

عنوان مقاله:

THE RELATIONSHIP BETWEEN VARIOUS ASPECTS OF THE ELECTRICITY DISTRIBUTION COMPANY'S PERFORMANCE AND CUSTOMERS' SATISFACTION AS WELL AS THEIR PERCEIVED JUSTICE

محل انتشار:

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خلاصه مقاله:

In the current study, different dimensions of perceived justice and its relation to customer satisfaction in the electricity distribution company were investigated. Since, the electricity distribution company rarely has a face-to-face contact with customers; it is difficult to examine the customers' satisfaction through the conventional techniques. Therefore, based on the previous studies and literature, a questionnaire was developed and distributed among 2395 individuals of diverse groups. By exploratory factor analysis, six different factors of the electricity distribution company's performance, effective in satisfaction, were detected. Finally, these factors' relation to the different dimensions of justice and customer satisfaction was studied. The results indicated that the factors which were the most effective in customers' satisfaction and their perceived justice were the ones related to communication. Although, the announcing factor indicated the highest correlation with customer satisfaction, considering some differences in perceived procedural and distributive justice, it may be claimed that a good face-to-face contact has no substitute so far, and one-way communication can only serve its role partially.

کلمات کلیدی:

Customer satisfaction – distributive justice- interactional justice - procedural justice

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