

**University of Lapland, Faculty of Education**

**DesiQual: Destination in Motion. Emotional Engagement as a Determinant of Service Quality. Service Design for a Personalised Travelling Experience and Well-Being.**

Author: Vésaal Rajab

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**Abstract**

The purpose of this study is to explore how values and emotional engagement impact well-being in Self-Service-Technology (SST). By employing methods of roleplay during a multiple case study, the narrative is visually documented and analysed through service design and social-science research tools. Previous studies indicate that the amount of value creation impacts service quality. This study proves that even though value creation is the fundamental foundation of services, it is the emotional engagement and how it is managed that leaves the highest impact on well-being. Quality of engagement has more accurately echoed the nature of the case narratives. Hence, attention to the engagement rhythm, creating services that encourage personal empathic interactions, and providing support through naturalness communication at times of negative engagement may lead to loyalty. Combining methods of social science research and service design has made the analysis approach quite demanding. Defining the multiple-case boundaries has presented some complications. Results indicate that human-agent empathic interactions can be regarded as an unattainable luxury in the wake of airport digital transformation; nevertheless, the criteria of engagement in learning and psychosocial well-being may be adopted to create effective digital services. DesiQual is an instrument model synthesised from the classical foundation of service marketing. For intangible services, the model can be utilised to explore values, emotional engagement, and digital well-being. The original concept of the door-to-door journey — combining air and ground transport through the use of Mobility as a Service (MaaS) — can be an inevitable future scenario. Such concept has been examined through the perception of multiple archetypes, and opportunities are presented within the user experience map. The pattern and results of this study can be very useful in the field of service marketing and education.

**Keywords**

Digital Well-Being, Service Quality, Service Design, Emotional Engagement, Personalisation, Aviation, Distance Learning.