

An Empirical study on the factors affecting the Service Recovery Satisfaction in D.S.K Benelli Service

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Abstract

The paper titled Empirical study on the factors affecting the Service Recovery Satisfaction in D.S.K Benelli Service. The objective of the study is to study the determinants of Service Recovery satisfaction and to find out the predominating influencing factor on Service Recovery satisfaction. Descriptive research design is used in the study. Primary data is collected from structured questionnaire. The sample size is 105 and it is collected based on Convenience technique. The tools used for analysis are Mean and Regression analysis. The findings of this study showed that among the factors, Empowerment, Feedback, Explanation and Tangibles influenced the service recovery satisfaction compared to the factors Communication and Atonement.

Key words: Service recovery satisfaction, Communication, Empowerment, Feedback, Atonement, Explanation and Tangibles.

Introduction:

A service is something which is Intangible in which an ownership cannot be held. A service is something which cannot be seen or bought but only felt. Service recovery is a process of returning aggrieved/dissatisfied customers to a state of satisfaction with a company/service. Service recovery is also known as a state in which to satisfy an unsatisfied customer in an organisation. The factors determining service recovery satisfaction are Communication, Atonement, Empowerment, tangibles, Feedback and Explanation. Ikponmwen, E. (2011).

Objective:

- To study the determinants of Service Recovery satisfaction
- To find out the predominating influencing factor on Service Recovery satisfaction

Literature Review:

Kelley, S. W., & Davis, M. A. (1994) selected antecedents of customers' service recovery expectations are considered in this study and the results support the hypothesized relationships, suggesting that service quality and customer organizational commitment have direct effects on customer service recovery expectations and that customer satisfaction has an indirect effect on service recovery expectations.

Hart, C. W., Heskett, J. L., & Sasser Jr, W. E. (1990) considers how a service nightmare turned into a memorable experience and the most important, service companies should encourage frontline employees to deviate from the rules when necessary. Some companies use role playing to help employees develop the creative thinking needed to deal with unusual situations

Miller, J. L., Craighead, C. W., & Karwan, K. R. (2000) determined that this paper outlines a framework for examining the service recovery process and then reports on an empirical study to test this framework. The findings validate much of what is anecdotally claimed by researchers and casual observers of service industries, but also highlight the role of operational activities in service recovery

Mattila, A. S. (2001) stated that in this study, we wanted to examine how two situational factors, the service type and magnitude of failure, moderate customer responses to service failures and effective service recovery (e.g. apology combined with a tangible compensation) had a strong positive influence on recovery satisfaction and loyalty for hair styling services whereas the magnitude of the impact was less pronounced

De Matos, C. A., Henrique, J. L., & Alberto Vargas Rossi, C. (2007) conducted a metaanalysis to integrate the studies dealing with the SRP and to test whether studies' characteristics influence the results. The analyses show that the cumulative mean effect of the SRP is significant and positive on satisfaction, supporting the SRP, but nonsignificant on repurchase intentions, word-of-mouth, and corporate image, suggesting that there is no effect of the SRP on these variables

Research Methodology:

Research Design adopted is descriptive research because as descriptive explains the study and aims at finding the present scenario of the Service recovery at DSK BENELLI Service, Tamil Nadu. There were 105 respondents for the research. The respondents were selected by using Convenience sampling techniques. The tools used for analysis are Regression and mean analysis.

Data Analysis and Interpretation:

Table .1 Mean Analysis of Determinant's of Service

Determinant's of Service Recovery Satisfaction	N	Mean	Rank
Communication of the customers	105	4.0667	3
Empowerment of the customers	105	3.9429	4
Feedback of the customers	105	3.2714	6
Atonement of the customers	105	4.1429	2
Explanation of the customers	105	4.1571	1
Tangibles of the customers	105	3.3571	5
Valid N (listwise)	105		

From Table.1 it is found that the predominating determinants of service recovery satisfaction factor is Explanation followed by Atonement, Communication, Empowerment, Tangibles and feedback of the customers

Table No .2 Regression analysis:

S.No	Service Recovery Satisfaction Factors	Regression Co-efficient	Standard Error	T-Statistics	P-Value
1	Communication of the customers	-.128	.084	-1.433	.155
2	Empowerment of the customers	.685	.070	8.872	.000
3	Feedback of the customers	.108	.037	2.415	.018
4	Atonement of the customers	.076	.072	1.229	.222
5	Explanation of the customers	.145	.057	2.479	.015
6	Tangibles of the Customers	.264	.044	6.567	.000
	Constant	-.262	.193	-1.359	.177
	R ²	.888			
	Adjusted R ²	.881			
	F-Statistics	129.783			.000

From the Table 2 it is found that significantly influencing Service recovery satisfaction among the customers are empowerment, Feedback of the customers, Explanation of the customers and Tangibles. Since the value of 'p' (sig) value is less than 0.05.

A unit increase in the Service recovery satisfaction results in the empowerment by 0.685, Feedback results by 0.108, Explanation results by 0.145 and Tangibles of the customer results by 0.264. Similarly for the Communication of the customer and Atonement.

Significant constant shows that even in the absence of factors influencing Service recovery satisfaction positive impact on the satisfaction.

Coefficient of R^2 infers that the changes in the Service recovery satisfaction is explained by the factors to the extent of 88.8% i.e. $R^2=0.888$

Significant F-Statistics reveals the validity of the fitness of the regression model.

Findings:

- **Communication of the customers:**

According to the research the communication criteria partially affected the Service recovery satisfaction of the customers.

- **Empowerment of the customers:**

From the findings it is stated that the Empowerment of the customers has an influence towards Service recovery satisfaction like complaint was not passed from one employee to the next.

- **Feedback of the Customers:**

The research states that the feedback of the customers have an influence towards the Service recovery satisfaction that the showrooms has accepted their mistake and sent a written apology.

- **Atonement:**

According to the research the Atonement criteria partially affected the Service recovery satisfaction of the customers.

- **Explanation of the Customers:**

From the research it had been clearly noticed that the employees provided the information of why the problem had occurred and hence Explanation has an influence towards Service recovery satisfaction.

- **Tangibles of the Customers:**

From the findings it is clearly explained that the employees worked in a tidy and professional environment and thus Tangibles influences the Service recovery satisfaction.

Conclusion:

The research has found that out of 6 factors 4 factors have affected the Service recovery satisfaction and 2 factors did not affect the Service recovery satisfaction. The factors which influences the Service recovery satisfaction are Empowerment, Feedback, Explanation and Tangibles. The factors which did not affect the Service recovery satisfaction are Atonement and Communication.

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