

# The Influence of Customer Participation in Service Recovery on Overall Satisfaction and Repurchase Intention

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## Abstract

Based on co-creation value, this study explored that the effect of customer participation in service recovery on repurchase intention and overall satisfaction with the organization when service failure was caused by a firm itself. A between-subject factorial experiment was carried out to test our hypotheses. A hundred eighty undergraduates of a university in southern Taiwan participated in a 3(Recovery: without recovery vs. absent co-recovery vs. present co-recovery) between-subject experiment. The findings of this study indicate that customers have higher overall satisfaction with the organization and repurchase intention when service recovery is given than when it is not given. Compared to absent co-recovery, co-recovery improves overall satisfaction with the organization and repurchase intention. Theoretical and managerial implications are discussed.

**Keywords:** Co-recovery, Co-creation value, Customer participation, Service failure, Service recovery.

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## 消費者參與補救對企業滿意度與再購意願之影響

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### 摘 要

本研究以共創價值為基礎，探討當服務失誤出現時，消費者參與補救對企業整體滿意度與再購意願之影響。本文採取「受測者間因子實驗設計」進行假設檢定，共計 180 位南部大學生，隨機被平均分配於三種補救實驗文本(無補救/未提供參與補救/提供參與補救)。研究發現，當企業提供補救或參與補救時，消費者對企業整體滿意度與再購意願高於企業未提供補救時；而且，企業提供消費者參與補救時的企業整體滿意度與再購意願顯著高於企業只提供補救時。理論與管理意涵均將予以說明。

**關鍵詞：**共同補救、共創價值、消費者參與、服務失誤、服務補救

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