

A Study of Service Recovery, Perceived Justice and Customer Loyalty / 吳玉雲 撰.- 彰化縣  
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ABSTRACT

General merchandise store business is part of the service industry; for general merchandise stores that put emphasis on “customer first,” the issue of the relationship of service recovery, perceived justice and customer loyalty is especially important. This study mainly explores the relationship of service recovery, perceived justice and customer loyalty when customers experience service failures in the process of purchasing commodities in general merchandise stores and make complaints to them; the study then further explores the mediating effect of perceived justice on the relationship of service recovery and customer loyalty, and the moderating effect of service failure severity on the relationship of perceived justice and customer loyalty. By reviewing relevant literature, the study takes 240 consumers in Carrefour General Merchandise Store in Taichung City as its objects of study. By collecting data with structured questionnaires and by performing empirical research and analysis, the study verifies the proposed hypothesis. The findings of the study are as follows: (1) service recovery has a significant positive effect on perceived justice; (2) service recovery has a significant positive effect on customer loyalty; (3) perceived justice has a significant positive effect on customer loyalty; (4) perceived justice has a significant positive effect on the moderating effect of service recovery and customer loyalty. In the end, the study proposes a conclusion and suggestions for subsequent studies, and proposes suggestions to the general merchandise store industry regarding the measures to improve the quality of service recovery and perceived justice and consequently to improve customer loyalty.

Keywords : Service Recovery、Perceived Justice、Customer Loyalty、Service Failure Severity

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