

The Impact of Level and Consequence of Service Co-Recovery on Post-Recovery Satisfaction and Repurchase Intent

Authors : Chia-Ching Tsai

Abstract : In service delivery, interpersonal interaction is the key to customer satisfaction, and apparently, the factor of human is critical in service delivery. Besides, customers quite care about the consequences of co-recovery. Thus, this research focuses on service failure caused by other customers and uses a 2x2 factorial design to investigate the impact of consequence and level of service co-recovery on post-recovery satisfaction and repurchase intent. 150 undergraduates were recruited as participants, and assigned to one of the four cells randomly. Every participant was requested to read the scenario and then rated the post-recovery satisfaction and repurchase intent. The results show that under the condition of failed co-recovery, level of co-recovery has no effect on post-recovery satisfaction, while under the condition of successful co-recovery, high-level co-recovery causes significantly higher post-recovery satisfaction than low-level co-recovery. Moreover, post-recovery satisfaction has significantly positive impact on repurchase intent. In the system of service delivery, customers interact with other customers frequently. Therefore, comparing with the literature, this research focuses on the service failure caused by other customers. This research also supplies a better understanding of customers' view on consequences of different levels of co-recovery, which is helpful for the practitioners to make use of co-recovery.

Keywords : service failure, service co-recovery, consequence of co-recovery, level of co-recovery, post-recovery satisfaction, repurchase intent

Conference Title : ICBEFMM 2017 : International Conference on Business, Economics, Finance, Marketing and Management

Conference Location : Kyoto, Japan

Conference Dates : November 16-17, 2017