

**IMPACT OF PERCEIVED JUSTICE ON CUSTOMERS
SATISFACTION WITH SERVICE RECOVERY IN
TELECOMMUNICATION COMPANIES IN BATTICALOA
DISTRICT**



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ABSTRACT

This study focuses on the impact of perceived justice on the customer satisfaction with service recovery in telecommunication companies in Batticaloa district. It has been analyzed how the perceived justice affect customer satisfaction with a service recover after they faced a service failure and how that satisfaction affect their behavior. Under the perceived justice three dimensions were analyzed. They are distributive justice, procedural justice and interactional justice. Under the behavioral intentions two dimensions were used to analyze: word-of-mouth and repurchase intention.

Conceptualization framework is used to develop questionnaire to the research and each element from conceptualization is included in the questionnaire. Totally 200 questionnaires have issued to mobile phone users in Batticaloa district. In order to collect the data random sampling technique was used. As the sample 4 DS divisions in Batticaloa district were selected and the numbers of users were elected based on the proportion of the total population under selected DS divisions.

Based on the finding of the study, the perceived justice and its dimensions (distributive justice, interactional justice and procedural justice) have the positive affect on customers' satisfaction with service recovery. And the distributive, procedural and interactional justices indicate the variances in customers' satisfaction with service recovery by 33.3%, 50.3% and 45.9% respectively. And also the procedural justice and interactional justice are the most determining factor about the satisfaction with service recovery than the distributive justice in the telecommunication companies in Batticaloa district. And also this satisfaction with service recovery positively affects the customers' behavioral intentions of word-of-mouth and repurchases intention.

So it is recommended to the telecommunication companies to give more attention on the dimensions of perceived justice and to improve appropriate strategies to handle the service failures.

Key words: Perceived justice, Distributive justice, Procedural justice, interactional justice, Customer Satisfaction with Service Recovery, Word-of-mouth and Repurchase intention.

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