

# A Study of the Relationship among Customer Complaint Behavior, Service Recovery, Service Recovery Performance, Service

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## ABSTRACT

The service quality of the airline of Japan is well-known in the world. The main purpose of this research is to discuss the relationship about the domestic Japanese-style airline call center deal with the customer complaint behavior, service recovery, service recovery disconfirmation, after service recovery satisfaction and follow-up behavior of customer. We have issued the questionnaires totally in 293 copies, minus 12 invalid questionnaires and final valid questionnaires are for 281 copies & effectiveness ratio is 93.6%. 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: Customer complaint behavior had a positive effect on service recovery expectation, but no effect on service recovery performance. Service recovery expectation had a negative effect on service recovery disconfirmation, but had positive effect had positive effect on service recovery satisfaction. Service recovery performance had positive effect on service recovery disconfirmation and service recovery satisfaction. Service recovery disconfirmation had a positive effect on service recovery satisfaction. Service recovery satisfaction had a positive effect on follow-up behavior of customer.

Keywords : Customer complaint behavior, service recovery expectation, service recovery disconfirmation, after aervice recovery satisfaction & ; fol-low-up behavior of customer.

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