

Failure Type, Recovery Attributes, and Recovery Justice : A Study of Scenario Experiment

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ABSTRACT

Along with the globalized development, economical reforming is the inevitable tendency, but service industry growth also gradually receives takes seriously, the people increase regarding the service demand, the service quality is more important. This research by “ the just theory ” the concept, the discussion combination of service failure and serves recovery, and turns over to afterward whether can have further development space. By the literature discussion, “ the service fault type ” and “ the service remedial treatment ” will present by the different just consciousness way, because of different just consciousness's combination matching, will discuss whether to recover satisfaction to have the influence. This research carries on the experiment by the situation script way, measuring after reading the situation story, to recovery satisfaction carries on a topic reply, altogether has 120 to accept measuring the experiment. Then discusses its correlation effect because of the card side assignment and the general liner model. The experimental result to turns over to for the remedial treatment to have the influence afterward; Service fault type and in service remedial treatment different just consciousness combination, although has not had the remarkable interactive effect regarding recovery satisfaction, but the main effect actually reaches obviously. By way of this research discovery, when the service fault production, adopts the apology the remedial treatment, its recovery satisfaction is higher than only then adopts the substantive compensation the remedial treatment.

Keywords : failure type ; recovery ; attribute ; justice ; scenario

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