

AVOIDING DOUBLE WHAMMY IN CASE OF SERVICE FAILURE

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ABSTRACT

Our study examines a model about consumer positive word-of-mouth intention after service recovery initiatives. Efficacy of service recovery strategies initiated by front desk employees are evaluated based on the proposed theoretical framework. In addition to pinpointing the factors, we develop a survey to measure effective ways to overcome service failure from the perspective of real life situation. This strategy overcomes the inadequacies of the currently predominant scenario-based survey research.

Keywords: Service Failure, Justice Theory, Positive Word-of-Mouth