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The Perception Justice Effect, Recovery Disconfirmation, And Recovery Satisfaction on Positive Word of Mouth Behavior After Failure Delivery Over Fast Food Restaurant Service

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This study aims to analyse the effect of perception of justice, recovery disconfirmation, recovery satisfaction in positive word of mouth behaviour after failure delivery over fast food restaurants service. Fast food restaurant customers were chosen as the object of the current study, the products by fast food restaurant have specialties taste. The products by this restaurant have won customers' trust which is known as a high-quality brand. In this study, the analytical model by using Structural Equation Modelling and SPSS 25 Program was proposed to process the data. The results show failure service fast food restaurant on perception effect of customer justice on PWOM through mediators such as recovery disconfirmation, inconsistency between expectations for recovery satisfaction and positive word of mouth. Post-recovery satisfaction by forming a bond between the customer and the service provider. The addressing service failures successfully is essential to a reputation for delivering a quality service and allows industry practitioners to maintain strong relationships with customers and, subsequently, earn the greater market share enjoyed by high-quality organizations with reliability test 0.971. Here, the findings suggest that quality professional service should aim to maximize the influence of fast-food restaurant customers' perception of justice on their post-complaint behaviour through the development of dual mediators: recovery disconfirmation and recovery satisfaction. Thus, can help quality professionals influence restaurant customers' post-complaint behaviour in a positive way.

Keywords: Perception of Justice, Recovery Disconfirmation, Recovery Satisfaction, Positive Word of Mouth.

1. INTRODUCTION

The restaurant industry strives to offer quality services to be successful in the competitive business environment [1]. A fast-food restaurant is a restaurant that provides quickly food. Therefore, many people who was chosen a fast food as an alternative food for their consumption. The important thing of fast-food restaurant that emphasizes quality to obtain customer satisfaction. Consumer satisfaction is a part important in order to succeed a business, especially for businesses engaged in services like a fast-food restaurant. Service recovery is the organization's response to minimize the undesirable effects of service failure and to make amends to a customer [2, 3]. The process of fulfillment of consumer satisfaction, not only requires a quality product or service but also requires a supportive service system. Sometimes there are obstacles from the services provided by these fast-food restaurants such as the length of food that has been ordered, so that makes consumers feel disappointed -

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and feel disadvantaged. When service failures lead to unfavorable results, people tend to ask for some kind of explanation. Social account theory suggests that offering an explanation can reframe the severity of service failures, or convince consumers that the failure was unintentional [4]. This study aims to analyze the effect of recovery disconfirmation, recovery satisfaction on positive word of mouth after the failure of fast-food restaurants service. The method used is Service Quality. This method measures the quality of service and be used to analyze the cause of a service problem. Dimensions used in this research are perception of justice, recovery disconfirmation, recovery satisfaction and PWOM. The fast-food restaurant service strategy can provide consumers with a perception of justice through their explanation that the service provider will do so in the form of taking responsibility for their failures. After the occurrence of a service failure, a service provider's response can either reinforce customer loyalty or further worsen the situation and drive the customer to a

competitor [5, 6]. Justification as a type of explanation strategy, is often offered by service providers. The form of the explanation above is one example of acknowledgment of the responsibility for errors provided by service providers, along with the form of confirmation statements provided by service providers for the disappointment experienced by consumers. Many researchers have several question related consumers of fast-food restaurants. Here, the customer loyalty is particular brand from time and effective factors. Based on the current study of previous problem, the investigation is formulated such as perception of justice at satisfaction level of after a complaint; perceptions of justice effect on restaurant customer behavior; and extent recovery disconfirmation also recovery satisfaction effect PWOM. Thus, based on the background and the problems of the current study, we proposed to investigate relationships between perception of justice and recovery disconfirmation; relationships between recovery disconfirmation to recovery satisfaction and PWOM; and relationships between perception of justice to recovery disconfirmation, recovery satisfaction and PWOM.

2. METHODOLOGY

A. Perception of Justice

Justice perception is the individual's assessment of the organization's response [7]. Here, the justice incorporates a subjective judgement related to the moral appropriateness of an individual's fate and the way of treated person by others [8]. The understanding discrepancy between an actual step is carried out by the service organization (organization's response) and the subsequent subjective assessment of that response by the customer (justice perception) is important. Thus, justice perception is a construct of three dimensions that incorporates distributive, procedural, and interactional justice [9]. Procedural justice concerns the way a person with a complaint assesses the conflict resolution and decision-making procedures of a business after a service failure [10]. A customer considers a complaint procedure to be just when it is flexible, easily accessible, and resolved quickly and appropriately. Therefore, the perception of justice will affect consumers if it is resolved appropriately and quickly.

B. Recovery Disconfirmation

Recovery disconfirmation is greater than restaurant customers are more prone to form greater degrees of satisfaction. Moreover, by use incorporating expectancy disconfirmation theory, we want to study the impact of perception of justice on recovery disconfirmation. Here, the expectancy disconfirmation theory studies a process where customers associate prior anticipation with delivery of a service and how the customer's anticipation leads to dissatisfaction or satisfaction. If the recovery outcome is greater than anticipated, a positive disconfirmation results, leading to satisfaction. However, when the recovery

response is worse than expected, then a negative disconfirmation ensues, leading to dissatisfaction [11]. In the previous studies, the expectancy disconfirmation theory to evaluate customer reaction to service recovery efforts [12, 13, 14]. Recovery disconfirmation should be done directly to prevent the restaurant's bad image and keep the customer satisfied.

C. Recovery Satisfaction

Post-recovery satisfaction by forming a bond between the customer and the service provider. Here, past studies used expectancy disconfirmation theory to evaluate customer reaction to service recovery efforts [12, 13, 14]. Extending this research stream, the authors focus on post-complaint satisfaction through the lens of a disconfirmation paradigm. Extant literature categorizes satisfaction into two levels: cumulative and transaction-specific satisfaction. The former represents the customer's assessment of several experiences with the same service provider whereas the latter refers to the post choice evaluation of a specific experience with a business [15]. In this study, we focused on transaction-specific satisfaction due their intention is to explore restaurant customers' reaction to a specific service failure and recovery situation.

D. Positive Word of Mouth

PWOM is the likelihood that customers will disseminate positive information such as recommending a business to others and speaking of its quality services [16]. Because of advancements in technology, the effect of word-of-mouth has substantially increased [17]. Here, delighted customers are more prone to share their experience with others. Instead of focusing on negative word-of-mouth, the authors focus on PWOM only.

E. Hypotheses

In order to achieve the result, we proposed several hypotheses as follows:

a) The relationship between recovery satisfaction and PWOM

The delivery service failure occurs, the customers will be recovery they expectations. Here, the service is providers to initiate specific actions to address the failure even if they do not complain. This kind of expectation is termed as recovery expectation. Base on previous studies, the service recovery is related to customer's prior experience that is considered a problem [18, 19]. When a service failure occurs, customers form expectations with regard to recovery for the failure, which is in term of affected the satisfaction assessment level after recovery. Thus, the poor service quality from service providers to customers can be considered as a problem by service providers. The key determinant of whether customers experience a feeling of satisfaction or dissatisfaction after a service failure and recovery depends on the gap between what

service providers do to rectify the problem and the recovery expectations of customers, also known as service recovery disconfirmation [20]. Restoring customer trust as before is a good way to make customers satisfied with service failures that management and employees have made before, so that customer recovery is met by service providers. A customer satisfaction is a vital factor of pre-purchase anticipation and post-purchase evaluation which is repeated customer purchases and their consumer behavior. Service quality is the key factor in increasing customer satisfaction and customer loyalty [21]. Therefore, in this condition the post-recovery satisfaction by forming a bond between customer and service provider. Both of the considerations indicate that if the disconfirmation of positive recovery is greater, restaurant customers are more likely to form a greater level of satisfaction. Thus, first hypothesis is posed based on these findings is as follows:

H₁: The bigger the level of recovery satisfaction, the bigger the involvement in PWOM.

b) The relationship between recovery disconfirmation and recovery satisfaction

Effective service recovery tactics give service providers a second chance to counter negative impressions [22, 23]. After a service undelivered, disconfirmation is affected by perceived quality of recovery performance. If the recovery process satisfies the customer, positive disconfirmation will occur [24]. Service failures caused by poor service to customers can affect the quality of recovery performance. positive recovery disconfirmation becomes a crucial factor in fostering a positive attitude toward the transactional experience with a leading to the possibility of disseminating information about a service provider and the positive investment in this information [25]. If the implementation of the recovery is successful and can restore customer trust to the service provider will have a good impact on the service provider. Therefore, extending these considerations to the restaurant industry, then the link between positive recovery disconfirmation and PWOM is positive. The second hypothesis is posed based on these findings is as follows:

H₂: The bigger the level of positive recovery disconfirmation, the bigger the level of fast-food restaurant customers' recovery satisfaction

c) The relationship between recovery disconfirmation and PWOM

Conceptualizes the discount confirmation of recovery as an inconsistency between expectations about recovery and recovery performance. When a service provider recognizes that a mistake caused a service failure, this shows that the management and employees of the service provider understand the customer's problem. Here, a service failure occurs, customers form recovery expectations. They want service providers to initiate

specific actions to address the failure even if they do not complain. This kind of expectation is termed as recovery expectation. It is not similar to the expectation formed before receiving service. If recovery expectation surpasses recovery outcome, then negative recovery disconfirmation results. It creates post-recovery dissatisfaction. However, if the disconfirmation recovery is greater, it will have a positive impact of PWOM on service providers for their business continuity. The third hypothesis is posed based on these findings is as follows:

H₃: The bigger the positive recovery disconfirmation, the bigger fast food restaurant customers' propensity to respond with PWOM.

d) The Relationship between perception of justice and recovery satisfaction

Business customers are potential stakeholders who care about the value of consumption [26]. Some research has shown that, because justification offers acceptable reasons for pursuing moral, legal, and impractical goals, they can increase perceived satisfaction and fairness [27 to 30]. The perception of fairness can create an increasing feeling about perceived value and utility which is can affect the customer's state of mind. Perceived values can be non-economic and economic [31]. In the context of service failure, consumers form their reference points according to the severity of the failure, and their judgment will subsequently be affected when they compare the effects of failure with recovery measures [32, 33, 34]. Customer satisfaction is determined by the services provided both tangible and intangible. An important concept that must be considered in developing customer loyalty is customer satisfaction. Customer satisfaction is the antecedent of customer loyalty. Satisfaction is measured by how well the customer expectations are fulfilled, while loyalty is a measure of how much the customer wants to make a repeat purchase. Therefore, the results of post-recovery satisfaction by forming a bond between the customer and the service provider. Together these considerations indicate that if the disconfirmation of positive recovery is greater, fast food restaurant customers are more likely to form a greater level of satisfaction. The fourth hypothesis is posed based on these findings is as follows:

H₄: The bigger the justice perception, the bigger fast food restaurant customers' recovery satisfaction.

e) The relationship between perception of justice and recovery disconfirmation

From the service failure and recovery perspective, the authors posit that successful service recovery helps restaurant customers to consider the service provider more positively. Customers whose perception of justice is strengthened after effective service recovery will share this positive experience with others [35]. Perceived justice refers to the level of "fairness" or "rightness" of

the recovery efforts [36]. The authors posit that these customers will engage in PWOM to reciprocate and minimize cognitive dissonance [35, 36]. This is because after effective service recovery, to cope with improved confidence in the provider of the service, these customers will attempt to convince others that the service provider has restored their perception of justice. Consequently, they will participate in PWOM to express their satisfaction. Therefore, when perception of justice is greater, customers are expected to engage in PWOM. Satisfied customers after recovering to the justice they get, will say positive things to people they know. meanwhile, service providers will restore the restaurant's reputation to bring customers back. Justice perception positively impacts recovery disconfirmation and recovery satisfaction, which in turn positively relate to PWOM. In addition, PWOM is predicted by both recovery satisfaction and recovery disconfirmation, and indirectly by justice perception. The fifth and sixth hypothesis is posed based on these findings is as follows:

H₅: The bigger the justice perception, the bigger the perception of positive recovery disconfirmation.

H₆: Justice perception has a positive and direct effect on PWOM, an indirect effect on PWOM by recovery satisfaction, and an additional indirect effect on PWOM via recovery disconfirmation.

A review of sixth hypotheses suggests a theoretical structural model consistent and the model specified the constructs for inclusion also survey instrument development. Based on several hypotheses, we proposed to design conceptual framework (see Figure 1).

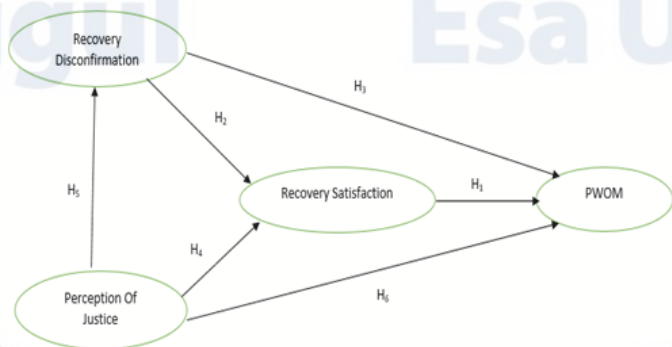


Figure 1. Conceptual Study Model Framework

F. Sample and Procedures

In this study, the conceptual framework design is an explanatory research. By using explanatory research, the current study will validate the causal relationship between recovery disconfirmation, recovery satisfaction and positive word of mouth as the dependent variable, perception of justice as independent variable. The current study also applies correlational research, which examines whether the two variables are correlated to each other or

not, and to investigate the strength and the purpose of the correlation. The object of the current study is fast food restaurant customers. Fast food restaurant customers were chosen as the object of the current study, because the products by fast food restaurant have specialties taste. The products by this company have won customers' trust, which is known as a high-quality brand. The data collection was conducted by distributing the questionnaire to 150 consumers of the products by fast food restaurant. The location of this research is fast food restaurant West Java. The sample exceeded the required minimum sample at 150 respondents, which is counted based on 5 multiplied by the number of indicators. The measurement of these variables was adapted from the questionnaire instrument, which applies Likert scale in five ordered level response from 1 to 5 (1 is "totally disagree" and 5 is "totally agree"). The study we use Structural Equation Model (SEM) analysis method. With this method it can be seen the influence and relationship between exogenous variables and endogenous variables related to the problem under study. Testing in this study was carried out with the help of software used for structural analysis is Lisrel 8.70 and for descriptive analysis using Statistical Package for Social Science (SPSS) ver. 25 to process the data.

3. RESULT AND DISCUSSION

The results of the study show the effect of recovery disconfirmation, recovery satisfaction on positive word of mouth after the failure of fast-food restaurant service, the effect of relationship between independent variables (id dependent variables), namely perception of justice, recovery disconfirmation, recovery satisfaction and positive word of mouth. The design of this study is explanatory research that will prove the causal relationship between independent variables (id dependent variables), namely perception of justice, recovery disconfirmation, recovery satisfaction and positive word of mouth. And correlational research, namely research that seeks to see whether the two or more variables have a relationship or not, and how big the relationship is and how the direction of the relationship. In this study conducted a pretest in two ways such as the validity test and the reliability test. Validity test uses product moment correlation analysis, to speed up the calculation done with the help of the SPSS program package with a significance level of 5%. This test is carried out using a small sample or data tray out of 30 respondents. Significance test is done by comparing the value of r arithmetic with r table for degree of freedom ($df = n-2$) and the significance level of Alpha (α) 5%, or r arithmetic $>$ r table. Guided by the total sample of 30 respondents can be seen the value of r table of 0.361. Based on the calculation of the correlation coefficient (r_{xy}) all have r arithmetic greater than r table (0.361) and probability < 0.05 . Thus, it can be concluded that all items are declared valid. Reliability testing using Cronbach's Alpha. Cronbach's Alpha value > 0.6 , then the instrument can be declared reliable (see Table I).

Table I. Results of Reliability Test

Variable	Cronbach Alpha	Critical Point	Result
Perception of Justice	0,971	0,6	Reliable
Recovery Disconfirmation	0,948	0,6	Reliable
Recovery Satisfaction	0,968	0,6	Reliable
Positive word of Mouth	0,953	0,6	Reliable

The results of this study use instruments that have been tested in validity and reliability so that the results of good of fit, where Chi Square / Degree of Freedom = 162.58 / 108 = 1.5 <3 (good fit), RMSEA = 0.045<0.05 (close fit.). ECVI = 0.89; 1.17 is around the ECVI Model = 1.23 (close fit). AIC Model (252.58) compared with AIC saturated (306.00) and AIC independence (2850.80). The AIC model is smaller than the AIC saturated and the difference is much greater than the AIC independence, so the smaller value indicates a good fit. CAIC model (456.05) is far from saturated CAIC (997.76) and also further from CAIC independence (2927.66), so the smaller value indicates good fit. Normed fit index (NFI) = 0.94 (> 0.90) indicates good fit. Critical N (CN) = 215.23 (> 200) then the model represents the sample size of the data showing good fit. Goodness of Fit Index (GFI) = 0.93, ideal value> 0.90, it indicates good fit. Furthermore, the effect of brand communication on brand image, the effect perception of justice, recovery disconfirmation, recovery satisfaction and positive word of mouth of the consumers of fast-food restaurant (see Figure 2).

with DF 13 and $\alpha = 0,001$ is 34.5. Based on the calculation, none of the observation has p-value < 0.001. In addition, the Mahalanobis d-squared value reaches 33.730, less than (<) 34.5 (X_2 table). It indicates that there is no outlier (see Table II).

Table II. Result of Hypothesis Test

	Hypotheses (path)	T-Value	Result
H ₁	Recovery Satisfaction Affect to PWOM	10.82	Data Support Hypothesis
H ₂	affect to Recovery Satisfaction and PWOM	8,42	Data Support Hypothesis
H ₃	Recovery disconfirmation affect to PWOM	2.79	Data Support Hypothesis
H ₄	Perception of Justice affect to PWOM	0.5	Data Support Hypothesis

In the results of testing the first hypothesis (H₁), it was found that the influence between service quality 10,82 on fast food restaurant reputation. This shows that the fast-food restaurant's reputation is influenced by the quality of services provided. The better and higher the quality of services provided, the better the reputation of the fast-food restaurant. Perceived service quality to customer perceptions about the role of fast-food restaurant that are able to provide high quality products and social contributions so the fast-food restaurant has a good brand reputation. This means that the higher the perception of service quality in fast food restaurant. On the results of the second hypothesis testing (H₂), found the effect between service quality 8.42 on customer satisfaction. This means that the better the quality of service felt by fast food restaurant's service customers, the customer satisfaction is increasing. The higher the quality of service, the more customer satisfaction fast food restaurant. The results of this study confirm previous research that there is a positive influence between service quality and customer satisfaction. If the relationship between satisfaction and loyalty is positive, high customer satisfaction will increase customer loyalty. Consumer satisfaction with service companies is defined as a condition where consumers' expectations of a service are in accordance with the reality received about the services provided to consumers. If fast food restaurant services are far below consumer expectations, consumers will be disappointed. On the results of testing the third hypothesis (H₃), found the influence between the fast-food restaurant's reputation of 2.79 on customer satisfaction. This means that the better the reputation fast food restaurant, the customer satisfaction is increasing. The fast-food restaurant's reputation is believed to create an effect on customer satisfaction. Here, a customer is satisfied with fast food restaurant services, their attitude towards the service will increase. These results confirm previous research which consistently found that fast food restaurant reputation had a significant effect on customer satisfaction. To avoid big

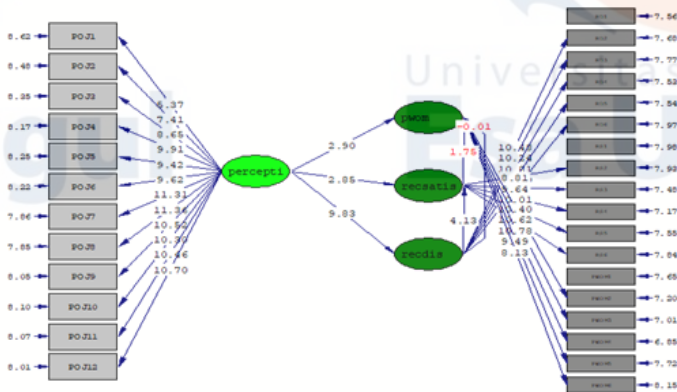


Figure 2. The result of SEM model analysis

A. Normality and Outlier Tests

In order to test the normal distribution of the data for the analysis, the researcher applied skewness value statistical test provided in SPSS 25.0 software program. Assumptions for normality of data is fulfilled when the critical value (c.r.) is less than ± 2.58 while the normality test is managed by applying assessment of normality. Based on univariate test, the value in c.r. column (skewness) is less than ± 2.58 . Therefore, it is proved that the data is normally distributed. Here, outlier test is a test to confirm that the data being analyzed have similar range. The current study found that the Chi Square values Table

risks, customers prefer to use products that have a good image or reputation. In the results of the fourth hypothesis testing (H_4), it was found that the influence between fast food restaurant reputation 0.50 on customer loyalty, this means that it's should be increase the fast-food restaurant's service value, it might be giving credibility to fast food restaurant to loyalty of consumers to use the services of fast-food restaurant will more increase. A good or positive reputation will have an impact or a good influence on the assessment of services and products provided by consumers, namely loyalty to use the product, and vice versa a bad or negative reputation will have a bad influence on the product. Thus, it is clear that a fast-food restaurant's reputation, both positive and negative, will affect customer loyalty. These results confirm previous research brand reputation related to the assessment of others on a brand, about the good or bad of products and services. Brand reputation had a significant positive effect on brand loyalty. Customers will not buy products and services at lower prices, because of the year that the product is not quality, but they will have a more reputable product, even though they have to make higher payments. Therefore, the fast-food restaurant's reputation is a variable that affects customer loyalty.

4. CONCLUSIONS

The conclusions of the current study based on the results analysis are described as follows: a) There is a positive and significant influence on the service quality variable on the reputation of fast-food restaurant services. This means that the higher the perception of service quality in fast food restaurant services, the fast-food restaurant's reputation for the service will be higher. b) There is a positive and significant effect on service quality variables on customer satisfaction on fast food restaurant services. This means that the better the perceived service quality perceived by fast food restaurant service customers; the customer satisfaction is increasing. c) There is a positive and significant influence on the fast-food restaurant's reputation variable on customer satisfaction on the fast-food restaurant. This means that the better the reputation of the fast-food restaurant service, the customer satisfaction is increasing. d) There is not a positive and significant influence on the fast-food restaurant's reputation variable on customer loyalty in the fast-food restaurant service. This means that the better the fast-food restaurant's reputation should be increased to deliver a service. Thus, the loyalty of consumers use fast food restaurant services will be increase.

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