

題目	知覺公平、補救後滿意度、負向口碑及行為意圖的關係—服務失誤嚴重性的干擾
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摘要	<p>本研究以公平理論為基礎，探討補救結果和過程的知覺公平（分配公平、程序公平和互動公平）與補救後滿意度的關係，以及補救後滿意度對負向口碑和行為意圖的影響。同時將服務失誤嚴重性視為干擾變數，探討它對知覺公平和補救後滿意度關係的影響效果。</p> <p>研究結果發現：(1) 分配公平與程序公平會正向影響補救後滿意度，(2) 補救後滿意度會正向影響行為意圖、負向影響負向口碑，(3) 負向口碑會負向影響行為意圖，(4) 嚴重服務失誤時，分配公平/程序公平對補救後滿意度的影響效果會大於輕度服務失誤。文中並根據研究發現提出相關的管理意涵，作為業者擬定補救策略的參考。</p>
關鍵字	公平理論；補償後滿意度；行為意圖；失誤嚴重性
Title	The Relationship between Perceived Fairness, Recovery Satisfaction, and Behavior Intention: The Moderating Role of Service Failure Severity
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Abstract	<p>Based on the fairness theory, the purpose of this study is to explore the effects of the perceived fairness (distribution, process and interaction) of recovery process and result on recovery satisfaction. Furthermore, effects of recovery satisfaction on negative word-of-mouth and behavior intention are also investigated. In the meantime, the moderating role of degree of service failure severity between perceived fairness and recovery satisfaction is examined.</p> <p>The results show: (1) distributive and process justices positively affect recovery satisfaction, (2) recovery satisfaction have positive effects on behavior intention, and negative effects on negative word-of-mouth, (3) negative word-of-mouth negatively affects behavior intention, (4) service failure severity positive moderating the relationship between distributive / process justices and recovery satisfaction. Finally, the implications of recovery strategies for marketing practitioners are suggested.</p>
Key Words	Fairness Theory; Recovery Satisfaction; Behavior Intention; Service Failure Severity