

\*

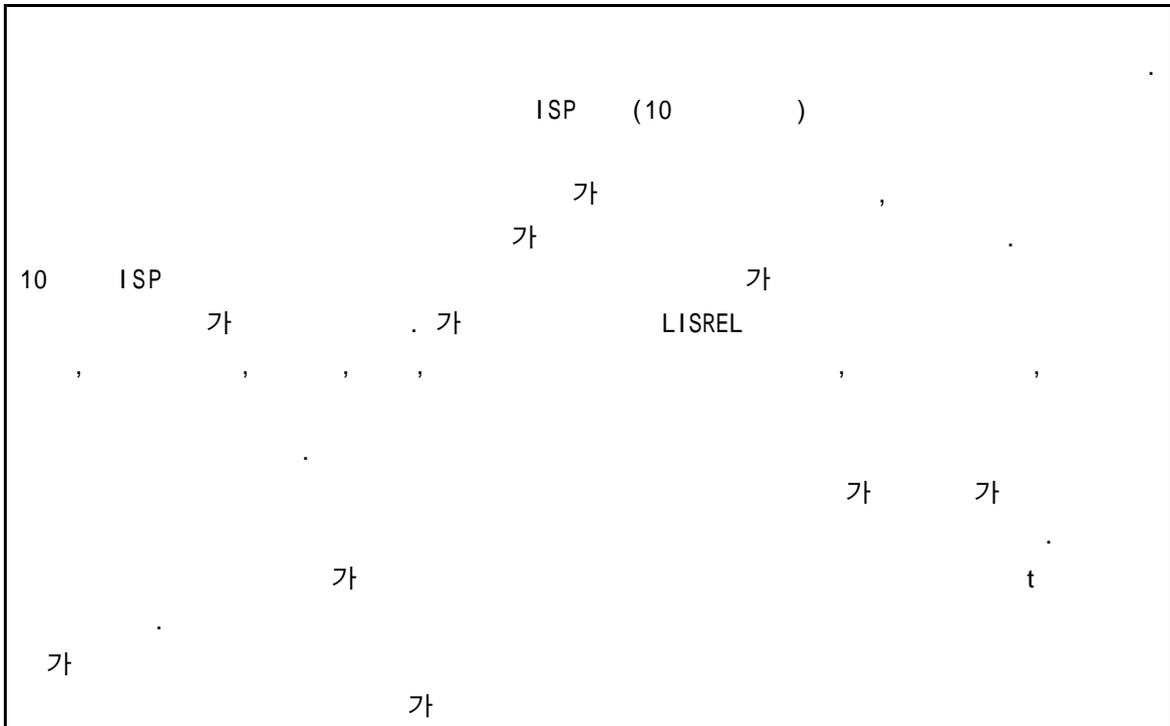
( )

### The Exploratory Study on the Effect of Service Recovery Attributes on Perceived Justice and Satisfaction

( [kim007@hanyang.ac.kr](mailto:kim007@hanyang.ac.kr) )

( [sback@hanyang.ac.kr](mailto:sback@hanyang.ac.kr) )

( [yiw@digital.re.kr](mailto:yiw@digital.re.kr) )



\* : 01. 11 : 01. 12  
1999

1.

(ISP)

가

DB 2000 7 7 65

14,262,184 , 100 36 가

가

66.5 1999 50.2

가 (68.1 )가 ,

(66.5 ), (62.5 )

69.7 가 ,

(70.7 ) 가 , (69.8 ),

(68.6 ), (68.4 ) 67.5

(69.7 ) 가 , (67.4 ),

(67.2 ) , (63.6 ) 가

가

가 4,511,158가 가 가 2,844,665가 (63%) 가

ADSL(23%), (12%)

239,069 가 (46.9%)

128Kbps-2Mbps (16.1%), ISDN(11.7%), 56/64K (8.3%),

ADSL(7.4%)

ISP 가

ISP

가

ISP<sup>1</sup>

1) ISP , IAP(Internet  
 . ISP Internet Service Provider . ISP  
 Access Provider) . ISP

(Bitner, Booms and Tetreault, 1990; Kelley, Hoffman, and Davis, 1993; McCollough and Bharadwaj, 1992).  
 (Blodgett, Granbois, and Walters, 1993; Gilly and Gelb, 1982).  
 (Hart, Heskett, and Sasser, 1990).

가 가 가  
 가

1)

2)

3)

가

가

## 2.

### 2.1 (Service Recovery attributes)

가

---

ISP

가

(Hart, Heskett, Sasser 1990).

가

2.1.1 (Compensation)

(Adams 1965; Deutch 1975, 1985)

Walster, Berscheid Walster(1973) “ ” 가

Tax, Brown, Chandrashekar(1998)

가 가

2.1.2 (Speed of Recovery)

(Bitner, Booms and Tetreault 1990; Parazuraman, Zeithmal and Berry 1985; Hoffman, Kelley and Rotalsky 1995).

가

가

2.1.3 (Apology)

, 가 , , , 가

(Blodgett, Hill, and Tax 1997; Clemmer and Schneider 1996; Goodwin and Ross 1989).

2.1.4 (Recovery Initiation)

가 가 , 가

70% 95%가

(Blodgett, Granbois and Walters 1993; Clark, Kaminski and Rink 1992; Tax, Brown, and Chandrashekar 1998).

가 (Berry 1995; Johnston 1995; Kelley, Hoffman and Davis 1993).

2.1.5 (No Response)

## 2.2 (Justice)

Oliver Swan(1989a, b)

/

(Social exchange theory) 가

가 (distributive Justice)

(Adams 1965; Deutch 1975),

(procedural justice)

(Leventhal 1980; Lind and Tyler 1988; Thibaut and Walker 1975),

(interactional justice) 가 가

(Biea and Moag 1986; Bies and Sapiro 1987). 가

(Clemmer and Schneider 1996)

가 가

(Homans 1961; Walster, Berscheid, and Walster 1973; Walster, Walster and Berscheid 1978)

(Bagozzi 1975).

가 (Bitner, Booms and Tetreault 1990; Hoffman, Kelley and Rotalsky 1995; Keaveney 1995)

가 (Gronoos 1988; Parazuraman, Zeithmal and Berry 1985).

가 , 가

가  
가가

2.2.1 (Distributive Justice)

(Deutsch 1985).

. 17  
(Reis 1986).

(Oliver and DeSarbo 1988; Oliver and Swan 1989),  
(Blodgett, Hill and Tax 1997)  
가

가

“ 30  
\$3

” “ 30

”

(Kelly,  
Hoffman, and Davis 1993).

가  
110%

가

가  
가

2.2.2 (Procedural Justice)

(Lind and Tyler 1988). 가

가  
가,

(Greenberg 1990a).

(Clemmer 1988; Goodwin and Ross

1992),

(Bitner, Booms, and Tetreault 1990; Taylor 1994).

(Thibaut and Walker, 1975; Lind and Tyler, 1988)

(Leventhal, Karuza, and Fry, 1980).

(Folger and Konovsky, 1989;

Tyler, 1987).

Clemmer(1993)가

(Katz, Larson and Larson, 1991; Venkaatesan and

Anderson, 1985).

### 2.2.3 (Interactional Justice)

(Bies and Shapiro 1987; Gilliland 1993).

가

(Bies and Shapiro 1987).

(Mohr and Bitner 1995)

(Clemmer 1988; Goodwin and Ross 1992)

(Parasuraman, Zeithaml,

and Berry 1988)

(Blodgett, Hill, and Tax 1997; Goodwin and Ross 1992)

가

가

가

(Bies and Moag, 1986; Bies and Shapiro, 1987)

(Bitner et al., 1990; Tyler, 1987),

가

(Parasuraman et al., 1985),

## 2.3

### 2.3.1.

가 (Bitner and Hubbert, 1994)  
 . (Maute and Forrester, 1993)  
 , 가  
 가 ( )

Montfort, Masurel, Rijin(2000)

(Bearden and Teel, 1993; Churchill and Suprenant, 1982; Gronhaug and Gilly, 1991; Johnson and Fornell, 1991).

Day(1984)

가

가

가

Fornell Wernerfelt(1987)

. Hirschman(1987) exit/voice

. Oliver(1987)

가

가

(primary

satisfaction)

(secondary satisfaction)

가

### 3. 가

#### 3.1

#### 3.2 가

가

- 가 1:
- 가 2:
- 가 3a:
- 가 3b:
- 가 3c:
- 가 4:
- 가 5:
- 가 6:
- 가 7:
- 가 8:

#### 3.3

Smith, Bolton, Wagner(1999)

Kelley, Hoffman(1993)

가 가 . 1

Oliver, Swan(1989a, b) Tax(1993) “

” “ ” 7 4 “ ” “

Tax(1993) “ ” “

” 7 2 “ ” “ ”

Tax(1993) 7 4 “ ” “ ”

Bitner, Hubbert(1994) Oliver, Swan(1989a, b)

“ ” “ ” 7 1

### 3.4

## 4.

### 4.1

385 가

231

153 , 78 27.9

3 52.8% [ 4-1]

< 4-1>

	11-20	12	5.2%
	21-30	151	65.4%
	31-40	57	24.6%
	41-50	11	4.8%
		153	66.2%
		78	33.8%
		29	12.6%
		25	10.8%
		159	68.8%
		9	3.9%
		9	3.9%
/1	1	2	9%
	1 2	40	17.3%
	2 3	67	29.0%
	3	122	52.8%

5가

Cronbach's

(SMC)

(observed variables)

1

4

2

4

1

Cronbach's

(SMC)

y2, y4, y5

y8

4.1

가

가 0

가

1

LY

$\xi$

$\gamma$

$\gamma_{11}$ (

0.145, t =2.489)

=0.01

가

가 2

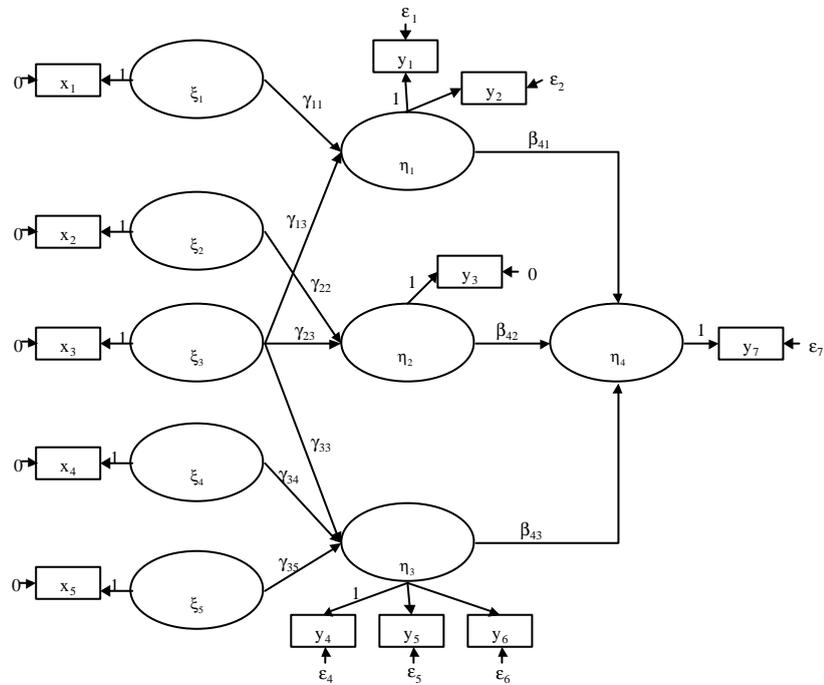
$\gamma_{22}$  .  $\gamma_{22}$  0.042, t =-0.640  
가

0.419 t 8.497

$\gamma_{13}$

$\gamma_{23}$   
( , 0.616, t=9.339)

< 4-1 >



가

가 4  
(0.200) t (3.593)

$\gamma_{34}$   
가 4 =0.01

$\gamma_{34}$

$\gamma_{35}$

-0.152 , t -3.969

가

$\beta$

0.331, 5.035

$\beta_{41}$   
=0.01

$\beta_{41}$

t

$\beta_{42}$  ( =0.235, t =4.726)

$\beta_{43}$

$\beta_{43}$ ( =0.593, t =6.776)가 =0.01

가 [ 4-1]

. 가 1  $\gamma_{11}$  가  
 $\gamma_{11}$ ( =0.145, t =2.498)  
 =0.01 ( 1) ( 1)

가 1  
 가 2 ( 2) ( 2)  $\gamma_{22}$  =0.01  
 ( =-0.042, t =-0.640) t  
 가 2 (+) ( 2) (-)

가 3a ( 3) ( 1)  $\gamma_{13}$ ( =0.419, t  
 =8.497) =0.01 가 3a

가 3b ( 3) ( 2)  $\gamma_{23}$ ( =0.616, t  
 =9.339) =0.01 가 3b

가 3c ( 3) ( 3)  $\gamma_{33}$ ( =0.455,  
 t =7.770) =0.01 가 3c

가 4 ( 4) ( 3)  $\gamma_{34}$   
 0.200(t =3.593) =0.01 “  
 ” 가 4

가 5 ( 5) ( 3)  $\gamma_{35}$   
 -0.152(t =-3.969) =0.01  
 ” 가 5

t (-)  
 (+) ( 3) (-)  
 가 6 ( 1) ( 4) ( $\beta_{41}$ )  
 =0.01 ( =0.641, t =4.463)

=0.01 가 6  
 가 7 ( 2) ( 4)  $\beta_{42}$ ( =0.235, t  
 =4.726) =0.01 가 7

가 8 ( 3) ( 4)  $\beta_{43}$ ( =0.235, t =4.726)  
 =0.01 가 8  
 가 0.816

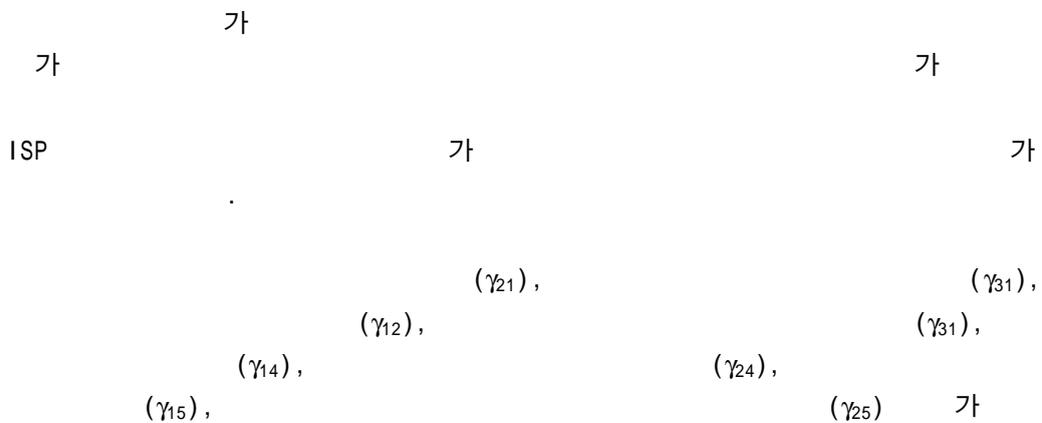
< 4-2>

	( ) t				( ) t		
$I_{11}^{(y)}$	1.000			$g_{33}$	0.455	(0.059)	7.770***
$I_{21}^{(y)}$	1.039	0.084	12.416***	$g_{34}$	0.200	(0.056)	3.593***
$I_{32}^{(y)}$	1.000			$g_{35}$	-0.152	(0.038)	-3.969***
$I_{43}^{(y)}$	1.000			$f_{11}$	2.208	(0.206)	10.724***
$I_{53}^{(y)}$	0.722	(0.089)	8.104***	$f_{21}$	1.192	(0.195)	6.121***
$I_{63}^{(y)}$	0.520	(0.091)	5.691***	$f_{22}$	3.307	(0.308)	10.724***
$I_{74}^{(y)}$	1.000			$f_{31}$	0.886	(0.188)	4.700***
$I_{11}^{(x)}$	1.000			$f_{32}$	2.412	(0.271)	8.905***
$I_{22}^{(x)}$	1.000			$f_{33}$	3.343	(0.312)	10.724***
$I_{33}^{(x)}$	1.000			$f_{41}$	0.961	(0.183)	3.273***
$I_{44}^{(x)}$	1.000			$f_{42}$	2.027	(0.249)	8.153***
$I_{55}^{(x)}$	1.000			$f_{43}$	2.494	(0.267)	9.328***
$b_{41}$	0.331	(0.066)	5.035***	$f_{44}$	3.057	(0.285)	10.724***
$b_{42}$	0.235	(0.050)	4.726***	$f_{51}$	0.550	(0.168)	3.273***
$b_{43}$	0.593	(0.087)	6.776***	$f_{52}$	-0.420	(0.203)	-2.070
$g_{11}$	0.145	(0.058)	2.498***	$f_{53}$	-0.900	(0.210)	-4.277***
$g_{13}$	0.419	(0.049)	8.497***	$f_{54}$	-0.483	(0.196)	-2.496
$g_{22}$	-0.042	(0.066)	-0.640	$f_{55}$	2.802	(0.261)	10.724***
$g_{23}$	0.616	(0.066)	9.339***				

[ ] (1) \*\*\*: =0.01 ( | t | > 2.58)

(2) GFI=0.815, RMR=0.064

4.2



8  $\gamma$  ( ) 가 . [ 4-4] 2.  
 가 . ( 1)  
 ( 4)  $\beta_{41}$ ( =0.269, t =3.770) =0.01 ( 2) ( 4)  
 $\beta_{42}$  0.249. t 4.794  
 ( 4)가 ( 3)  
 $\gamma_{34}$ ( =0.169, t =3.157)

< 4-4>

	( )	t		( )	t
$b_{41}$	0.269 (0.071)	3.770***	$g_{22}$	-0.087 (0.066)	-1.319
$b_{42}$	0.249 (0.052)	4.794***	$g_{23}$	0.474 (0.081)	5.872***
$b_{43}$	0.632 (0.097)	6.537***	$g_{24}$	0.063 (0.073)	0.857
$g_{11}$	0.269 (0.059)	4.553***	$g_{25}$	-0.266 (0.052)	-5.103***
$g_{12}$	0.063 (0.062)	1.010	$g_{31}$	0.029 (0.046)	0.627
$g_{13}$	0.166 (0.076)	2.192	$g_{32}$	0.152 (0.049)	3.138***
$g_{14}$	0.102 (0.069)	1.488	$g_{33}$	0.352 (0.061)	5.756***
$g_{15}$	-0.388 (0.050)	-7.781***	$g_{34}$	0.169 (0.054)	3.157***
$g_{21}$	0.211 (0.063)	3.371***	$g_{35}$	-0.163 (0.040)	-4.121***

[ ] (1) \*\*\*: =0.01 ( | t | > 2.58)  
 (2) GFI=0.863, RMR=0.041

( 3) ( 4)  $\beta_{43}$ (  
 =0.632, t =6.537) =0.01 . ( 1)  
 ( 1)  $\gamma_{11}$  0.269, t 4.553 =0.01  
 ( 1) ( 2)  
 $\gamma_{21}$  ( =0.211, t =3.371) ( 1)  
 ( 3)  $\gamma_{31}$  가 0.029, t 0.627 =0.01  
 ( 2)가  
 ( 1) ( 1)  $\gamma_{12}$  가 0.063, t  
 1.010 =0.01 ( )  
 2) ( 2)  $\gamma_{22}$ ( =-0.087, t =-1.319)  
 ( 2)가 ( 3)  
 $\gamma_{32}$  가 0.152, t 3.138 .  
 ( 3) ( 1) ( $\gamma_{13}$ ) 가 0.166,

2) 가  $\gamma$ ,

t 2.192 =0.01 ( 2)  $\gamma_{23}$ ( =0.474, t =5.872) ( 3)

=0.352, t =5.756 ( 1)  $(\gamma_{14})$  가 0.102, t 1.488 =0.01 ( 4)  $(\gamma_{33})$  ( 4)가

가 0.169, t 3.157 ( 1)  $(\gamma_{15})$  가 -0.388, t -7.781 ( 2)  $\gamma_{24}$  ( 5)

-0.266 t -5.103 ( 5) =0.01 ( 3)  $\gamma_{25}$  가

-0.163, t -4.121 가  $\gamma_{15}, \gamma_{21}, \gamma_{25}, \gamma_{32}$   $\gamma_{13}$  가

4-2]  $\gamma_{15}, \gamma_{21}, \gamma_{25}, \gamma_{32}$  가  $\gamma_{13}$  [

4.3

$\gamma_{13}$  [ 4-2]

$I_{11}^{(y)}, I_{12}^{(y)}, I_{32}^{(y)}, I_{43}^{(y)}, I_{53}^{(y)}, I_{63}^{(y)}, I_{74}^{(y)}$  1.000, 0.098(13.952)<sup>3</sup>,  
 1.000, 1.000, 0.721(8.011), 0.542(5.896), 1.000 =0.01

$\beta$  ( 1)

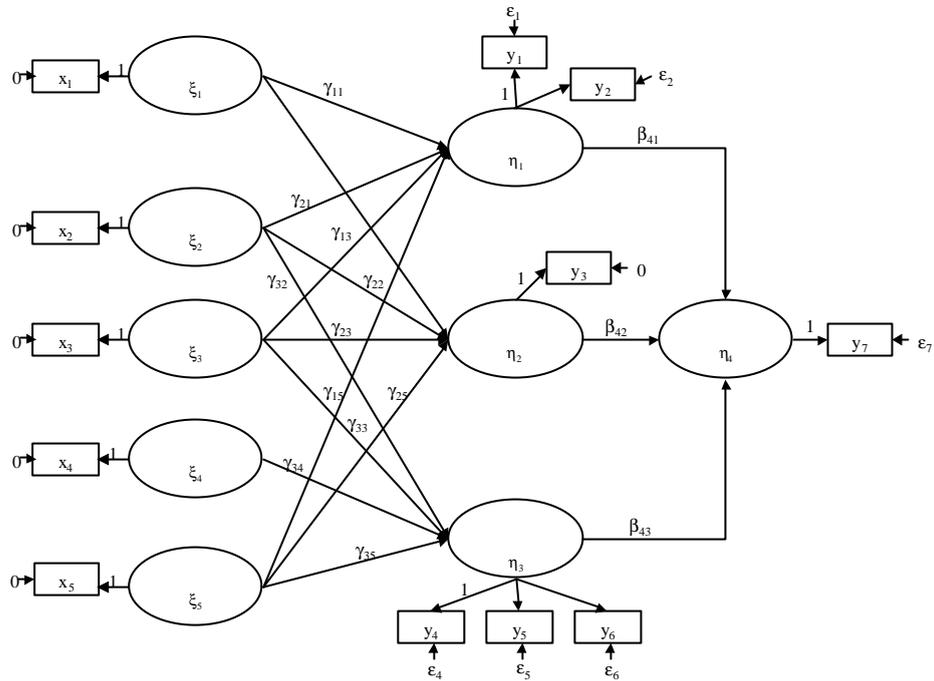
( 4)  $(\beta_{41})$  =0.01 ( =0.266, t =3.912)  $\beta_{41}$

0.266 t 4.892 ( 2) ( 4)

( 3) ( 4)  $(\beta_{43})$  0.637, t 6.888

3) (t ) .

< 4-2>



< 4-5>

	( )	t		( )	t
$b_{41}$	0.266	(0.068)	3.912***	$g_{22}$	-0.087 (0.066) -1.229
$b_{42}$	0.251	(0.051)	4.892***	$g_{23}$	0.514 (0.065) 7.898***
$b_{43}$	0.637	(0.092)	6.888***	$g_{25}$	-0.264 (0.052) -5.063***
$g_{11}$	0.301	(0.057)	5.331***	$g_{32}$	0.163 (0.047) 3.496***
$g_{13}$	0.280	(0.047)	5.946***	$g_{33}$	0.346 (0.061) 5.695***
$g_{15}$	-0.384	(0.050)	-7.660***	$g_{34}$	0.177 (0.053) 3.342***
$g_{21}$	0.218	(0.062)	3.508***	$g_{35}$	-0.156 (0.037) -4.231***

( ) ( )  $\gamma$  ( 1)  
 ( 1) ( $\gamma_{11}$ ) 0.301, t 5.331  
 ( 1) ( 2)  
 $\gamma_{21}$  (=0.218, t =3.508)  
 ( 2) ( 1) ( $\gamma_{21}$ )  
 가 0.218, t 3.508 =0.01 가  
 ( 2)가 ( 2)  $\gamma_{22}$  (= -0.081, t  
 =-1.229) =0.01  $\gamma_{32}$  ( 2)가

( 3) 가 ( )  
 =0.163, t =3.496)  
 ( 3) ( 1), ( 2) ( 3)  
 $\gamma_{13}$ ( =0.280, t =5.946),  $\gamma_{23}$ ( =0.514, t =7.7898),  $\gamma_{33}$ (  
 =0.346, t =5.695) =0.01 ( 4)가  
 ( 3)  $\gamma_{13}$ ( =0.177, t =3.342) ( 5)  
 ( 1), ( 2) ( 3)  
 $\gamma_{15}, \gamma_{25}, \gamma_{35}$  가 -0.384(t =-7.660), -0.264(t =-5.063), -0.156(t =-4.231)  
 =0.01 ( 5)  
 (-)가  
 (+) (-)  
 $\gamma_{25}, \gamma_{32}$  가 (GFI) 0.861  $\gamma_{15}, \gamma_{21}$ ,  
 (GFI=0.815) 가

5.

5.1

ISP (10 )  
 가 ,  
 가 10 ISP  
 가 가  
 LISREL ,  
 , , , , ,  
 .  
 가 가 가  
 t .  
 가 1 가 2  
 =0.01 .  
 가 3, 4,  
 5 (3a), (3b) (3c)

(가 4).

(가 6), (가 7) (가 5).  
(가 8)

( 1) ( 2) 가 가  $\gamma_{21}$

( 1) ( 3) (  $\gamma_{15}$ )가 (  $\gamma_{32}$ ) =0.01 ( 5)

( 2)가

[ 4-6]

< 4-6> 가

(mean)	2.2381	3.4329	3.4416	3.3074	3.1558
(median)	2.0000	3.0000	3.0000	3.0000	3.0000

FAQ

가 가

가 (proactive) 가

Smith, Bolton Wagner(1999) 가 (loss)



&lt; &gt;

- Anderson, James C. and David W. Gerbing (1988), "Structural Equation Modeling in Practice: A Review and Recommended Two-Step Approach," *Psychological Bulletin*, 103 (3), 411-23. Austin, William and Elaine Walster (1974), "Reactions to Confirmations and Disconfirmations of Expectancies of Equity and Inequity," *Journal of Personality and Social Psychology*, 30 (2), 208-16.
- Benartzi, Shlomo and Richard H. Thaler (1995), "Myopic Loss Aversion and the Equity Premium Puzzle," *Quarterly Journal of Economics*, 110 (1), 73-92.
- Berry and A. Parasuraman (1991), *Marketing Services: Competing Through Quality*. New York: The Free Press.
- Bitner, Mary Jo (1990), "Evaluating Service Encounters: The Effects of Physical Surroundings and Employee Responses," *Journal of Marketing*, 54 (April), 69-82.
- Bernard H. Booms, and Mary Stanfield Tetreault (1990), "The Service Encounter: Diagnosing Favorable and Unfavorable Incidents," *Journal of Marketing*, 54 (January), 71-84.
- Blodgett, Jeffrey G., Donald H. Granbois, and Rockney G. Walters (1993), "The Effects of Perceived Justice on Complainants' Negative Word-of-Mouth Behavior and Repatronage Intentions," *Journal of Retailing*, 69 (4), 399-428.
- \_\_\_\_\_, Donna J. Hill, and Stephen S. Tax (1997), "The Effects of Distributive, Procedural, and Interactional Justice on Postcomplaint Behavior," *Journal of Retailing*, 73 (2), 185-210.
- Brinberg, David and Pat Castell (1982), "New Directions in Equity Research," *Journal of Personality and Social Psychology*, 43 (2), 260-69.
- \_\_\_\_\_ and Ronald Wood (1983), "A Resource Exchange Theory Analysis of Consumer Behavior," *Journal of Consumer Research*, 10 (December), 330-38.
- Churchill, Gilbert A. (1979), "A Paradigm for Developing Better Measures of Marketing Constructs," *Journal of Marketing Research*, 16 (February), 64-73.
- Clark, Gary L., Peter F. Kaminski, and David R. Rink (1992), "Consumer Complaints: Advice on How Companies Should Respond Based on an Empirical Study," *Journal of Services Marketing*, 6 (1), 41-50.
- Clemmer, Elizabeth C. and Benjamin Schneider (1993), "Managing Customer Dissatisfaction with Waiting: Applying Social-Psychological Theory in a Service Setting," in *Advances in Services Marketing and Management*, Vol. 2, Teresa A.
- Deutsch, Morton (1975), "Equity, Equality, and Need: What Determines Which Value Will Be Used as the Basis of Distributive Justice?" *Journal of Social Issues*, 31 (3), 137-49. (1985), *Distributive Justice: A Social-Psychological Perspective*. New Haven, CT: Yale University Press.
- Fiske, Susan T. (1980), "Attention and Weight in Person Perception: The Impact of Negative and Extreme Behavior," *Journal of Personality and Social Psychology*, 38 (6), 889-906.
- Folkes, Valerie S. (1984), "Consumer Reactions to Product Failure: An Attributional Approach," *Journal of Consumer Research*, 10 (March), 398-09.
- \_\_\_\_\_, Susan Koletsky, and John L. Graham (1987), "A Field Study of Causal Inferences and Consumer Reaction: The View
- Fornell, Claes and Birger Wernerfelt (1987), "Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis," *Journal of Marketing Research*, 24 (November), 337-46.
- Germain, Richard and M. Bixby Cooper (1990), "How a Customer Mission Statement Affects Company Performance," *Industrial Marketing Management*, 19 (February), 47-54.
- Gilly, Mary C. and Betsy D. Gelb (1982), "Post-Purchase Consumer Processes and the Complaining Consumer," *Journal of Consumer Research*, 9 (December), 323-28.

- Goodwin, Cathy and Ivan Ross (1989), "Salient Dimensions of Perceived Fairness in Resolution of Service Complaints," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 2, 87-92.
- \_\_\_\_\_ and (1992), "Consumer Responses to Service Failures: Influences of Procedural and Interactional Fairness Perceptions," *Journal of Business Research*, 25 (2), 149-63.
- Gronroos, Christian (1988), "Service Quality: The Six Criteria of Good Perceived Service Quality," *Review of Business*, 9 (Winter), 1s13.
- Harari, Oren (1992), "Thank Heaven for Complainers," *Management Review*, 81 (January), 59-60.
- Hart, Christopher W., James L. Heskett, and W. Earl Sasser Jr. (1990), "The Profitable Art of Service Recovery," *Harvard Business Review*, 68 (July/August), 148-56.
- Hoffman, K. Douglas, Scott W. Kelley, and Holly M. Rotalsky (1995), "Tracking Service Failures and Employee Recovery Efforts," *Journal of Services Marketing*, 9 (2), 49-61.
- McGraw-Hill. Johnston, Robert (1995), "Service Failure and Recovery: Impact, Attributes and Process," in *Advances in Services Marketing and Management*, Vol. 4,
- Keaveney, Susan M. (1995), "Customer Switching Behavior in Service Industries: An Exploratory Study," *Journal of Marketing*, 59 (April), 71-82.
- Kelley, Scott W. and Mark A. Davis (1994), "Antecedents to Customer Expectations for Service Recovery," *Journal of the Academy of Marketing Science*, 22 (1), 52-61.
- \_\_\_\_\_, K. Douglas Hoffman, and Mark A. Davis (1993), "A Typology of Retail Failures and Recoveries," *Journal of Retailing*, 69 (4), 429-52.
- Mohr, Lois A. and Mary Jo Bitner (1995), "The Role of Employee Effort in Satisfaction with Service Transactions," *Journal of Business Research*, 32 (3), 239-52.
- Richard D. Irwin. Oliver, Richard L. and John E. Swan (1989a), "Consumer Perceptions of Interpersonal Equity and Satisfaction in Transactions: A Field Survey Approach," *Journal of Marketing*, 53 (April), 21-35.
- \_\_\_\_\_ and (1989b), "Equity and Disconfirmation Perceptions as Influences on Merchant and Product Satisfaction," *Journal of Consumer Research*, 16 (December), 372-83.
- Parasuraman, A., Valarie A. Zeithaml, and Leonard L. Berry (1985), "A Conceptual Model of Service Quality and Its Implications for Future Research," *Journal of Marketing*, 49 (Fall), 41-SQ.
- Peter, J. Paul (1979), "Reliability: A Review of Psychometric Basics and Recent Marketing Practices," *Journal of Marketing Research*, 16 (February), 6-17.
- \_\_\_\_\_ (1981), "Construct Validity: A Review of Basic Issues and Marketing Practices," *Journal of Marketing Research*, 18 (May), 133-45.
- Richins, Marsha L. (1987), "A Multivariate Analysis of Responses to Dissatisfaction," *Journal of the Academy of Marketing Science*, 15 (3), 24-31.
- Singh, Jagdip (1988), "Consumer Complaint Intentions and Behavior: Definitional and Taxonomical Issues," *Journal of Marketing*, 52 (January), 93-107.
- \_\_\_\_\_ (1990), "A Typology of Consumer Dissatisfaction Response Styles," *Journal of Retailing*, 66 (1), 57-99.
- Spreng, Richard A., Gilbert D. Harrell, and Robert D. Mackoy (1995), "Service Recovery: Impact on Satisfaction and Intentions," *Journal of Services Marketing*, 9 (I), 15-23.
- Taylor, Shirley (1994), "Waiting for Service: The Relationship Between Delays and Evaluations of Service," *Journal of Marketing*, 58 (April), 56-69.
- Walster, Elaine, Ellen Berscheid, and G. William Walster (1973), "New Directions in Equity Research," *Journal of Personality and Social Psychology*, 25 (2), 151-76.

Zeithaml, Valarie A., Leonard L. Berry, and A. Parasuraman (1993), "The Nature and Determinants of Customer Expectations of Service," *Journal of the Academy of Marketing Science*, 21 (1), 1-12