

Effects of Quality of Service on Service Recovery and Customer's Repurchase Intention in Medicine Industry

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ABSTRACT Quality of Service is an index for customers evaluating and enterprise and the recovery measures in the service process are considered as a key factor in Customer Loyalty. Most of past research on Customer's Repurchase Intention focused on the viewpoint of Quality of Service. However, regarding the inspection of Service Recovery, the correlations between Quality of Service and Customer's Repurchase Intention in medicine industry seem not to be studied. For this reason, this study tends to discuss the correlations between Quality of Service, Service Recovery, and Customer's Repurchase Intention. The customers in the TTY Biopharm are investigated in this study. Total 300 copies of questionnaires were distributed, and 241 valid ones were retrieved. With Structural Equation Modeling to verify the research hypotheses, the empirical result shows the positive correlations between Quality of Service and Service Recovery, Customer's Repurchase Intention, and Service Recovery appears mediating effects. The research result can be the reference of the medicine industry in Taipei areas for practical management, and the suggestions for future research are proposed at the end.