A Study of the Relationship among Consumer Complaint Intentions, Manufacturer Service Recovery, Post-Complaining Satisfaction, and Post-Complaining Behavior

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ABSTRACT

However the customer complaint still will cause the affection for the department store by the ways in direct and indirectly. The motive for this research was because the importance isn't less than the customer satisfactions in positively. We were selected the sampling of respondents from the customer group of Japanese-style department stores as the research targets in three major urban city of Taiwan by the questionnaire survey. We have issued the questionnaires totally in 360 copies, returned 328 copies back, final valid questionnaires are for 301 copies and effectiveness ratio is 91.8%. This research was adopted SPSS and AMOS as the statistics analysis implements. Using the different analysis methods on questionnaires such as Reliability Analysis, Efficient Qualifying, Descriptive statistics, Independent-sample T-test, Single Factor Variety Analysis and AMOS Routes Analysis. After checking and examination the data analysis carefully, found the conclusions as follows: There is the positive and significant influence between the consumer complaint intention and manufacturer service recovery; There is the positive and significant influence between the manufacturer service recovery and post-complaining satisfaction; There is the positive and significant influence between the consumer complaint intention and post-complaining satisfaction; There is the positive and significant influence between the post-complaining satisfaction and post-complaining behavior; There is the positive and significant influence between the consumer complaint intention and post-complaining behavior; There is the positive and significant influence between the manufacturer service recovery and post-complaining behavior; There is the positive and significant influence among the manufacturer service recovery, post-complaining satisfaction and behavior.

Keywords: consumer complaint intentions, manufacturer service recovery, post-complaining satisfaction and post-complaining behavior.

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