

The Study on the Relationship among Perceived Risk, Customer Complaint Behavior and Satisfaction of Service Recovery A

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ABSTRACT

Although the dissemination of information can be ached by the high-tech, but many of the physical entity of the delivery of goods, and still have to rely on improving the transport system. Consumers on the speed and quality of service requirements are increasingly stringent, as well as the international trend, so it is the rise of international express delivery industry. When customers perceived not satisfied with consume, may lead to complain behavior. Some scholar think that customers complain will generate higher satisfaction and intent to purchase than not complain after the service recovery. Therefore, this study is international express delivery industry as evidence of the industry. In customer's perspective, understand the relationship of perceived risk of consumers and customer complaint behavior, as well as understand the relationship of customer complaint behavior and satisfaction of service recovery. The results of this study found that perceived risk of customer, it will affect customer complaint behavior. And customer complaint behavior, it will affect satisfaction of service recovery significantly.

Keywords : perceived risk ; customer complaint behavior ; satisfaction of service recovery

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