

## عنوان مقاله:

Creating loyalty toward brand through high performance in service recovery considering mediating role of customer experience and emotional response

## محل انتشار:

سومین کنفرانس بین المللی مدیریت و مهندسی صنایع (سال: 1396)

تعداد صفحات اصل مقاله: 14

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## خلاصه مقاله:

Frontline employees consistently play a significant role in making close link between a firm and its customers. Customers often shape their opinions on service quality of the firm based on how well the frontline employees perform and subsequently this perception might affect one's behavioral intentions and behaviors. Hence, Service providers are given a second chance to bolster relationships with the customers through the higher performance of service recovery. This study is aimed at proposing a service recovery model to illustrate that how having higher performance of service recovery causes brand loyalty. In this model, customer experience and customer emotional response are acting as mediators of the relationship between service recovery performance and word-of-mouth. For this purpose, after reviewing and applying the related literature on the research topic, a questionnaire designed and distributed. The statistical population of this study is composed of all the customers of the Tejarat bank's branches in the Tehran. The collected data have been analyzed using SPSS 22 and smart pls 2 software. As the result shows, all of the hypothesis proposed in this study have been confirmed.

## کلمات کلیدی:

service recovery performance, customer experience, emotional response, brand loyalty

## لینک ثابت مقاله در پایگاه سیویلیکا:

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