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Abstract Abstract
As the economy environment constantly changing、the service industry is growing rapidly and notably. According to the industry and employment structural data from the Directorate-General of Budget、Accounting and Statistics、Executive Yuan、R.O.C.、the service industry has played the key role in Taiwan society. Moreover、while the prosperity of the service industry、the service providers also facing the strong competitions and hence looking for ways to provide the satisfied service quality. Because of the service characteristics like Intangibility、Heterogeneity、Inseparability and Perishability (Parasuraman、Zeitham and Berry,1985；Kolter、1994；Regan、1963)、the customers are easily generating the feelings of uncertainty and unsafety、thus by maintain the good relationships with customers、the service provider can lower the uncertainty and higher the safety; it’s a worthwhile topic of services discussion、too.

During the service encounter、the service failure once happened would result in the customer complaining behavior; besides、in term of service industry、the repeated customers are relevant、so the administrator have to consider service failure and service recovery for establishing the recovery planning to make up the service failure. Service failure is the new emerging issue in recent years. It is seldom considering the service recovery within the service quality in the past; however、the discussion should take service recovery into consideration for making a completely discussion of service quality.

Therefore、by investigating the warehouse store customers、the main findings of this study are as following:

1. The service quality has positive effect on customer satisfaction.
2. The service failure has significant correlation with customer service recovery.
3. There is no significant correlation between service quality and service failure.
4. There is a positive relationship between service recovery and customer satisfaction.
5. There is no significant correlation between service failure and customer satisfaction.
Key words: Service Quality、Service Failure、Service Recovery、Customer Satisfaction.
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