URN etd-0407109-183725-2074
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Statistics This thesis had been viewed 46 times. Download 18 times.
Department
Year 2005
Semester 2
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title THE EFFECTS OF HAVING COMPENSION OF FREE CHOICE OR NOT, COMPENSION METHODS, CUSTOMER'S NATIONAL CHARACTER AND GENDER ON SATISFACTION AND LOYALTY TOWARD SERVICE FAILURE RECOVERY
Date of Defense 0000-00-00
Page Count 51

Keyword
SERVICE FAILURE RECOVERY
SATISFACTION
CUSTOMER LOYALTY
FREE CHOICE
DISCOUNT
COUPON

Abstract
The purposes of this research were to examine the effects of service failure recovery .Target effects were manipulated two factors between-subjects 2 (free choice: yes vs. no) 2 (compensation categories: discount vs. coupon) and participants were randomly assigned to each of the effect manipulation conditions. This experiment was conducted to examine the interaction between compensation method and free choice on the customer satisfaction and loyalty. In addiction, this experiment compared the difference of the cognition of service failure, customer satisfaction, and customer loyalty between different national character and gender difference. The results indicated the impact of compensation methods was contingent upon free choice. Specifically, the customer satisfaction and loyalty under “discount” was significantly greater than “coupon”，and the customer satisfaction and loyalty under “free choice” condition was also significantly greater than “no choice” condition. Moreover, there are no difference of the cognition of service failure, customer satisfaction and loyalty between individualists and collectivists, and the customer satisfaction and loyalty of female were significantly greater than male.
Advisory Committee - advisor

- advisor

Files etd-0407109-183725-2074-001.pdf

indicate access worldwide
Date of Submission 2006-07-19