 2008; Pruyn & Smidts, 1998; Taylor, 1994). The Waiting experience of any customer collected on perceived waiting time in addition to their emotional responses to the wait (Chien & Lin, 2014). By civilizing these subjective experiences for example making an environment in which customer feel the quickly time passed policy or by improving the state of customers' emotions throughout the wait may possibly to decrease the perceptions of negativity while the wait is inevitable. One method to improve the administration of the operations is quickening the service encounters and reduction the queue waiting for service interactions (Baker & Cameron, 1996; Taylor, 1994).

The current study has additionally labeled used for the requirement to consist of employee displayed emotions inside the social interactions environment The matter of employee displayed emotions for organizational scholars have been increased concerns day by day (Locke, 1996; Ashforth & Humphrey, 1995; Brown & Sulzer–Azaroff, 1994; Wharton, 1993; Wharton & Erickson, 1993; Rafaeli, 1989a; Rafaeli, 1989b; Hochschild, 1983; Rafaeli & Sutton, 1987, 1989, 1990; Sutton, 1991; Sutton & Rafaeli, 1988)."Employee displayed emotions" have been clarified the same as "the action of expressing communally desired emotions throughout service encounters" (Ashforth & Humphrey, 1993). This is concerning through an employee's conduct (Wharton & Erickson, 1993) like demonstrated throughout a mixture of expressions on face, spoken expressions, and voice tone just like as a smiling impression and thanking behavior (Rafaeli & Sutton, 1987). Researchers have also originated that the appearance of genuine positive emotions clearly outperforms unauthentic displays with admiration to essential clients' outcomes (Hennig-Thurau et a., 2006).

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II. LITERATURE REVIEW

A study of Mehrabian and Russell's in (1974) on environmental behaviorism recommends to (S) environmental stimuli guide to (O) an emotional response so as to, in a rotation, drives consumers' response of behavior (R) based on the (S–O–R) stimulus organism response model (Donovan & Rossiter, 1982; Donovan et al. 1994). The model posits that consumers have more than two states of emotions in response to environmental stimuli: arousal, pleasure, and dominance (Mehrabian & Russell, 1974). Mehrabian & Russell (1974) suggested a framework demonstrating that environmental stimuli influences and (Goodwin, Smith & Verhage, 1991) utilized the justice Theory to organize a client's social communication in the corporation of employees as an interactional justice theory and procedural Justice Theory. In Interactional justice throughout the wait includes Employee displayed emotions and visibility, although procedural justice consists of impartiality also a clear justification intended for the being wait so in present study attempts to summate to this study line by urging a more inclusive model of environment of services and analytically testing, in which including the employee displayed emotion inside umbrella of social environments whereas investigating factor of designs inward physical elements. Employee displayed emotion means and include in a service encounter the act of showing desired social emotions (Tsai, 2001). This study aims and examining the link between employees displayed emotions, perceived waiting time and approach behavior of clients because maximum clients feel comfort in friendly environment which can be helpful for service providers to maintain waiting time of interaction. The findings of the work will be helpful not to the Islamic Banks only but to each kind of organization in order to identify the right kind of frontline employees that need to be implemented in the organization ultimately results in better organization performance. Everyone will express higher level of satisfaction in a service industry if he or she feels very much supportive and positive feedback and emotions by the employees. This study also tends to try to observe the customers' mind set and establish which environmental factor may perhaps present the mainly help out in reduce the waiting time perceived and the wait in an emotional response. It is the aim be about to assist first line staff or managers to realize how they can boost or grip on the service environment and encourage constructive clients approach behavior towards the betterment of service delivery in Islamic banks. We present new advancement for effectively use by managers into service environment that how service producers can manage a better waiting environment for clients or patients by offering special environmental elements. In the subsequent segment, for our hypothesis we extend the theoretical base. Then we illustrate the study methods and findings, trailed by a group of discussion about results.

The waiting time in service environment cannot be eliminated and it has negative impact on consumer satisfaction. Whether a customer experiences some positive emotions in a service during the waiting time of transacting services by the employees of the department, has been of great importance has always been given a key attention by the researchers. Previous studies have recommended that the perceived waiting time effects the emotions, while at the same time emotions have an effect on perceived waiting time (Voorhees, Baker, Bourdeau, Brocato & Cronin, 2009; Hui, Thakor & Gill, 1998), where as emotions have an effect lying on perceived waiting time (Hornik, 1993), moreover that perceived waiting time and emotions are considered as significant mediators among elements of environmental section and customers behavior (Cameron, Baker, Peterson & Braunsberger, 2003; Pruyn & Smidts, 1998; Hui et al., 1997; Baker & Cameron, 1996). If a customer or consumer be experiences of a positive perception during the waiting time and its perceived waiting time is a lesser amount of than (Liang, 2016) the actual waiting time, then the customer will be more pleased to have accompanied the line (Bergadaa, 2007; Antonides, Verhoef & van Aalst, 2002) previous studies have not focused much on employee displayed emotion inside the social interactions environment. And this is one reason the employee displayed emotion for organizational managers is of a great concern for both practitioner and academics therefore in current study focuses on how the impressions of employee displayed emotion effects during any service encounter with waiting time of clients also the current study fulfill the gap in literature by adding the element of EDE in service employment that is related to waiting time and enriches the model of (Chien & Lin, 2015) furthermore, whether or not these emotion can positively construct develop a positive approach behavior of clients and ultimately provide quality service in any service environment. Furthermore, this study tries to overcome the limitation of the study conducted by (Chien & lien, 2015) whereby a role of physical element was found to have on influence during the wait and hence further investigation in other industry context could produce potential outcome in service industry.

II.I. ROUTES OF EMOTIONAL RESPONSE TO THE WAIT AND WITH THE PERCEIVED WAITING TIME

According to Meharbian & Russell (1974) the conduct of community is the consequence of theirs emotional response and there's personally occurrence about the environment. The elements showing environmental can cause customer or clients' decision or willingness about to visit again and again. Past studies extensive the model of (Meharbian & Russell, 1974) after an addition of the PWT (perceived waiting time) for completion of the fit model. (The definition of Perceived waiting time means as how much an individual's recognize and experience regarding the period of duration which they need to pause and how it influences their approach behavior (Baker & Cameron, 1996.) Even though several researches have been done on the connection among perceived waiting time along with emotional responses to wait, some of them in which according to (Hornik, 1984) analyzed that PWT (perceived waiting time) might negatively influence a clients or customers emotions and contrarily. Furthermore Pruyn & Smidts (1998) said that it is a correlative affect connecting the specific wait is to experience and final emotional responses to wait. Although there are many researchers' studies and examined the relationships among clients emotional response to the wait, and waiting time which they had perceived already or perceived waiting time, some of them used both the routes through emotional response of customers and customer's perceived waiting time. According to Hornik (1984) recorded perceived waiting time may negatively affect the customer's emotional state or emotional responses to the wait and vice versa after that Pruyn & Smitds (1998) also said that there is a reciprocal effect among the emotional response to the wait along with perceived waiting time.

II.II. EMPLOYEE DISPLAYED EMOTION, PERCEIVED WAITING TIME AND APPROACH BEHAVIOR

Goodwin, Smith & Verhage (1991) utilized the justice Theory to organize a clients or customer's social communication in the company of employees as interactional justice and procedural Justice. In Interactional justice throughout the wait includes Employee displayed emotions and visibility, although procedural justice consists of impartiality also a clear justification intended for the being wait. As discussed earlier, in a social environment there is the perception of customers about waiting time will be negatively affected and also emotions positively by the employee's factor. Organizational intellectuals had paid a special attention on the hot issue the Employee Displayed Emotion in which Locke, 1996; Ashforth & Humphrey, 1995; Brown & Sulzer–Azaroff, 1994; Wharton & Erickson, 1993; Wharton, 1993; Sutton, 1991; Rafaeli & Sutton, 1987, 1989, 1990; Rafaeli, 1989a; Rafaeli, 1989b; Sutton & Rafaeli, 1988; Hochschild, 1983;). The term "Employee displayed emotions" had been elaborated as the performance of indicating generally beloved emotions throughout service encounters (Ashforth & Humphrey, 1993; 1989; 1988). According to Wharton & Erickson (1993) it's a concerned by the employees displayed behavior throughout an arrangement of facial expressions, verbal words, & voice tone just like while smiling along with show gratitude (Rafaeli & Sutton, 1987). Previous studies have made a difference involving employees displayed of positive emotions vs. negative emotions (Rafaeli & Sutton, 1987). Friendly displays of positive emotions is the main thing in almost every service encounters for example restaurant workers and attendants of flights yet in some occasions it should be sad display emotion by employees just like funeral directors in European countries. This is thoroughly related with employee's attitude as shown or visible through a mixture of facial expressions, spoken language and way of talking or interaction just like welcome and thanking in a smiling way (Tsai, 2001). The study finds by the side of employee displayed emotions, as the demonstration of positive emotion had an integral condition for contestants in this research. For example, sale officers in shoe planet stores etc. Correspondingly (Brown & Sulzer Azaroff, 1994) tested employees displayed positive emotions. The experiments that bank cashiers display way of greetings, jovial face and with eye contact with clients during service encounter results immediate interaction. Results elaborated that the cashiers displayed emotions positively correlated with customer satisfaction or approach behavior. So, the hypothesis will be

H1: The employee displayed emotions will positively affect the perceived waiting time
H2: The employee displayed emotions will positively affect the emotional response to the wait
H3: The employee displayed emotions will positively affect the approach behavior

II.III. PERCEIVED CROWDING AND PERCEIVED WAITING TIME

Perceived Crowding is the observation of psychological stress by an individual while the place of space is restricted (Stokols, 1972). Perceived crowding is considered at the same time as a societal incursion into the environmental elements Therefore, clients or customers can believe his or her confidentiality or intrusive individual space whilst they observe the frame of hall is full of people (Hui & Bateson, 1991). Perceived crowding has been conceptualized as an amalgamation of physical, social and personal factors that sensitize the individual to actual or potential problems arising from the space (Stokols, 1972). There are mainly two dimensions of perceived crowdings and that is spatial crowdings and human crowdings (Machleit et al., 2000). while the term spatial crowding includes the non-human elements in the environment, which consist of the layout of fixtures and also the distribution plan of space (Sawang, Chou & Truong-Dinh, 2019) in a almost every type of workplaces, human crowding means and includes the number of individuals and the rate and extent of social interactions among people in the service environment (Machleit et al., 2000). Consumers are important component of the service environment. Through environmental elements consumer feels negative approach or emotions in useless or abandoned interferences (Baumm & Paulus, 1987). PC Perceived Crowding will be measured as a societal incursion into the essentials of environment Therefore, clients can suffer their privacy or intrusive individual liberty while they identify the frame is full of people (Hui & Bateson, 1991). Delay in service completion is an essential subject for almost all services providers. In fact, prior researches have been broadly exposed the negative effect of waiting time on clients, customers and consumer service satisfaction during crowding. On the other hand, being contented by the service seems to be insufficient for customers to remain loyal. Creating customer loyalty is even more crucial than just satisfying them (Bielen & Demoulin, 2007). Furthermore, Pruyn & Smidts (1998) uncovers that the perceived waiting time affects the multiple dimensions of the waiting evaluation. As a result, it is considered that perceived waiting time as a determinant of waiting time being perceived by the clients or consumers. Customer or clients responses to waiting are extra strongly influenced by the subjective section of waiting time than by the objective one (Hornik, 1984; Pruyn & Smidts, 1998). As a fact, real waiting time means it is a precursor of perceived waiting time rather than an antecedent of satisfaction waiting time (Pruyn & Smidts, 1998).In approach behavior some previous studies have shown that perceived crowding has negatively influences emotional responses and is after that perceived waiting time (Liuc, Kim & Lee, 2009; Hui & Bateson, 1991). Also Parasuraman, Baker, Voss & Grewal (2002) noted to essentials of environment contain the design, the ambience and the societal elements because the social element is an essential factor for achievement. Bitner (1992) Said that the impact of physical environment not only on consumers behaviors and attitude in a service environment but the frontline service providers too, others had also recommended that impacts of physical environment on customer behavior and attitude (e.g. Walter et al., 2010; Pantouvakis, 2010; Wall and Berry, 2007; Gotliab et al., 2004; Wakefield & Blodgett, 1996; Baker et al., 1994). So, the current study attempts to hypothesize:

H4: Perceived crowding will positively affect on perceived waiting time.

II.IV. PHYSICAL ELEMENTS, EMOTIONAL RESPONSES TO WAIT AND PERCEIVED WAITING TIME ON APPROACH BEHAVIOR

During wait for any service, the physical environment perhaps an essential component during the management of time perception and emotional response to the waiting time of the clients (Kellaris & Kent, 1991). Clients are probably going to utilize physical environments as unmistakable signs for making decisions (Jang & Namkung, 2009). In a most empirical studies have exposed that customers reacts emotionally to a diversity of physical environments (Wakefield & Baker, 1998; Sherman et al., 1997; Bitner, 1992). In which includes layout, design and other factors (Sherman et al., 1997; Baker et al., 1994). It had been suggested with the aim of physical elements can decrease the effect of perceived waiting time along with definitely influence the clients' emotional feelings while waiting (Cameron et al., 2003; Baker & Cameron, 1996). Hui et al. (1997) recommended that elements of physical have an effect on mutually the emotional response to wait and perceived waiting time. According to (Pruyn & Smitds 1998) it is noticed that a correlative impact between the perceived waiting time and the emotional response to the wait. Therefore, in our experiment to expand the effort of those previous studies, we shall talk about the physical elements influence the perceived waiting time and the emotional response to waiting, followed by the behavioral results of consumers. Distinctively, the research looks for analysis as physical environment would be a final determinant of positive emotions of employees (Tsai, 2001). Furthermore, the research checks the impacts of employee displayed emotions on clients buying decision and client's willingness to retain as a re buy customer. Whenever waiting time for any service delay, the physical environment may decrease (Kellaris & Kent, 1991) the (PWT) perceive waiting time and positively have an effect on the customers' emotional reactions throughout the waiting time (Cameron et al., 2003; Baker & Cameron, 1996). Then Hui et al., (1997) documented and reported that physical elements have an effect on mutually the perceived waiting time and the emotional response to wait. Furthermore Pruyn & Smitds (1998) recorded that the there is a correlation between perceived waiting time and the emotional response to wait which shows correlative effects. Consequently, here it is also the attempt to explore the effort of these former studies; it will argue here that how the physical elements may affect the emotional response to the wait, perceived waiting time, pursued through the approach behavioral fallouts. So, we point out the subsequent hypothesis;

H5: Physical element will negatively effect on perceived waiting time which ultimately affects the approach behavior of the patient

H6: Physical elements will positively effects on emotional response to the wait which ultimately affects the approach behavior

II.V. PERCEIVED WAITING TIME AND APPROACH BEHAVIOR

Perceived waiting time is elaborated as how a person or individuals observe or experience the length of waiting time which they have an experience to wait and how it impacts on approach behavior of them (Baker & Cameron, 1996). In easy words when customer face the time of wait for any service is waiting time. Presenting by Davis & Heineke (1998), the impression about any service delivery process of a consumer or customer is maximum rely on waiting time. In addition, furthermore the researchers have suggested the reciprocal association linking perceived waiting time and gratification (Davis & Heineke, 1998; Maister, 1985 Davis & Vollmann, 1990). Davis & Vollmann (1990) said that while the time span accessible to customers is restricted they showed progreossively irritated and annoyed as well as others like (Pruyn & Smidts, 1998; Katz et al., 1991) argued that the clients and customers typically overrate the time span which they had to wait for services and this thing create the observation of waiting time is much long as compare to genuine waiting time. So any delay in service process and increase the genuine waiting time will dissatisfy the customers expectation, hence this outcomes will not be retain the customers in maximum scenarios. Moreover, Selvidge et al., (2002) argue that a lengthy waiting time directs to cause frustration which ultimately converts into the incompletion of task by customers. Same types of findings were attained by (Taylor, 1994) in her study on component affecting service assessments. It is important to evaluate both objectives and Perceived Waiting Time with clients' expectations about waiting time. Yet PWT Perceived Waiting Time can be undoubtedly distinguished from Objective waiting time (Barnett & Saponaro, 1985; Hornik, 1984; Hirsch, Bilger & Heatherage, 1950). The strength of the relationship among waiting time and overall patient or client's satisfaction in almost every healthcare set ups varies across the literature (Camacho, Anderson, Safrit, Jones & Hoffman, 2016). To a large extent the researches had been evaluated in emergency departments, where waiting time may be substantial and the level of patient discomfort may be high. Outcomes of this area may not be appropriate to conventional basic and tertiary care surroundings, since qualitative differences between situational emergency care and outpatient settings are substantial. Most studies conducted in primary care outpatient settings find a detectable relationship between waiting times and satisfaction though results seem to be less uniform than in emergency care (Feng et al., 2016). Furthermore, study has verified that the clients' satisfaction is influenced not just by PWT (Perceived Waiting Time) but by clients' expectations about the causes about waiting time (Tom & Lucey, 1995; Taylor, 1994; Bitner, 1990; Tse & Wilton, 1988; Folkes, Koletsky, & Graham, 1987; Maister, 1985; Shostack, 1985; Folkes, 1984; Churchill &Suprenant, 1982; Oliver, 1980;). Hence to judge the impacts of waiting time on approach behavior of clients, this is important to evaluate Perceived Waiting Time with clients' expectations about waiting time. Following hypothesis will be analyzed;

H7: Perceived waiting time will negatively impact on approach behavior

II.VI. THE EMOTIONAL RESPONSES TO THE WAIT ALONG WITH PERCEIVED WAITING TIME

According to Mehrabian & Russell (1974) it is confirmed that the behavior of people is the consequence of the state of emotions and the experience as an individual persuaded by the environment. Due to Environmental elements the clients or customers may experience different emotions, which could be the outcomes in a specific behavior of clients or customers furthermore which ultimately may affect in their choice of decision to agreeable to take transaction or purchase somewhat and also plan to revisit to take the services from shop or franchise in coming future. Consequently, in accumulation to perceived waiting length, customers or clients' emotional response to the wait (Hui & Tse, 1996; Taylor, 1994; Dube, Schmitt, Leclerc, 1991; Katz, Larson, & Larson, 1991) had been broadly acknowledged as a main construct which is clearly explaining the effect of waiting time on service assessment. Emotional response to the wait is the significant function of various environmental and non-environmental factors just like as the services juncture at which the wait happens (Dube, Schmitt, & Leclerc, 1991) and even if clients or customers be familiar with in advance to what extent will they need to pause or wait (Hui & Tse, 1996; Katz, Larson, & Larson, 1991). In Assumptions being awaited is essentially a disinterested incident, one is likely to observe the service environment to some extent negatively at that time when anyone experiences a pause or wait. As an illustration, an intolerant clients or customer in a queue of waiting line may possibly obviously get the whole service environment traumatic and stressful. Consequently, a further optimistic retort to the wait can also answer in an extra positive valuation of the services environment. According to Pruyn & Smidts (1998) distinguished that the emotional response to the wait and perceived waiting time have a reciprocative effect. Therefore, in our endeavor to expand the effort of those previously researches and studies, it will be discussed how physical elements affect the perceived waiting time and the emotional response to the wait, followed by the consumers' behavioral outcomes. So here is the ending hypothesis is for that reason constructed as in followings ways.

H8: The effect of emotional response to the wait on approach behavior will be positive.
H9: The effect of emotional response to the wait on perceived waiting time will be positive.

III. RESEARCH METHODOLOGY

In this chapter, the methodology will have been implemented to perform the study or research. It will also explain the research design, whatever source is used to accumulate the information and what process is functional to scrutiny the statistics. The approach of Quantitative research is used for the study. A research design is an organized approach which indicates the ingenious elements of the methods essential for receiving the data expected to structure or take care of the examination matter (Malhotra, 2007). It provides the construction to be utilized as an aide to assemble and scrutinize information (Nargundkar, 2003). It is a set of choices that make up the expert arrangement determining the techniques and methods for gathering and operating the requisite data. This section consists of subsequent things. There are different circumstances for which an assessment can be directed. It perhaps descriptive study, exploratory study or explanatory study, in Descriptive studies elaborate the happening, s uniqueness or a new thing from the applications by the given populations. Furthermore, Explanatory studies discuss the explicit importance from the connections of different factors just similar to among the given dependent variables and independent variables in dataset. It is about exploratory study that researchers have to specify or obvious the meanings of association which is not lucid yet in previous studies or try to find out some new things from the studies which are still not discussed.

So, this study come in the category which is the specific category of exploratory nature because of that it is telling us a new thing which is not discussed before in last studies then interprets the results in the lights of specific analysis by SPSS and A MOS which are reliable in findings the results of any concerned study. The target population of this research included clients which were visiting different Islamic banks located in different cities of Pakistan in the Province of Punjab. Due to quantitative study we used adapted questionnaire as the primarily data collection techniques. Respondents were randomly chosen from different Islamic banks. As the nature of services offered by Islamic banks is almost similar, it will not affect our outcomes. These questionnaires are distributed among the participants or clients in basic Islamic banks and collected them after their call of completion. If questionnaire items not complete or unanswered 15%, questionnaire not recorded for the analysis (Heir et al., 2011). Hence just 282 questionnaires had been completed and offered for analysis. Data entered through SPSS and AMOS 20 for further analysis.

IV. MEASURES IN STUDY

For testing the hypotheses, scale of multi article from recent researches had been adapted for this study. Following (Pugh, 2001) and (Tsai & Huang, 2002) units of analysis for employees displayed emotions includes the followings; greetings means say salaam or hello, speaking in a professional vocal tone, smiling, making eye contact, talking actively and thanking, left the questionnaire is little based on past research study conducted by (Chien & Lin, 2014). The questionnaire is divided into six parts. The first 4 parts are covering the 15 items that represents 4 major influences of the research study. Emotional response to the wait includes five items. Approach behavior includes four items in the questionnaire. Employee displayed emotion are observed by 6 items with by coding system with 1 to 7. 7.0 Likert scale will be used in this study for better results. This questionnaires were adapted from previous two researchers studies, which were conducted by (Liang, 2011) "The influence of service environments on customer emotion and service outcomes", and The Effects of the Services Environments on Perceived Waiting Times and Emotions by (Chien & Lin, 2014). The questionnaire has been separated into 6 six parts, in first four 4 parts are these are covering the 15 items that represents 4 major influences of the research study. Emotions response during wait includes five items. Approach behavior includes four items in the questionnaire. Employee displayed emotion are observed by 6 items with direct observations by coding system with 1 to 7 on questionnaire which is also responds by participants. To record the responses of respondents we have been used 7 points Likert scale from the clients or participants of basic health unit of this particular study. Whereas 1 is assigned completely dissatisfied, 2 is assigned mostly dissatisfied, 3 is assigned somewhat dissatisfied and 4 is

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dissatisfied then 5 is assigned somewhat satisfied and 6 is assigned mostly satisfied and in sequence 7 is assigned the value of completely satisfied. So the complete questions will be answered on 7.0 Likert scale. The questionnaires were distributed to both male and female employees and supervisors. Respondents consisted of 120 male clients and 71 female clients. 52 clients were between the age of 18-25, 65 were between age of 26-40, 60 were between age of 41-60 while only 12 were between the age of 61-80.

IV.I. RELIABILITY ANALYSIS

CR values are also within the limits as prescribed by (Fornell & Larcker, 1981) while Nunnally and Bernstein (1994),also recommended values as low as 0.6 as acceptable as shown in Table 4. Furthermore all loadings were above 0.5 (more than 50%) (Hair, Black, Babin, Anderson, & Tatham, 2006)

Table 1
Cronbach alpha of variables

Variables	No. of Items	Composite Reliability
Employee Displayed Emotions AVE=0.670	**6**	**0.820**
Physical Element AVE=0.613	**4**	**0.790**
Perceived Crowding AVE=0.742	**2**	**.0.854**
Perceived Waiting Time CR=AVE=0.751	**3**	**0.846**
Emotional Responses to Wait AVE=0.540	**5**	**0.853**
Approach Behavior AVE=0.451	**3**	**0.730**

CR= COMPOSITE RELIABILITY, AVE= AVERAGE VARIANCE EXTRACTED

IV.II. COMMON METHOD VARIANCE

Hermans Single Factor test is used because of that the data was actually collected from one source of concerned thus here it is KMO and Bartlett's test to view whether one common factor explains the major part of variance, that is, more than 50%, as we can see that only 49.75 % of variance was explained which showed ideally in dataset. There is no common method variance. Before applying this test sampling adequacy test was also applied which is significant at p<.001.

Table 2
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.874
Bartlett's Test of Sphericity	Approx. Chi-Square	2554.431
	Df	252
	Sig.	.000

Using spss 20 the values of KMO and Bartlett's test will be in between 0 to 1. A value of 0 indicates that the sum of partial correlations is largely relative to the sum of correlations which means the analysis is inappropriate, and the value near to 1 is compact pattern of correlations and shows reliable factors in the study. For more accuracy there is a threshold and which is if the value is up to 0.49 so it will not acceptable and if the value will increase from 0.50 to onward till 0.59 so it will be the miserable condition after that 0.60 to 0.69 will be mediocre value of dataset. The value range from 0.70 to 0.79 will be middling and from 0.80 to 0.89 is meritorious and more than 0.89 will be marvelous value. So, in last more than 0.7 values will be enough for completion of successful applicable test. Here the value in current study of test of KMO and Bartlett's is .876 which is meritorious in acceptability.

Table 3
Total Variance Explained

Component	Initial Eigen values	Extraction Sums of Squared

	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
				Loadings		
1	6.274	27.278	27.278	6.274	27.278	27.278
2	2.229	9.692	36.971	2.229	9.692	36.971
3	1.652	7.181	44.152	1.652	7.181	44.152
4	1.288	5.601	49.752	1.288	5.601	49.752
5	.993	4.318	54.070			
6	.958	4.165	58.236			
7	.934	4.059	62.295			
8	.815	3.541	65.836			
9	.777	3.380	69.216			
10	.719	3.124	72.341			
11	.666	2.897	75.237			
12	.645	2.803	78.040			
13	.605	2.632	80.672			
14	.565	2.456	83.128			
15	.537	2.337	85.465			
16	.511	2.224	87.689			
17	.495	2.151	89.840			
18	.441	1.916	91.756			
19	.419	1.820	93.576			
20	.394	1.713	95.289			
21	.387	1.681	96.970			
22	.355	1.544	98.514			
23	.342	1.486	100.000			

Extraction Method: Principal Component Analysis.

Table 4
Multicollinearity Test - VIF (variance inflation factor)

Model		Co linearity Statistics	
		Tolerance	VIF
1	AVGPE	.667	1.498
	AVGPC	.762	1.312
	AVGPWT	.802	1.247
	AVGEMRTW	.636	1.572
	AVGAB	.633	1.579

a. Dependent Variable: AVGEDE
b. VIF variance inflation factor

The VIF variance inflation factor test is used to measure the linear correlation between independent variables. So, in this study results shows that the on average the VIF statistics reflects the less than 10 value hence there is no multi co linearity between averages of physical element, perceived crowding, and perceived waiting time also the emotional responses to wait and approach behavior.

IV.III. CONFIRMATORY FACTOR ANALYSIS
Confirmatory factor analysis is adopted for checking the fitness of model that means collection of data about hypotheses will confirmation of fitness of model selected. Confirmatory factor analysis is the numerical transference of associations amongst the variable or variables selected in model or in study. It is measured that there is a unique circumstances of structure equation model and took as the construction of co variation (MacDonald, 1980). Confirmatory factor analysis actually discover the missing qualities in information, outliers means very unique value in data sheet, measurement capacity of instruments used and hypothesis model fitness. Confirmatory factor analysis is likewise believed toward being as the LISREL model (Liners' structure equation correlation) (Jorkeskog & Sorbum, 2004). To draw the paths and directions of variables of being used in confirmatory factor analysis, AMOS software is being utilized in this regard also it is called as the path analysis which reflects the causal associations or correlations among the variables.

Table 5
Statistical Table of CFA

Model	CMIN\df	RMR,	GFI,	AGFI,	CFI,	RMSEA,	P.CLOSE,
Hypothesize	1.719	0.083	.925	.903	.938	.043	.928
Thresholds	<.3	>.05	>.80	>.80	>.90	<.05	>.05

Good

As indicated by Hu & Bentler (1998) thresholds of as the above results shown the hypothesized model is fit well. According to that indicators if GFI value is greater than .80 then these values of statistics researchers understand that the model of measurements is a fitted good. So on these grounds value of CFI, GFI, and AGFI is more than .90 which shows a good fitted model.
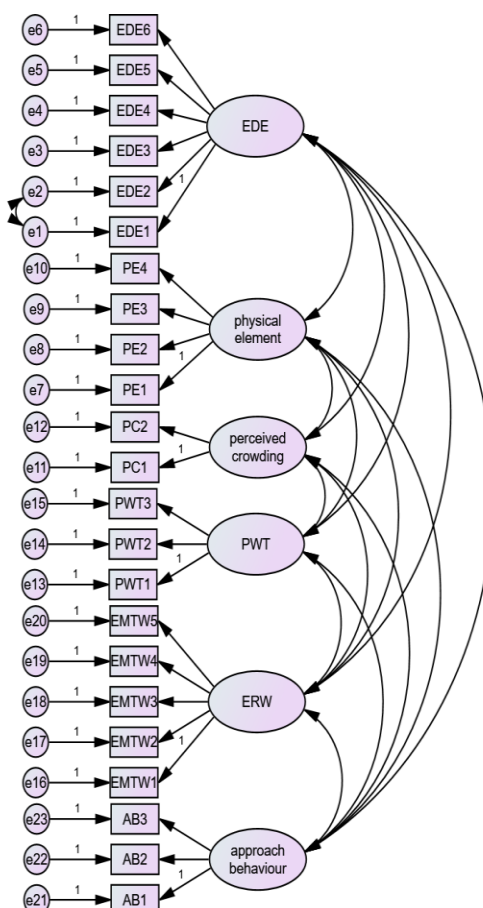
After run AMOS, in system it shows the set of indices which is most important to evaluate the fitness of data are according to develop hypothesized model. These values validate that the variables are correlate with one another as illustrate in estimated model fit. Finding includes CMIN\df, RMR, GFI abbreviation of goodness of fit index, AGFI elaborated as adjusted goodness of fit, CFI means comparative fit index, RMSEA stands for route mean square errors of approximation and PCLOSE had been used to confirm and evaluate the fitness of model. Chi square value with 1.719 DFs is significant at p<, 000. This value actually finds from the dividing the chi square value by degree of freedom and the recommended range should be less than 5 CMIN/df. Here the value is 1.719<5 shown a good fitted model (Carmines & McIver, 1981). The second one most important indicator is the GFI goodness of fitted index with threshold value should be closer to .90 or higher will describe the good fitted model. Thus, in this study the value of GFI is .925 which shows our model is quite fit. After that AGFI adjusted goodness of fitted index value is greater than .80 and in our study the figure of AGFI is .903 which is fit indices model. CFI comparative fit index value should be nearer to 1 and in our study the value of CFI is .938 which shows good indices for fitness of model. A standard value designed for the RMSEA is below than .06 in this study the figure of RMSEA is .043 which is less than the threshold value which reflects the good fitted model. The assessment of p close and RMR is also up to the mark in this study which shows the fitness of good model fit.

IV.IV. STRUCTURE EQUATION MODEL
The next step after a good fitted model of confirmatory factor analysis is to develop or draw the structure equation model on the basis of previous researches or studies. This model will be a hypothesized testing model and these are the results of structure equation model according to (Hu & Bentler, 1998)
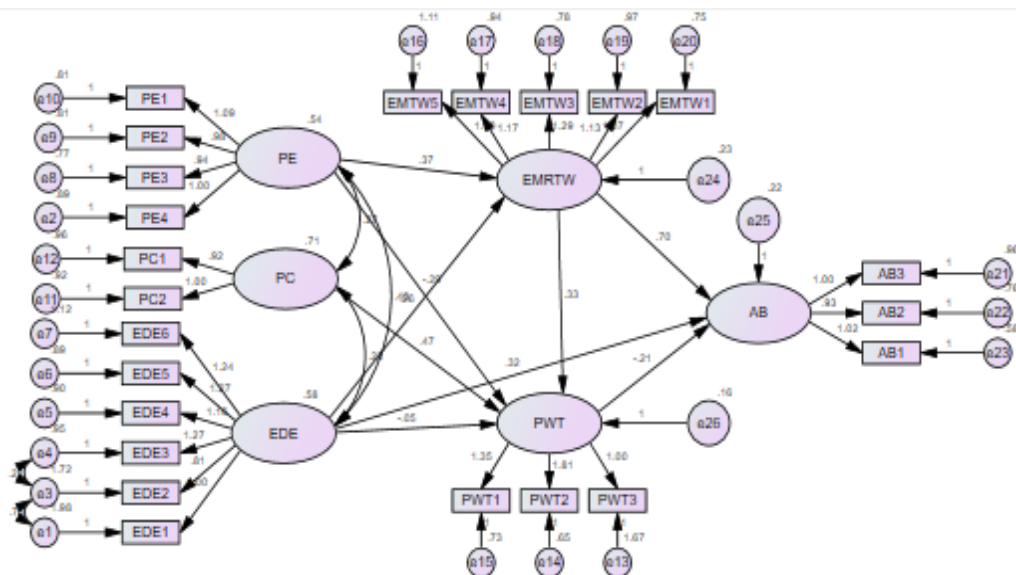

Table 6
CMIN statistics,

Model.	N-PAR	CMIN	DF	P	CMIN/df
Default model.	60	369.048	216	.000	1.709
Saturated model.	276	.000	0		
Independence model.	23	2714.839	253	.000	10.731

GFI, RMR, AGFI indicators,

Model.	RMR	GFI	AGFI	PGFI
Default model.	.085	.925	.904	.724
Saturated model.	.000	1.000		
Independence model.	.398	.407	.353	.373

Bases for Comparisons,

Model	NFI Dlta1	RFI rh1	IFI Dlta2	TLI rh2	CFI
Default model	.864	.841	.939	.927	.938
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000

RMSEA (Root Mean Square Error of Approximation)

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	.043	.035	.050	.938
Independence model	.160	.154	.165	.000

This table shows the clear picture of the values being calculated is CMIN/df (1.709), CFI (0.938), AGFI (0.904), AGFI (0.904), and P-CLOSE (0.938) with RMSEA (0.043). All these findings are up to the mark given by the researchers, hence these all values shows a good fitted model.

Table 7
STANDARDIZED REGRESSION WEIGHTS

Relationship		Estimates	p-value
EMRTW	<------PE	.372	***
EMRTW	<-----EDE	.263	***
PWT	<------ PC	.469	***
PWT	<------ PE	-.287	***
PWT	<----- EDE	-.054	.539
PWT	<----- EMRTW	.326	***

|			
AB	<------	EDE	.316	***
AB	<------	PWT	-.212	***
AB	< -----	EMRTW	.697	***

V. FINDINGS

First one thing which has already derived in study that emotional response to the wait is the stronger predictor of client's approach behavior (Chien & Lin, 2014) other than the route of perceived waiting time of approach behavior of the clients. According to (Chien & Lin, 2014) beta value is better in the route of emotional response to the wait as compare to other route in this model; similarly this study shows the same observations just like .56 is greater value with respect to significance from other route which is .10 so in this regard this study supported the studies of (Mehrabian & Russell, 1974) who says that the customer's emotional state formed by the pleasant environment which ultimately enhance the approach behavior of the clients. Secondly the employee displayed emotions has a greater significant on approach behavior directly which is .37 as a beta value as compare to .09 beat value with the employee displayed emotions to perceived waiting time and from perceived waiting time to approach behavior is also not a greater value which is .10. Yet both the value has significant regression weights. Thirdly perceived crowding has a significant value through the route of perceived waiting time which is .89 and on emotional response to the wait there is just .13. Physical element has a significant value through perceived waiting time and that is .49 on the other hand there is .39 beta values through emotional response to the wait. An important effect which is perceived crowding on perceived waiting time reflects a stronger impact which is .89 which shows environmental factor contains the perceived crowding as a most effective independent variable on perceived waiting time. So, the policy to reduce the crowding in service environment will create maximum betterment for clients or customers mindset which means they consider the waiting time is not much more or reduced by the management. The study also showed attention on the environment in services including the patients, behavior through the emotional responses by adding employee displayed emotion, relatively defined the more comprehensive model within the context of basic health unit. Followings are some statistics from the study CMIN\DF is equal to 1.709 which are good with GFI is .925 & CFI .934 And AGFI value is .904. Root means square RMSEA is .043 with pclose .838 which shows good fitted model.

VI.I. MEDIATION ANALYSIS

To analysis for mediation individual check on behalf of mediation is used to find out the findings for support to meditational hypothesis. According to the research of (Preacher & Hayes, 2004) interpretation of said analysis is discussed.
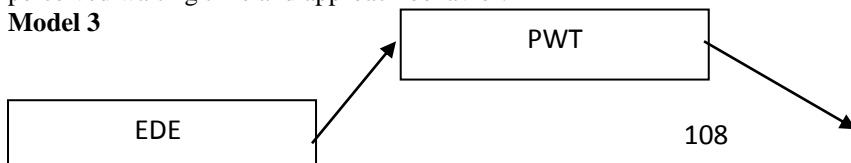
Model 1
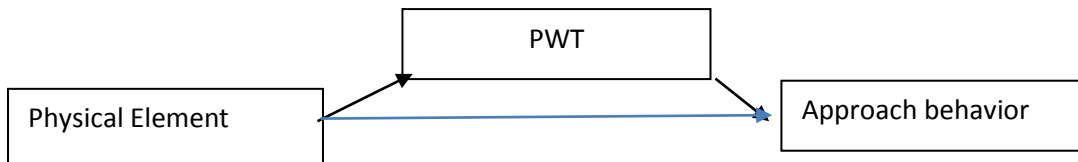
The standardized beta direct without mediation of physical element and approach behavior is .819 significant with three stars and with mediation of perceived waiting time there is standardized direct effect is .821 (.001) significant. Indirect standardized effects with mediation are .003 (.381) not significant which shows no mediation in dataset because if there is no significant indirect standardized estimates there is no mediation with variables of physical element, perceived waiting time and approach behavior.
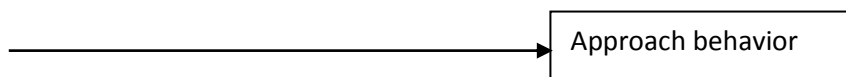
Model 2
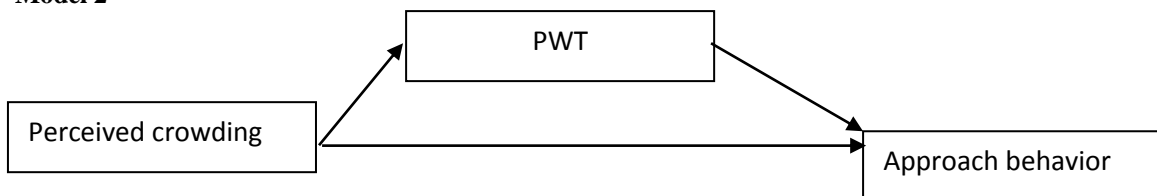
The standardized beta direct without mediation of perceived crowding and approach behavior is .327 significant with three stars and with mediation of perceived waiting time there is standardized direct effect is .571 (.001) significant. Indirect standardized effects with mediation is .244 (.002) significant which shows partial mediation in dataset with variables of perceived crowding, perceived waiting time and approach behavior.
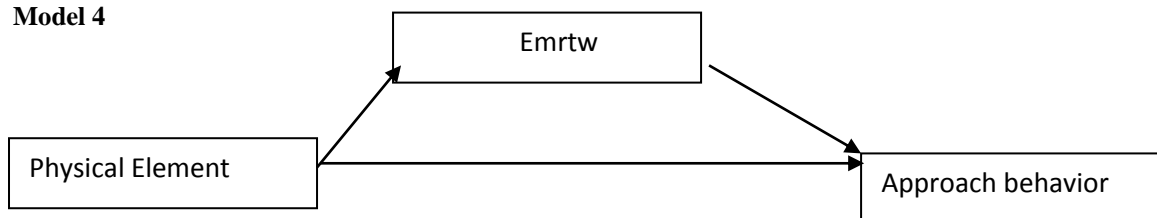
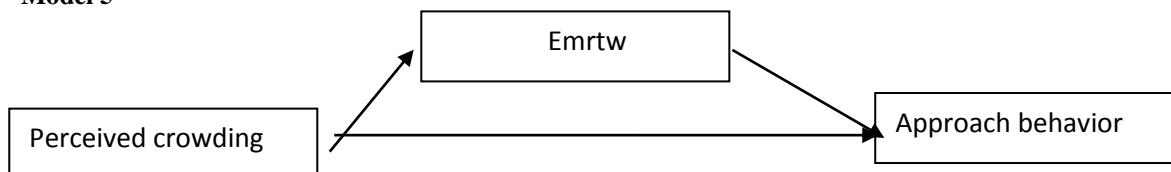### Model 3

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Approach behavior

The standardized beta direct without mediation of employee displayed emotion and approach behavior is .746 significant with three stars and with mediation of perceived waiting time there is standardized direct effect is .749 (.001) significant. Indirect standardized effects with mediation are .002 (.604) not significant which shows no mediation in dataset because if there is no significant indirect standardized estimates there is no mediation with variables of employee displayed emotion, perceived waiting time and approach behavior.
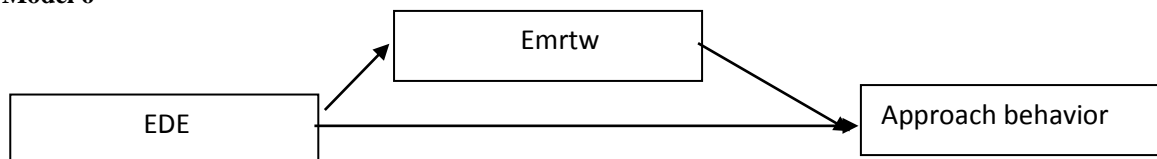
Model 4

The standardized beta direct without mediation of physical element and approach behavior is .819 significant with three stars and with mediation of emotional response to the wait there is standardized direct effect is .000 (.001) significant. Indirect standardized effects with mediation are .603 (.000) significant which shows partial mediation in dataset with these variables there is partial mediation with variables of physical element, emotional response to the wait and approach behavior.

Model 5

The standardized beta direct without mediation of Perceived crowding and approach behavior is .322 significant with three stars and with mediation of emotional response to the wait there is standardized direct effect is .000 (.001) significant. Indirect standardized effects with mediation are .403 (.000) significant which shows partial mediation in dataset with these variables there is partial mediation with variables of Perceived crowding, emotional response to the wait and approach behavior.

Model 6

The standardized beta direct without mediation of Employee Displayed Emotion and approach behavior is .746 significant with three stars and with mediation of emotional response to the wait there is standardized direct effect is .000 (.001) significant. Indirect standardized effects with mediation are .588 (.000) significant which shows partial mediation in dataset with these variables there is partial mediation with variables of Employee Displayed Emotion, emotional response to the wait and approach behavior.

Table 8
Results of individual mediation analysis

Hypothesis	Direct w\o Mediation	Direct with Mediation	Indirect effect	Observed Mediation
EDE--PWT-AB	.746***	.749***	0.002	No mediation
PC—PWT—AB	.327***	.571***	.244***	Partial
PE—PWT—AB	.819***	.821***	0.03	No mediation
PE-EMR-AB	.819***	.000***	.603***	Partial
PC-EMR-AB	.322***	.000***	.403***	Partial
EDE-EMR-AB	.746***	.000***	.588***	Partial

VI.II. TESTING OF HYPOTHESIS

The following table will show the statistics of hypothetical results.

The following table shows the results of hypothesis of the study which is coded by supported or not supported in this study.

Table 9
Results of Hypothesis Testing

Hypothesis	Path	p-value	Results
H1:	PWT <------PC	***	supported
H2:	PWT <------PE	***	supported
H3:	PWT <-----EDE	.539	Not supported
H4:	EMRW <------ PC	***	supported
H5:	EMRW<------PE	***	supported
H6:	EMRW <----- EDE	***	supported
H7:	AB <------ PWT	***	supported
H8:	AB <------EMRW	***	supported
H9:	AB< -- --- EDE	***	supported

VII. DISCUSSIONS

This study is totally depends and concentrated on service environment affecting the clients behavioral approach after adding the employee displayed emotion in social environment, the physical element and perceived crowding through both the routes i.e. from emotional responses to wait and from perceived waiting time which is the mainly concerned in this study to check the effects on perceived waiting time by employee displayed emotions in the context of services in Islamic banks of Pakistan. Hence followings are some findings of the study. After using a careful different statistical technique just like reliability tests, preface analysis including skewness, kurtosis, and correlation analysis. There is also a confirmatory factor analysis which shows the fitness of model of the study. In this study it was found that our below hypothesis are accepted. There is a negative association between employee displayed emotions and perceived waiting time and the p value is not significant which is .539 yet others all are significant which shows we accept the followings all hypothesis except one.
H1: The employee displayed emotions will positively affect the perceived waiting time.
H2: The employee displayed emotions will positively affect the emotional response to the wait.
H3: The employee displayed emotions will positively affect the approach behavior.
H4: Perceived crowding will positively effect on perceived waiting time.
H5: Physical element will negatively effect on perceived waiting time which ultimately affects the approach behavior of the patient.
H6: Physical elements will positively effects on emotional response to the wait which ultimately affects the approach behavior.
H7: Perceived waiting time will negatively impact on approach behavior.
H8: The effect of emotional response to the wait on approach behavior will be positive.
H9: The effect of emotional response to the wait on perceived waiting time will be positive.
Here are some interesting results that all these regression weights except employee displayed emotions on perceived waiting time are significant which shows this model is consisting of more comprehensive dimensions which explore the service environment in a more practical way. Another important finding is this that employee displayed emotion is not significant on perceived waiting time yet on approach behavior which is ultimate purpose of the services is significant. Findings about the mediation effects of emotional response to the wait and perceived waiting time through individual testing is shown as there is partial mediation of emotional response to the wait by all three variables physical element, perceived crowding and employee displayed emotions and through perceived waiting time perceived crowding is also showing partial mediation yet others two variables physical element and employee displayed emotions have no mediation in this route. Its fact that consumer or clients emotions effected by the service environments had been well explained by many research scholars yet a comprehensive model consisting social and physical elements are still in lacking stage, that things cannot clear the ambiguity regarding a quick proper understanding therefore this research or study fills gap by drawing a more comprehensive model that includes how the service environment influenced by employee displayed emotions in perceived waiting time. Specifically, this research contributes both theoretically and practically in an existing service environment that clarifies the concepts of social environment into service environment including employee displayed emotion. The more comprehensive model approach expands the understanding about the distinguished characteristics or features of other environments by responses. Furthermore, this study distinct with respect to elements from previous studies, the study contributes methodologically different by adopting a thoroughly changed plan which consist of different logics for example there is no previous study in banks were conducted. Just like all other studies, this study also has some limitations that directs for further research or directions. First, we collected data from patients or clients of Islamic banks so these findings may or may not generalized in other service fields. Also, it can be check whether perceived waiting time is not showing significances on emotions in other services area along with other dimensions of interactional and procedural theory of justice. In Future study can be on airline passengers, passport offices, and Nadra offices too. Second, we couldn't focus on client's personal features or characteristics i.e. Personality traits and motivations, level that may influence the findings about response level in a service environment under this particular study. Thirdly, this study was totally conducted in Islamic Banks of Pakistan which can lead biased results from other institutions like commercial banks. Fourth, there are also some other elements in service environment with the concept of waiting time to examine we didn't analyze them in future studies those related elements may value added in model. Last but not least cultural effects may also influence the results so in any other country these results may differ or enhance the theoretical model. The views from a practical perspective, this study can be helpful ant the Results from this particular study acknowledged the impact of employee displayed emotions on perceived waiting time of clients within a service environment

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providing important managerial implications for service firms. The social environment of a firm, including employee displayed emotion is a vital driver of customer positive emotion during service encounters. Given the impact of employee displayed emotion on approach behavior and perceptions, such social element requires increased managerial emphasis on hiring talented and qualified frontline employees with active, well-mannered, jovial, and overenthusiastic personalities, which should be included as criteria within the employee selection process (Tan et al., 2003).

In other words, emotional display is considered most effective when employees engage in deep acting, genuinely feeling the emotions they display. Service firms must be promoting deep acting strategies through appropriate training and motivation. Lastly, consistent with past studies or researches, present outcomes illustrate physical environments plays an essential role in attractive consumers or clients. Enjoying a well-designed physical environment will lift up customers' positive emotions and perceptions of the service encounters, leading to enhanced behavioral approach intentions.

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