

Study of the Customer Satisfaction in Reverse Logistic System - Take the Repair Operation in 3C Mall

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ABSTRACT

This study empirically examines the relationship between reverse logistic system and customer satisfaction. The focus of this study, service personnel with service en-counter and the repair operation with system, whether affect the customer to judge overall satisfaction with the film and customer satisfaction in 3C mall or not.

This study has focused on the customer satisfaction in reverse logistic system - Take the repair operation in 3C mall. It base on researcher Nelson et al., (2006) to build the research model. 217 questionnaires were collected from the internet and normal us-ers. And data were analyzed by regression methods.

The research result shows: service environment, customer waiting time, and sys-tem design in process are positively related to transaction satisfaction. message, and take back by itself in outcome are positively related to transaction satisfaction. transac-tion satisfaction are positively related to perceive service quality. perceive service qual-ity are positively related to overall satisfaction with the film. Conclusions have been given and managerial implication have been also provided.

Keywords : service encounter、 reverse logistic system、 customer satisfaction

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