

6-30-2001

## 서비스 회복속성이 고객의 공정성인식과 만족에 미치는 영향에 관한 탐색적 연구

재원 유

성호 김

승익 백

Follow this and additional works at: <https://amj.kma.re.kr/journal>



Part of the [Marketing Commons](#)

### Recommended Citation

유, 재원; 김, 성호; and 백, 승익 (2001) "서비스 회복속성이 고객의 공정성인식과 만족에 미치는 영향에 관한 탐색적 연구," *Asia Marketing Journal*: Vol. 3 : Iss. 2 , Article 4.

Available at: <https://doi.org/10.53728/2765-6500.1063>

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

\*

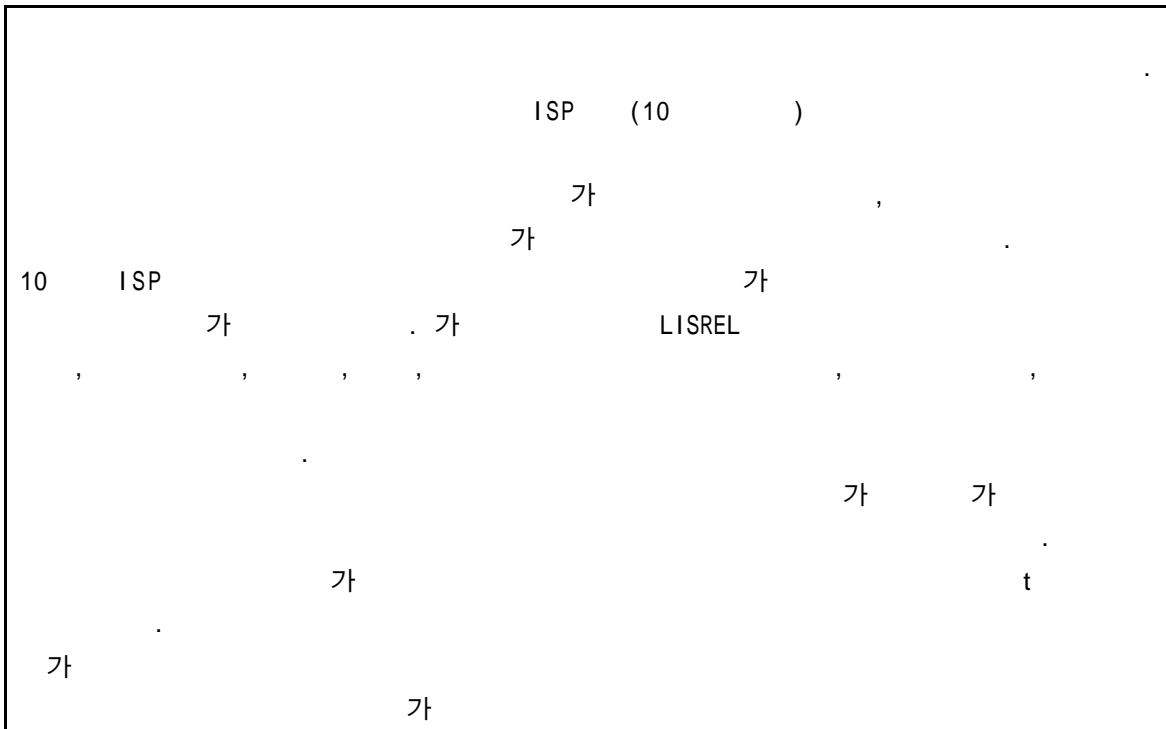
( )

### 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 (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

(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

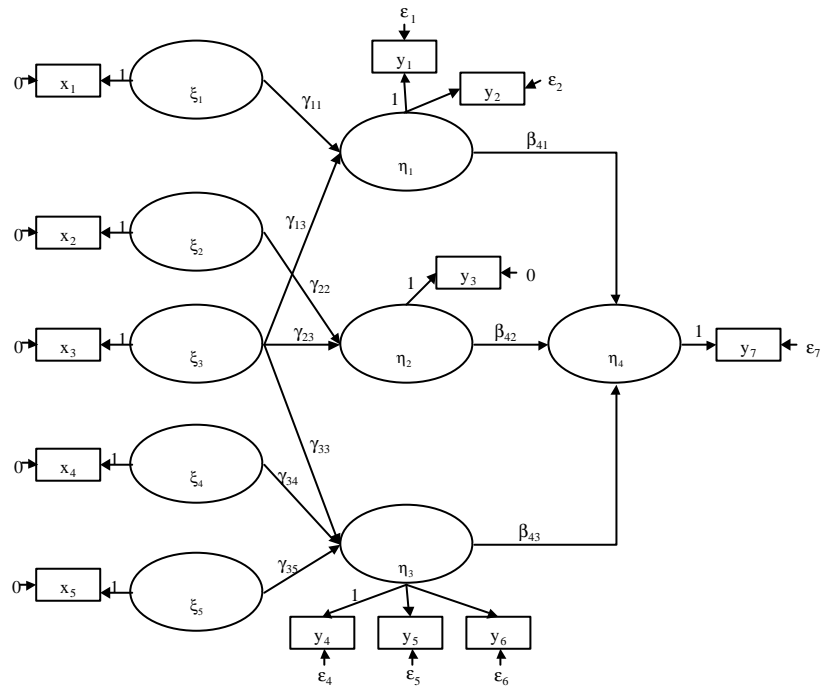
$\gamma_{22}$  .  $\gamma_{22}$  0.042, t =-0.640  
가

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



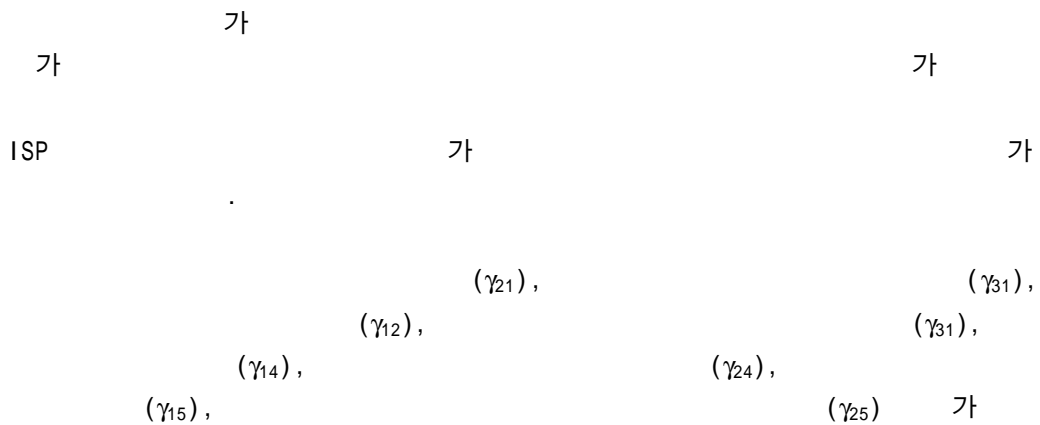
< 4-2>

	( ) 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  $\gamma_{35}$  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)

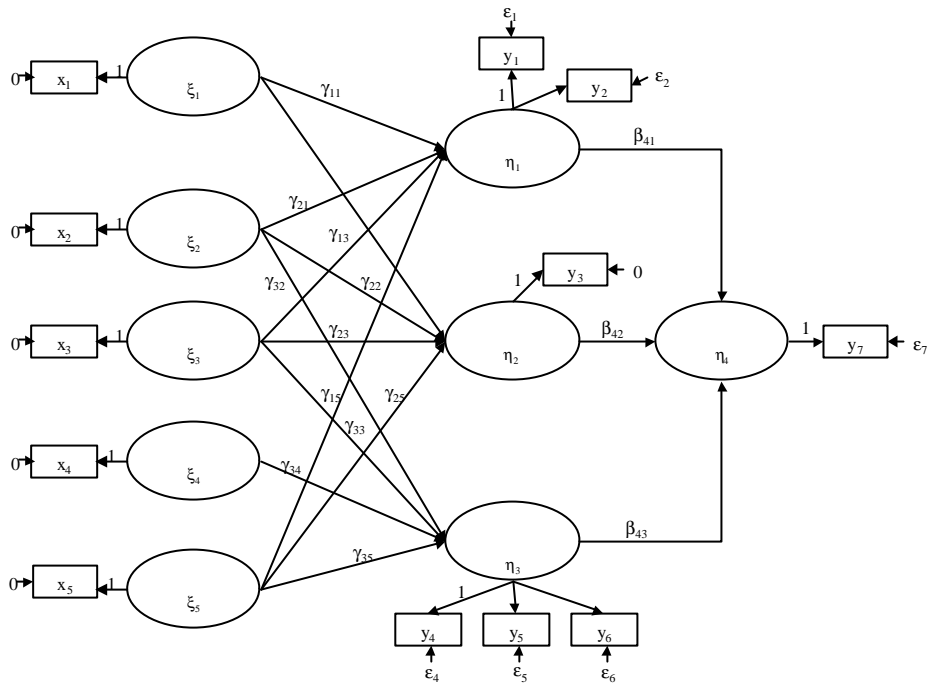
( 4)  $(\beta_{41})$  =0.01 ( =0.266, t =3.912)  $\beta_{41}$

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

(가 4).

(가 6), (가 7) (가 5). (가 8)

( 1) ( 2) 가 가  $\gamma_{21}$  ( 5)

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

[ 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