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Author PING-YU WU
Author's Email Address No Public.
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Abstract
Customers generally will encounter some problems when they buy goods or receive service. In this situation, if customers' problems can't be solved, they will complain and unsatisfied about the enterprise. On the contrary, if customers get good response to their complaint from the salespeople, they will be loyal and have willingness to repurchase. There are researches addressed that the volume of on-line exchange and the persons who buy products through the virtual channels are largely increasing. Due to the popularity of virtual channels, the enterprises are facing a challenge that how they deal with customer complaint response through virtual channels.
In the era of customers, this research intends to realize the importance of customer complaint response to customer perceived justices. For this reason, this study try to explore how perceived justices influence customer satisfaction in the perspective of customer complaint response, and use two types of channels to discuss the different influence on customer complaint response. This study finds that real-time customer complaint response and interactive channels are significant on perceived justices. Besides, perceived justice is significant influence on customer satisfaction. Finally, since different types of channels serve as the moderators, they also affect customer complaint response, perceived justices, and customer satisfaction. This study suggests enterprises have to emphasize on the process of purchase and return productions and rapid response to customer on virtual channels. On physical channels, enterprises have to underline the interactive relationship between salespeople and customers. The study findings hope to provide a new direction to the practitioners and future researches.
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