

**THE ROLE OF THE PERSONALITY OF CUSTOMERS  
AND REPUTATION THE COMPANY AS THE RESTORATION  
OF SERVICES ON THE MODEL OF MODERATION VARIABLE:  
IN THE AUTOMOTIVE INDUSTRY IN INDONESIA**

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**ABSTRACT**

*This study examined the effect of prior customer experiences on the perceived justice in service recovery through the moderation role of customer personality. In addition, this research examines perceived justice to satisfaction with service recovery with the moderation role of corporate reputation, as well as satisfaction with service recovery influence the future behavior intention in form of repurchase intention and positive campaign in the form of free advertising by word of mouth. Respondents in this study are the customers of 4 (four) sole distributor agents (ATPM) with 300 respondents, the analysis technique used is Structural Equation Modeling (SEM) with multi-group analysis.*

*The results showed that: (1) Prior experience affect the procedural, interactional and informational justice, but has no effect on distributive justice (2) Customer personality moderating reinforced the influence of prior experience on procedural and interactional justice, (3) Perceived justice (distributive justice, procedural justice, interactional justice and informational justice) affect satisfaction with service recovery, (4) Corporate reputation moderating reinforced the influence of distributive, procedural and informational justice on satisfaction with service recovery, but not moderating reinforced the influence of interactional justice on satisfaction with service recovery, (5) Satisfaction with service recovery influence the future behavior intention in form of repurchase intention and word of mouth (WOM).*

**Keywords:** *corporate reputation, customer personality, future behavior intention, perceived justice, prior experience, satisfaction with service recovery*

## INTRODUCTION

Along with the the expansion of the Asian markets, Indonesia has regarded much by foreign countries to invest in a report published by *United Nations Conference on Trade and Development (UNCTAD)* in World Investment Report 2012 Said that Indonesia was in 4<sup>th</sup> rank the world in investment growth (UNCTAD, 2012).

The results of research J.D. Power of Asia Pacific (2012) examines the extent to which problems in customers new top of a vehicle for two to the first six months its ownership, said the results of his innovation among the owner of which that it did not run into trouble with their new vehicles, 41% said definitely would recommend the vehicle to friends and relatives. Added her research the relationship between customer satisfaction index by the experience of the purchase and distribution of (sales satisfaction index study) find that sales division employees who spent enough time with customers to make sure the process of surrender (hand-over) new vehicles that bought run smoothly, a positive impact on customer satisfaction.

Results of a survey J.D. Power Asia Pacific in 2012 about the customer service find the factors that contribute to customer satisfaction at workshop official (authorized dealership service center) for treatment or repairs vehicles over a period of 12-24 months after tenure on the results of research is a factor of the quality of services 30 %, service initiation (27 %), pickup vehicle (15 %), health facilities (15 %), and service advisor (12 %)

Some research shows that customers who are dissatisfied with the delivery of services reluctant to voice complaints (Singh, 1990). Business recovery services proactively become the most effective way to minimize the results of the exodus negative from the absence of failure service (Lewis, 1996). How do the effort companies recovery service will determine customers or being loyal instead moved to service providers other (Lovelock et al., 2004 ). To reduce the effect of negative failure services providers of services perform the act of recovery services among others in the form of apology (apology) nor give compensation certain (Boshoff, 1999).

Customers in a sustainable way renew beliefs and expectations them against a form of services and integrate new information with the knowledge of previous. Woodruff et al. (1983) revealed that expectations normative is based by experience on goods or product Maxham and Netemeyer (2002) said that if a customer has experiencing the failure of the same against the company, and though efforts of service delivery in high to fix it is not yet sufficient to produce results received (distribution) and customer satisfaction. Russel (1982) a failure of recurring will cause customers about the incident concluded that collapse as a thing that is stable and is the problems that settled on the company, so that it difficult to do the restoration of services to them.

One strategy that was conducted by companies in the restoration of services is to approach a sense of justice that is felt (perceived justice). In the context of the restoration of service, justice can be identified as the main factors affecting the assessment of consumers in the process of recovery service (Tax et al., 1998). Added according to Adams (1963), measure of justice of the three dimensions which are (1) Distributive justice, (2) Interactional justice and (3) Procedural justice in the recovery of service. Some researchers namely Colquitt (2001), Ambrose et al. (2007) and Badawi (2012)

has developed with the dimensions of justice uses four dimensions of justice is distributive justice, procedural justice, Interactional Justice and informational justice.

The character of customer personality or personal traits is a footing to understand numerous differences in behavior customers. Gountas (2007) have revealed that there are the relationship between personality with emotion. Personality research is still dominated by the theory trait , where explained that the tendency of the person toward one kind of behavior personality based on the concept relating to individual differences (Cervone in Triandis, 2002). Mcadams (2001) states that personality trait is an important factor that must be studied to understand customers. Singh (1990) mentioned that personality trait behavior is antecedent customers. Lin (2009) revealed that personality trait post buying influence behavior.

Customers with self control character external show self-awareness and low self-confidence, and can be influenced by the environment outside as the media advertising. While customers with self control character internal tending to gather information internally and externally to find differences in and showed no reaction or desire of the behavior of a sudden. Folger Cropanzano (2001) states that the theory of justice can explain the existence of the reaction of behavior versus behavior counterproductive. They suggested include personality variable moderation as variables that affect the impact of behavior after the purchase of perceived justice in the recovery of service.

A number of studies company reputation, Kay (1993) reputation the company is an important factor in pillars of success. A number of studies have suggested that reputation affect response company customers like the choice of products and services Traynoor (1983). Kim and Kim (2005) shows that brand image that is either not only indicate positive picture but also showing a rate that is higher than the power of brand compared with a brand the other. Kim et al. (2009) said that although there were many that explains research on the impact of justice (justice) against behavior after the introduction of the recovery of service, but whilst there is room to study the relation between customers with the company. Goodwin and Ross (1992) Conclude there are less attention to response the company in response to customer complaints, as well as not control a change in attitude and behavior customers. Nikbin et al. (2011) proposes that recovery efforts services interaction less involve company so how services company recovery efforts to communicate to customers being impressed far from implication management.

Because of that, the influence of justice that is the recovery services have a strong impact on the intent to purchase back when a company has a good reputation and Hees (2008). Last try to influence the company management in the context of the very few (Hees, 2008). Therefore, this study will include the reputation of the company as a moderating variables to see the dimension of justice are perceived on the satisfaction of service to the automobile industry in Indonesia.

The purpose of research to know the influence of the experience of previous customers, perceived justice, customer personality and reputation of the company (corporate reputation), against satisfaction over the restoration of service (satisfaction with service recovery), desire buy reworked (repurchase intention) and recommendations oral (word of mouth), after done the act of in the automotive industry.

## THEORETICAL FRAMEWORK AND HYPOTHESIS DEVELOPMENT

### Previous Experience and Justice

Each customer has an inherent expectation through the Ministry offered that as well as have the potential occurrence of dissatisfaction. The behavior of discontent is motivating customers to complain to the Ministry that does not comply with expectations. Research of Cronin and Taylor (1994), suggests that customers update or change their satisfaction ratings after their several times to interact with service providers. In each visit, customers expectation are constantly updating as they combine with new information they receive (Tax et al., 1998). The behavior describes the experience of consumption that will form the expectation.

The company response to complaints about customers carried out through the handling of complaints. The ability of the handling of complaints for services built upon in the theory of justice through three dimensions of justice namely: justice distributive justice that focuses on the outcome of (Deutsch, 1985), procedural justice that reference to a criterion procedural operational to the process of the handling of complaints (Bies and Shapiro, 1987), interactional justice that refers to the relation of interpersonal to the process the handling of complaints (Lind and Tyler, 1988).

Some research as the Like (1998) found the evidence that the positive evaluation of justice, which is three-dimensional distributive procedural, interactional and on the handling of complaints. Schoefer Ennew (2005), and the judgment to find distributive recovery services have a direct impact on cognitive factor in recovery services and satisfaction. Binter (1990) said that as of the overall number of its relations with the provisions and procedures the experience of previous experience can be identified, prior to a meeting of the service. And Mattila Wirtz (2005) said that the previous experience in customer service and restitution of the cognitive behavior, to influence the company management and affective interactional to justice. Ambrose et al. In 2007 that attitudes of individuals on the experience of the recovery of the service formerly can increase the recovery of services through four (distributive justice, procedural, interactional , and informational).

Some earlier research also produces that such empirical studies of Maxham and Netemeyer (2002) who said that if customers have experienced failure of the same against the company, and though efforts to the provision of services high to fix it, still cannot raise perceived distributive justice

### Justice Being Perceived and Satisfaction over the Recovery of Service

In the service, justice is a must be considered by the company in offering products or services to deliver the benefits of it to customers. Some research deals like Río-Lanza et al. (2009), connecting perspective customer after the recovery services to the theory of justice. The findings said that three dimensions: fairness is distributive justice and righteousness procedural and interactional, have a significant relation with satisfaction.

Karatepe (2006) found that the distributive justice, procedural and justice complain interactional impact on the satisfaction and loyalty, where justice interactional having a stronger influence on the satisfaction and loyalty. While research Maxham Netemeyer (2002) and in banking and construction services house, justice found that a significant procedural have no influence on the satisfaction

of handling complaints. Yi and Gongs (2008) said that the distributive justice, justice and justice procedural interactional influential positive attitude and the satisfaction of the restoration of service. Research of Badawi (2012) found that four (distributive justice, procedural, interactional, emotion and informational) negative effect on customers.

### **Satisfaction over the Recovery of Services and Behavioral Intention**

Customer satisfaction as generally dikonseptualisasikan assessment about the purchase behavior (Yi, 1990). This can be depicted on a series of transactions purchase individual purchase from time to time (fournier and Mick, 1999), Oliver and Swan (in Masnita, 2011) stated that satisfaction is a function of justice preference. Smith and Bitner (1998) implying that satisfaction over the restoration of service is emotional response on the evaluation of the results of certain transactions involving improvements over services that fail.

Desire to purchase repeated reference to the purpose of customers to keep relations with certain service providers and made the purchase next in the same category on the providers of services (Jones and Taylor, 2007). Yi (1990) found that there is a positive relationship between satisfaction and desire to buy back. Oliver (1997) found that there is a positive influence between customer satisfaction against desire to buy back.

The results of research Kaven (2012) found that the intention of the purchase of the affected by the trust, the quality of service, communication and the reputation of the company. Researchers assume that some customers tend to spread of wom negative response when they consider failure of service (Seiders and Berries, 1998; Blodgett et al., 1993). Added by Blodgett et al. (1997) that there is a positive relationship between oral recommendation and the restoration of service, wom which means that will increase along with the positive good recovery services felt by customers.

### **Moderation Personality Customers and Reputation of the Company Variable**

Personality locus of control according to Spector (1988) is the belief that the performance of individual services can be controlled by yourself or other factors out of control individuals. Spector (1988) find that internal locus of control are positively correlated with pleasure and commitment. Individuals with personality internal control can predict what is expected by itself. Personality is a whole combination a picture of the characteristics of character that causes human naturally is unique (Lin, 2006 and Baron Greeberg, 2000) said that personality differences between each individual unmannerly effect on individuals, in addressing the situation and the condition less support and stability in the character personality can survive and easy to influence people to behave consistently in a different situation.

In terms of personality, the locus of direct interpersonal relations with the control of each person, the use of the concept of justice in these interactional which can be defined as the quality of a person's perception that interpersonal they received at the procedures established by organization (Moag and Bies, 1986).

Renders some research justice interactional as sub justice procedural component (Greenberg, 1993; Lind and Tyler, 1988), different with Bies (2001) who argue that justice is interactional separate parts, and different from procedural justice. This research adheres to the opinion that justice

interactional conceptual is different from procedural justice (Bies, 2001). Hough (1992) stated that some of the relationship between locus of control with the performance. Added the findings Hatstrup et al. (2005) find locus of control internal influential negative results against orientation. Spector (1988) said through the development of the scale of locus of control found the variable locus of control could become predictor to corroborate the results of work.

Rust and Chung (2006) suggest that research relating to the personal interaction in service encounter become increasingly important because an increase in the demand for services adapted for performance any customers. Rust is Chung (2006), and the difference between an individual personality to basic services and the consumer will have a role in designing an interaction personality performance of the meeting.

The results of research Lin (2009) said that the impact of personality for post buying on conduct, show that a customer with the character of self-control external show self-awareness and low self-confidence, as well as can be influenced by the environment outside like advertising media. While customers with the character of self-control internal tending to gather information internally and externally to find a difference and showed no reaction or desire behavior in an abrupt manner.

Research Lin (2009), Parasuraman et al. (1999), Singh and Wilkes (1996) satisfaction post buying satisfaction very helpful to strengthen trust and preference of consumers on products and services they buy and strengthen their intentions to buy back (Lin, 2009). Result of the research are finding based on the heuristic justice theory (Lind, 2001) depicting as a phase in which a model built focused on a difference in several combinations of dimensions justice (Colquitt et al., 2001).

Research on the reputation of the company show that the reputation of the company will inform the choices customer (Traynor, 1983), attitude customers as a whole about the product and service (Brown, 1995), customer trust (Johnson and Grayson, 2005) desire buy as well as repeated (Yoon et al., 1993). Research conducted by Nikbin (2011) mentioned that the reputation of the company moderating the relationship between distributive justice, justice interactional and the desire of buy back. The findings Nikbin (2011) this shows that the reputation of the company influential to the uncompromisingly righteous distributive related to the efforts to the recovery of the service (in terms of the provision of compensation) and justice interactional that related to the efforts to the recovery of the service (in the event such application sorry and explaining issues) and behavioral intention to come. While for procedural perspective, justice the reputation of the company not moderating the relationship between justice being perceived and a desire to repurchasing.

## METHODS

The research is research causality, for purposes of analysis a unit of this analysis is an individual in each customer with the criteria (1) The the owner or the type of vehicle users and passenger car with machine capacity  $\geq 1500$  CC, cc engine, and (2) At least 1 to one's ever made contact with the dealer official of the four largest ATPM (4) In Jakarta in the period of 1 year and (3) Recovery of a service once a dealer.

Technique sample withdrawal in this research use non probability that's using the sampling method of accidental. The reason this technique is used because conditions in the field, where customers who get service recovery difficult to identified. The way the withdrawal and the spread of questionnaire i.e. (1) Go directly to a dealer/workshop official in each area, (2) Ask to customers directly associated with a problem that get service recovery. This approach previously used on earlier research (Young Namkung et al., 2006; Río-Lanza, 2007 and badawi, 2012). The total sample used in this research as much as 300 samples, which is divided on some dealer/workshop official from 4 atpm of the largest in the city. This qualified survey research at least as much as 100 respondents (Hair, 2006). Before questionnaires were distributed to the respondents , the survey team do pretest (test the validity of reliability and research instruments) beforehand , to refine questions, so that all respondents understand what you asked, without any meddle of enumerators. A questionnaire that spread a total of 350 the questionnaire, a questionnaire that back a total of 310 the questionnaire and a questionnaire that defect (is incomplete) amounting to 10 the questionnaire .And the number a questionnaire that can be used as many as 300 the questionnaire.

Engineering the preparation of the scale used to use a statement justice likert scale 6 six grains adopted from Blodgett et al. (1997), Folger and Konovsky (1989), Maxham and Netemeyer (2002) and Smith and Bolton (1998). Based on hypothesis and the design of research the data collected in this research analyzed by technical uses analysis SEM (Structur Equation Modelling) with the approach Multi-Group Approach.

## RESULT AND DISCUSSION

Characteristics of respondents who investigated in this study a total of 300 respondents which includes sex, age, status, education, work, brand vehicle, and the reason dealer visit. By make Suzuki vehicle total of 100 (33.3%), Nissan 70 (23%), Daihatsu 39 (13%) and Toyota 91 (33.3%). Reason respondents visit dealer service intervals 273 (91%), improvement claims 24 (9%), repaired again 3 (1%). Sex the majority of respondents in domination by the male sex of 186 (62%) and women 144 (38%), the status of respondents 189 (63%) and married 111 (37%). Education for college respondents higher by 119 (39%), senior high school 35 (11.7%), the combined primary 37 (12%), and the academy of 109 (36%). While for children aged respondents 17-26 reaches 71 years (23.7%), 23-36 years 84 (24%), 37-46 reaches 46 year(14.3 %), 47-56 years 41 (13.7%), 57-66 years 34 (11.3%) and more then 66 years old 24 (8 %).

There are six hypothesis and the whole there are 16 sub hypothesis with the results of the testing of hypotheses used the level of significance ( $\alpha$ ) = 0.05. The results of the testing of hypotheses can be explained in figure 1 table 1 below.

Figure 1: The Results of Research Model

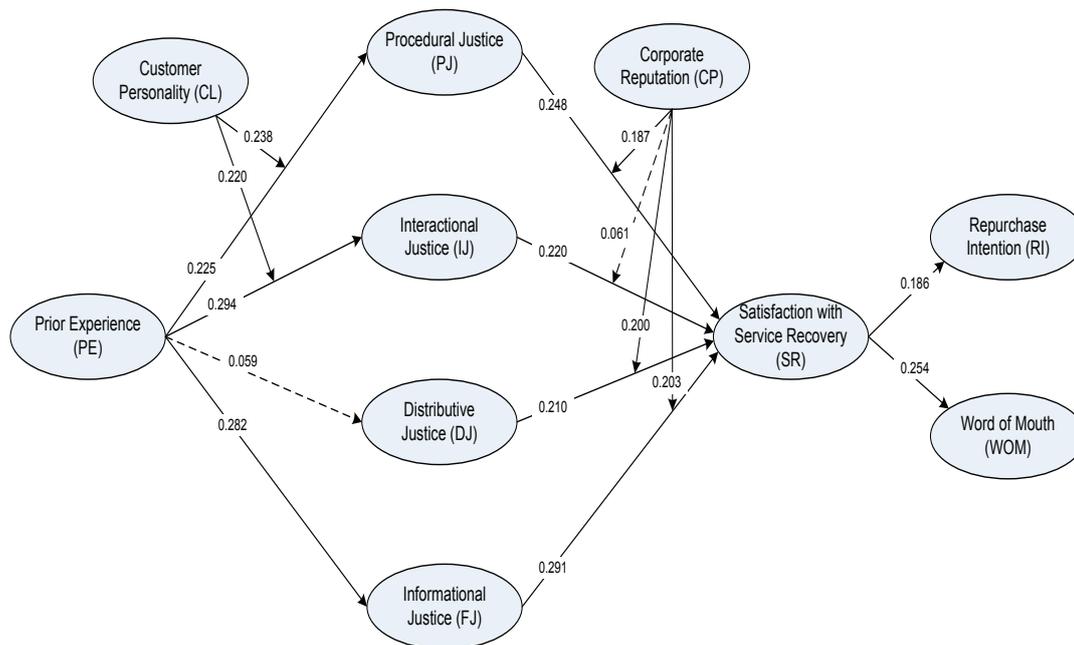


Figure 1 obtained value  $CMIN/DF = 1.607$  and value of  $RMSEA = 0.04$ , and so show that the model is fit. While the value of Chi-square = 3370.843 criteria and probability = 0.000; showing the model was been received in the level of marginal. According to Ghazali (2008), the value of chi-square is highly sensitive to the size of the sample, so that there is a tendency chi-square will always significant value. Hence, to see fit whether or not certain some kind of model can be neglected value chi-square criteria and see fit goodness of other criteria. The same thing in told by hair et al. (2006), claimed that if one or two goodness of fit the criteria are met, then it can be said good model, so that that hypothesis testing hoped to continue. This is supported by hair et al. (2006) who claimed that if one or two criteria goodness of fit already meet the criteria, then the model was good it can be said

Table 1 : Resume of the Testing of Hypotheses

Hypothesis	Estimate	<i>p</i> -value	Conclusion
H <sub>1a</sub> Previous distributive justice influencing experience	0.059	0.460	H <sub>1a</sub> unsupported
H <sub>1b</sub> Previous distributive justice Procedural experience	0.225	0.005	H <sub>1b</sub> supported
H <sub>1c</sub> Previous experience influences justice interactional	0.294	0.000	H <sub>1c</sub> supported
H <sub>1d</sub> Previous experience of its effect on informational justice	0.282	0.001	H <sub>1d</sub> supported
H <sub>2a</sub> Personality customers moderating influence previous experience to justice procedural	0.238	0.000	H <sub>2a</sub> supported
PE → PJ (LOC Internal)	0.327		LOC Internal strengthen the influence of
PE → PJ (LOC External)	0.173		PE against PJ
H <sub>2b</sub> The dissociative experience of moderating the previous interactional justice	0.220	0.000	H <sub>2b</sub> supported
PE → IJ (LOC Internal)	0.325		LOC External strengthen the influence of
PE → IJ (LOC External)	0.375		PE against IJ

H <sub>3a</sub>	Distributive justice impact on satisfaction over the restoration of service	0.210	0.003	H <sub>3a</sub> supported
H <sub>3b</sub>	Procedural justice impact on satisfaction over the restoration of service .	0.248	0.000	H <sub>3b</sub> supported
H <sub>3c</sub>	Justice interactional influences satisfaction over the restoration of service .	0.220	0.003	H <sub>3c</sub> supported
H <sub>3d</sub>	Informational justice impact on satisfaction over the restoration of service	0.291	0.000	H <sub>3d</sub> supported
H <sub>4b</sub>	The reputation of the company moderating influence procedural justice against satisfaction over the recovery of service PJ → SR ( <i>Corporate Reputation</i> high) PJ → SR ( <i>Corporate Reputation</i> low)	0.187 0.291 -0.029	0.002	H <sub>4b</sub> supported Company high reputation strengthen the influence PJ against SR
H <sub>4c</sub>	Company reputation moderating influence interactional justice against satisfaction over the recovery of service	0.061	0.288	H <sub>4c</sub> unsupported
H <sub>4b</sub>	<i>Corporate Reputation</i> Moderating influence justice informational ) against satisfaction over the recovery of service FJ → SR ( <i>Corporate Reputation</i> high) FJ → SR ( <i>Corporate Reputation</i> low)	0.203 0.280 0.489	0.002	H <sub>4b</sub> supported Reputation of the company low strengthen the influence FJ against SR
H <sub>4b</sub>	Company procedures reputation moderating influence justice against satisfaction over the recovery of service PJ → SR ( <i>Corporate Reputation</i> high) PJ → SR ( <i>Corporate Reputation</i> low)	0.187 0.291 -0.029	0.002	H <sub>4b</sub> supported Tall strengthen the reputation of the company PJ against SR
H <sub>5</sub>	Satisfaction over the recovery of service of its effect on the purchase of repeated intention	0.186	0.013	H <sub>5</sub> supported
H <sub>6</sub>	Satisfaction over the recovery of its effect on oral recommendation	0.254	0.013	H <sub>6</sub> supported

Previous experience did not influence significantly to distributive justice (H<sub>1a</sub> unsupported). The result of this finding supported the empirical study of Chebat and Slusarczyk (2005) alleging that occurs when a customer complaints preceded the previous experience that was neither by corporations, so even if the companies provide compensation matter (distributive) corresponding cannot increase distributive justice experience, and Maxham and Netemeyer (2002), said when a customer has undergone a similar to the company; but though granting that efforts to improve services (distributive high) i was not able to increase the perceived distributive justice. Chebat and Slusarczyk (2005) declaring that the consumer not affect the distributive justice and interactional justice at retail banking.

Previous experience a significant procedural to justice influential (procedural justice) (H<sub>1b</sub> supported). According to Bitner (1990) procedural justice is the assessment of customers who serves as a measure of overall relations with the company through a prescribed procedure. The results

of this research supports previous research of Yuan and Wu (2008) ; Oh, Fiore and Jeoung (2007); Dube et al. (2005); Hess et al. (2003); Tax et al. (1998); and Kelley and Davis (1994) which said that previous experience could increase the sense of satisfaction and improve the emotion in carrying out a prescribed procedure .

Previous experiences influence significantly to justice interactional (interactional justice) ( $H_{1c}$  supported). The results of this research supports previous research of: (1) The Mattila and Wirtz (2005) said that previous experience on the restoration of service and the reaction of cognitive behavioral and affective on company management influential interactional to justice, (2) The Goodman et al. (1995), Bitner et al. (1990); and Tyler (1987) The process of the involvement of customers and company during the restoration of services can increase or interpersonal interactional (justice interactional), (3) Tax et al. (1998) said the recovery of service on the experience of services that fail can change a mistake the failure of the service.

Previous experiences influence significantly to justice informational ( $H_{1d}$  supported). The results of this research supports previous studies of Ambrose et al. In 2007 that attitudes of individuals on the experience of the recovery of the service formerly can increase four (distributive justice, procedural, interactional, and informational). Further in the same findings. Greenberg (1994) found that the exchange of experience in social justice informational can explain the reaction of customers and negative impact on the performance of services.

Personality customers moderating influence previous experience (prior experience) against justice procedural (procedural justice) ( $H_{2a}$ ). Personality with locus of control is the type of personality where levels a person receives personal responsibility about what is happening on the self (Brownell, 1981). Personality with locus of control the internal and external would be able to strengthen in the provision as stated in the procedure that is fair and able to improving the performance of the recovery of the services provided on the experiences of earlier (Cohen-Charash and Spector, 2001; Colquitt, Conlon, Wesson, Porter, and Ng, 2001). Spector (1988) find that personality with locus of control internal can raise on satisfaction, our commitment and consideration in the decision-making process the company. Further that personality with locus of control the internal and external it is believed to exert a value on the decision-making process with the procedures which fair (Lilly and Virick, 2006 ).

The customer moderating the previous experience (prior experience) against justice interactional ( $H_{2b}$  supported). The customer could see that the locus of control (internal and external) a generalized belief that a person can or cannot control his own destiny, that is a view of the person to an event is he felt could not control the behavior that happen (Rotter, 1966). It said Lilly and Virick (2006) declaring that the personality of the locus of control can say that the control of herself on the experience of previous influenced the situational (external) locus of control can steer justice interactional experience. The result of this research is to develop research before Lilly and Virick (2006) declaring that personality to mediate the locus of control and procedural fairness interactional on performance. Further of research results that same Lilly and Virick (2006) that trust company mediate between personality influence with locus of control with justice procedural and interactional.

Distributive justice of its effect on the recovery of satisfaction over the service ( $H_{3a}$  supported). The result of this research support the results of previous studies of good win and ross (1992) stated

that distributive justice impact on the satisfaction of the handling of complaints. Badawi (2012) stated that distributive justice impact on the satisfaction of any complaint handling. Mattila (2001) distributive justice positive impacts on the recovery of service satisfaction. Maxham and Netemeyer (2002) said that the provision of in the form of refund, monetary, and a discount on conduct complained of its effect on the handling of any complaint satisfaction. This research findings has also strengthened the findings earlier as Kim, Kim Hong-bumm (2009) stated that distributive justice impact on satisfaction to receive complaints.

Procedural justice impact on satisfaction over the restoration of service ( $H_{3b}$  supported). The results of this study supports the results of research and Netemeyer Maxham (2002) which states that justice procedural impact on the satisfaction of the restoration of service. Karande et al. (2007) said that justice can improve procedural satisfaction of the restoration of service. Added the results of research Karatepe (2006) that distributive justice, procedural, justice and influential interactional to satisfaction after the restoration of service. Badawi (2012) said that procedural justice directly influence the satisfaction of handling complaints.

Justice interactional satisfaction of its effect on the recovery of the service (satisfaction with service recovery) ( $H_{3c}$  supported). The result of this research support the results of previous studies of karatepe (2006) said that the justice interactional influential strong against satisfaction the recovery of service compared with distributive justice and procedural. Bowen, Gilliland and Folger (1999) said that the justice interactional have had a positive impact on the recovery of service satisfaction and intention to buy reprint. Bitner et al. (1990) and Tyler (1987) said that justice interpersonal contribute to the recovery of satisfaction service.

Informational justice of its effect on the recovery of satisfaction service ( $H_{3d}$  supported). This finding supports the results of research Badawi (2012) who discovered that informational the justice of its effect on the recovery of satisfaction service. The results of research Skarlick et al. (2008) find that justice the influence of informational mediate between justice that was felt to be with the integration interaction. Other research as Ambrose et al. (2007) his studies of the findings that distributive justice, procedural perspective, interactional informational and had an influence on any complaint. Satisfaction Research Colquitt et al. (2001) found that four justice namely distributive justice, procedural perspective, interactional informational and influential against an authority evaluation (namely evaluation management).

The reputation of the company moderating influence distributive justice (distributive justice) against satisfaction the recovery of the service ( $H_{4a}$  supported). The result of this research support the results of empirical research of Traynor (1983); Brown (1995); Johnson and Grayson (2005) and Nikbin (2011) that the reputation of the company moderating the influence of distributive justice on the recovery of service satisfaction. Nikbin et al. (2011) stated that the reputation of the company moderating influence distributive justice against repurchase intention, while Hess (2008) find the reputation of the company moderating influence service failure against satisfaction recovery services. The study finds the reputation of the company moderating influence procedural justice against satisfaction the recovery of the service ( $H_{4b}$  supported). The results of this research findings of the support you and tables (Netemeyer and Maxham (2006), Patterson et al. (2002); Traynor

(2006); brown (1983); Johnson and grayson (1995), Nikbin (2005). Eliciting responses perceived justice in the power of reputation Schoefer and Company (2005). Díaz-Martín et al. (2008) found that the variable reputation company mediate the influence of procedural handling of complaints to the satisfaction of justice. Nikbin et al. (2011) said that the reputation of the company moderating influence on procedural justice repurchase intention.

The results of research Diaz-martin et al. (2008), show that the role of company reputation be able to create the relationship between four namely distributive justice, procedural, interactional, and informational devices with satisfaction. Further according to Diaz-martin et al. (2008) that distributive, procedural, interactional and informational devices dimensions it can represent a cognitive assessment can explain about the handling services satisfaction recovery arisen due to company reputation. Opinion is in line with the findings Nikbin (2011) found that four dimensions could be one of justice apparatus for giving carry out efforts when the power is in the service recovery.

However, the research found that moderating interactional influence of corporations are not justice for the satisfaction of handling recovery services ( $H_{4c}$ ). The result of this research was headed back to the research Nikbin (2011) the reputation of the company which declared moderating interactional justice against the plan to buy the with satisfaction. The testing of hypotheses found that moderating influence of the informational justice against gratification recovery services ( $H_{4d}$ ).

This finding supported research Hess (2008).Bailey and Bonifield (2010) declaring that the recovery services could affect the attitudes and intention to behave with stimuli clear information. This was confirmed by the statement of Doney and Cannon (1997) that the reputation of the company “customers’ perceptions of how well a firm takes care of customers and genuinely is concerned about their welfare”.

The satisfaction of the restoration of service (impact on the intention of the purchase of the  $H_5$  (supported) .The results of this research supports previous research of Chebat and Slusarczyk (2005) as well as Blodgett et al. (1997) state that distributive justice, procedural and interactional can improve customer repurchase intentions and positive wom. The intention to buy back the assessment is a form of behavior of individuals to buy birthday shown through consideration of the situation and the state of (Lacey and Morgan (2007). Grayson and ambler (1999), Liljander and Strandvik (1995), and Price et al. (1995) said that repurchase intentions has been regarded as a single incident, encounter on service and the interaction of longitudinal. For it, the findings Seiders et al. (2005) stated that repurchase intentions in further as basic as a factor in the involvement of customers behavior buy back .

Service satisfaction the recovery of its effect on oral recommendation (wom) ( $H_6$  supported). This finding supported the results of previous studies from Blodgett et al. (1997) that there is a positive relationship between the recovery services and word of mouth. Maxham and Netemeyer (2002) find that justice is regarded as a determining satisfaction and wom. Bagozzi et al. (1999) stated that satisfaction and emotion had an impact on wom, customer loyalty and the intention of the buy back (Davidow and Dacin, 2000; Folkes et al., 1987).

The result of this research develop the results of previous studies as practiced by Peterson and Wilson (1992 ) in connection with comprehensive study from a study satisfaction in the united states show that there is 83 percent of the customers of being contented, with the rest of 17 % scattered

among neutrality and discontent. The impact of customers who are dissatisfied would recommend with a negative word, while a satisfied customer would recommend with positive words. Added to the outcome of the findings and Kleiser Naylor (2000) who studied the user of and health resort fitness where they found that of 97 respondents, there are 94 the respondents involved in out positive comments, and 62 respondents giving negative comments. This provides description that all person/consumers comment negative and also give some out positive comments.

The finding is aligned with the theory of equity that companies can restore the tendency of customers to spread positive recommendations of the responses by giving quite over the failure of services considered unfair (Seiders and Berries, 1998; Goodwin and Ross, 1992). Blodgett et al. (1993), Seiders and Berries (1998) in his research found that customers tend to spread negative word of mouth when they thought the response that is not fair to the failure of service.

## CONCLUSION

The research found that: (1) There is a significant positive and previous experience of justice (procedural, interactional and informational) however, the experience of previous not affect the distributive justice, (2) The customer moderating the previous experience (prior experience for procedural justice and fairness interactional, (3) The justice are perceived (distributive justice, procedural justice, interactional justice and informational justice) to satisfaction for recovery services, (4) The reputation of the company, and distributive justice moderating influence procedural justice and informational justice against gratification of recovery services (satisfaction with service recovery) unfortunately the reputation of the company (no influence in justice interactional moderating for the satisfaction of service, (5) Are the satisfaction of service to the intent to buy recommendation spoken.

### Theoretical implications

These study findings provide contribution to the recovery of the model industrial automotive service integrates some variables never done by former researchers. The study found that the customer : (a) The locus of control for variables affecting relations between moderation previous experience with procedural justice and fairness interactional that all knowledge, research there is no denying that examines and researchers found that relationship. The study found the reputation of the company (corporate reputation for moderation) variables affecting relations between distributive justice, Procedural justice and justice against informational recovery service but not moderating relationship justice interactional (interactional justice) against satisfaction the recovery of the service (satisfaction with service recovery, along knowledge that researchers there has been no previous researchers who examines and found the relationship.

### Managerial implications

The results of this research could be consideration for input as a single agent industry especially automotive brand holders (ATPM in Indonesia to do some things: 1. The create experience impress

and interact with customers when a dealer or visit workshops official, through several strategies i.e. (a) Give ease make improvements for customers and vehicle maintenance, for example provides a tow truck or car service ready to give assistance in emergencies, providing services visit to the house or home service, (in service between/pick up a vehicle in a particular situation, to make customers feel treated fair during the failure of service, and automotive businesses (ATPM) Suggested made an effort as follows: a distributive justice) distributive justice: provide compensation for emotional and financial loss over the loss felt by customers, good compensation non-monetary (the internet, the provision of inputs thank you for greeting customers) sincere apology, as well as monetary compensation. Technique or how to provide compensation must be considered, because compensation is provided through employees dealer and workshops that may indicate official concern and empathy, compensation will be more valuable than the same is not polite and dismissive not care. A dealer / workshop official also need to set proper loyalty rewards program, Particularly when there is a failure of any service, and recovery services can restore customer satisfaction, (b) The procedural fairness: always review (review) and renewing policies and procedures, the handling of complaints to maintain some flexibility, ease and quickness to deliver the customer complaints. Establish standard operating procedure (SOP) for service recovery action, namely standardized the recovery services if there is a failure of any service, it includes an action or initiative should take precedence over intervention and how to keep the customers. Empowering employees to propose improvements policies and procedures, the handling of complaints give authority to an employee (especially the front-liner and services advisors) desire to customers with the dealer-the official.

Similarly ease submitted a complaint facilitated with the internet online for example add a feature at the website official so customers are free to submitted a complaint without coming to a dealer / workshop official. Must also be efforts to the recovery of services be paid to avoid do not increase a list of disappointment customers as well as undertaking exchange following up by asking or survey whether the handling of complaints have been as expected customers, (c) Justice interactional (interactional justice): decide who on duty handle complaints, and to make sure the handling of complaints about the description of his job (job description) and became a measure of success or KPI (key performance indicator) In evaluating the performance of. The ability and skill employees handle complaints promoted through training programs who were conceived to make employee (especially front-liner and service advisor) able to show concern, polite and empathy when listening to customer complaints, their ability to communicate and showing effort correct errors. The number of employees specializes in handling customer complaints must remain monitored and adapted to the tendency many complaints were received by either on working hours and after working hours.

A system of rewards and appropriate punishment must be monitored to keep employees still showed behavior give priority to customer satisfaction, (d) Informational justice: provide adequate information, accurate, the authorities, right time, so customers still get the latest information (up-date) with business being conducted by a dealer or formal workshop to resolve customer complaints. The information given for example via sms (short message service) as well as through web-chat provided in the official website, so customers know the latest information on repair status and treatment of his vehicle , and an estimation of when their vehicle can be taken.

Customer Personality (1) Develop and renew a database of customers who did not recorded only the acts of improvement / vehicle maintenance but also save the data be specific about customers for example a hobby or to certain requirements over their vehicles what a favored or not favored them complaints or dissatisfaction on account of their request and other things a tendency behavior that showed during the customers visiting a dealer / workshop official. Existing information in a database customers were used as recommendations in treating customers in the next visit, (2) Intensify communication with customers through programs that can be harnessed the involvement of individual customers both in the form of an effort to facilitating or support the program community customers so as to be expected to build a good experience, (3) Reputation of the company, a) The company more oriented towards customers one of them is by the means of providing and meet the rights of customers, b) Firm placing employees as human capital by means of applying best human resources practices.

Based on the limited research has been mentioned previously, the researchers recommend to the next research to do testing model research on brand and type of other cars of different, so that the results of their inventions be able to explain and give the understanding that is common and can represent all companies dealer / workshop official in Jakarta. To further research suggested not only to customers who are not satisfied and then filing a complaint, but also against customers who are not satisfied with the dealer services official workshops and, but not address their grievances to a dealer / workshop official, (4) This study only impose 1 (one) research instruments of the questionnaire, so that further research suggested putting additional research instruments in an interview to strengthen the analysis and sharpening the relationship between the variables in research, (5) for the advice of further research to include variable emotion as one of variables in the model service recovery , it is considering the role of emotion in responding to customer service failure would affect on recovery efforts evaluation service.

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