



Study of Customer's Perceived Justice on Post-Recovery Satisfaction and Behavior Intention in Restaurant Industry

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Abstract

This study mainly aims to explore the influence among perceived justice, post-recovery satisfaction and behavior intention. The customers who have had experience encountering service failure and service recovery in restaurants are selected as the respondents of and the method of convenience sampling and internet survey would be applied. After removing invalid questionnaires, there are 349 applicable samples in total. The results are as follows: 1. Perceived justice and sub dimension (distributive justice, procedural justice, and Interactional justice) has positive effect on post-recovery satisfaction. 2. Post-recovery satisfaction has positive effect on behavior intention. 3. Post-recovery satisfaction has mediation effect on perceived justice and behavior intention. 4. Types of failure has interfering effect on perceived justice and post-recovery satisfaction. At last, the study organizes the empirical results and provide the managing implication for restaurant owners' reference to avoid service failure and related recovery strategies in the future.

Keywords: perceived justice, post-recovery satisfaction, behavior intention, service failure types