

AN EMPIRICAL INVESTIGATION OF SERVICE FAILURE RECOVERY STRATEGIES AND CUSTOMER PATRONAGE OF DOMESTIC AIRLINE OPERATORS IN SOUTH – SOUTH, NIGERIA

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ABSTRACT

The study examined the relationship between service failure recovery strategies and customer patronage of airline operator in South -South in Nigeria. The study conceptual framework was developed and it indicated predictor and criterion variables and its dimensions. The population for this study was 1,858,020 passengers of airline operators in south – south Nigeria. A sample size of four hundred (400) passengers was determined through Taro Yemene statistical method. Three hundred and seven (307) passengers (customers) were surveyed from airline operators in south – south Nigeria. Data was validated thorough Cronbach Alpha, of which all the variables had above 0.7. Regression analysis statistics test were employed to test the hypotheses Ho₁-Ho₃. The findings revealed that, the dimensions: explanation, compensation and responsiveness, each has a significant relationship with customer patronage. The study concluded that, service failure recovery strategies enhanced customer patronage of airline operators in South -South in Nigeria. The study also recommended that, service organization should adopt and implement effective service failure recovery strategies to enable the service organizations restore back the dissatisfied customers such as apology, empathy, compensation and assurance. Finally, service organizations should respond immediately to the issues of service failure whenever it happens

Keyword: Service Failure, Recovery, Strategies, Explanation, Compensation, Responsiveness, Customer. Patronage

INTRODUCTION

One of the core objectives of any service organization was to manage its customers. In today's business settings, most service organizations have become business competitive, such as airline firms, which focus mainly on maintaining and satisfying their customers perfectly, currently complaints from various customers have affected service firms adversely especially when the service organizations do not meet up their specification and expectation (Edwin, 2016). Service firms are searching for modalities or measures to minimize service failure. But, from the root of the truth service failure is inevitable in any service organizations therefore, service firms try to handle occurred service failure from their firms. Reichheld and Sasser, (1990), cited in Asil, (2013) opined that, failures are inevitable, it is important to have an effective recovery mechanism to overcome the failures. As mentioned, it is not possible to prevent service failures; service recovery is important for quality and satisfying service. Consequently, in delivery of service mistakes and failures are inevitable (Johnson, & Michel, 2008) cited in (Maria & Purva, 2015), although many organization may aspire to offer zero defect service, the possibility of service failures cannot be wholly eliminated because of variety of factors that may impact on the delivery process (Schoefer, & Ennew, 2005) cited in (Maria & Purva 2015). Effective service recovery strategies have positive impact on customers' repurchase intentions (Bitner, Booms & Tetreaults, 1990) cited in (Asil, 2013) Therefore, a successful service recovery also revitalizes the bottom line (financial) performance, whereas an ineffective or not attempted recovery damages financial results (Reichheld & Sasser, 1990), cited in (Asil, 2013). Therefore, it is crucial for the service organizations to engage effective service recovery strategies to change undesirable result of service failures (Maxham, 2001) cited in (Asil, 2013) Additionally, effective recovery strategy is important for service firms to increase in customer retention by handling the service failure issues (Berry and Parasuraman, 1992). cited in (Asil, 2013)

Statement of the Problem

Success of any service organizations depend on the high patronage of the customers that is the reason every service provider focus more on meeting up customer's expectation, specification and standard to achieved its goals and objectives. Service delivery in airline firms entails providing the quality service to the customers in order to achieve a reliable aim which customers can trust. Although, airline firms strives to provide quality services in the first place, but due to the situation and nature of environment that result service failure and human imperfections unavoidable, thus making service recovery strategies important.

Conceptual Framework

The following are the conceptual framework for the study.

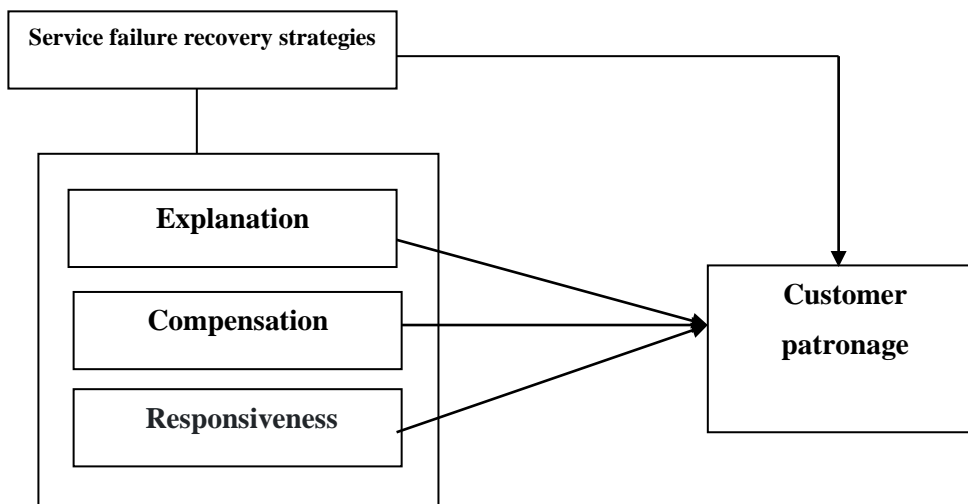


Fig 1.1: Conceptual framework of service failure recovery strategies and customers patronage.

Objectives of the Study

The major aim of this study was to determine the relationship between Service failure recovery strategies and customer patronage of domestic airline operators in South – South, Nigeria. The specific objectives include:

1. To examine the influence of explanation on customer patronage of domestic airline operators in South –South, Nigeria.
2. To investigates the influence of compensation on customer patronage of domestic airline operators in South –South, Nigeria.
3. To understand the effect of responsiveness on customers patronage of domestic airline operators in South –South, Nigeria.

Research Questions

The following are the developed research questions for the study:

1. What influence does explanation have on customer patronage of domestic airline operators in south–South, Nigeria?
2. What is the influence of compensation on customer patronage of domestic airline operators in South –South, Nigeria?
3. To What extent does responsiveness affect customer patronage of domestic airline operators in South – South, Nigeria?

Research Hypotheses

The following hypotheses are developed to guide the study:

Ho₁: There is no significance relationship between explanation and customer patronage of domestic airline operators in South –South, Nigeria.

Ho₂: There is no significance relationship between compensation and customer patronage of domestic airline operators in South - South Nigeria.

Ho₃: There is no significance positive relationship between responsiveness and customer patronage of domestic airline operators in South –South, Nigeria

LITERATURE REVIEW

Service Failure

Service failure refer to service performance that falls below the customers' standard (Lai,2007) cited in (Maria & Purva,2015) .Services fail, often due to the different nature of services; failure is more common than goods failure and inevitable (McCullough, 2009). Service failure happen when a service is not delivered as expected (Bitner, Booms & Tetreault, 1990) cited in (Maria & Purva 2015).

Service Recovery Strategies.

According to Johnston (1995) cited in (Maria & Purva, 2015), 'in service literature, recovery is a developed variable which is concerned with managing an organizations' response to service failure when they occur and they further defined Service recovery as those actions designed by service organization to resolve problems of service failure after negative thought of dissatisfied customers and to ensured that those customers are ultimately retained and the strategies involve those measures or methods adopted by service provider to restore back the dissatisfied customers (Atuo&Kalu, 2017).

Explanation:

Explanation entails the information provided by service organization to explain to dissatisfied customers why the problem occur and what measures to fix the problem in order and also to avoid the same problem again (Ekiz *et al.* 2007). Davidow (2003), also opined that explanations could increase an organization's credibility for customers. Weun and Chi (2013), found that explanation has strong effects on recovery satisfaction; repurchase intentions and word-of-mouth. Moreover, the way the explanation is interpreted can play an imperative role in restoring the dissatisfied customers. Asil (2015), asserted that explanations in written responses could help to increase satisfaction and reduce verge of anger from dissatisfied customers. Martin *et al.*, (2016), reported that higher level managers who offer explanations have a positive effect on recovery satisfaction and repurchase intentions.

Compensation

Service providers used compensation as a tool for compromise against a poor service recovery process. The compensation is frequent form of the service recovery, which can be financial form, it mean that, the airline operators is able to pay compensation from the negative effects during the flight's time if the occurrences were happened without passenger's fault (La & Kandampully,2014) cited in (Stephen *et a.*, 2015)..Compensation is designed to overcome negative consumer outcomes regarding the experience by providing tangible evidence that the service provider is fair. It is considered an important tool to overcome service failure, and can restore equity to an exchange relationship or connote associations with distributive justice. Consumers expect compensation for the damages the failure may have caused them and/or the costs they incurred to obtain a solution and is considered the second crucial recovery action (La & Kandampully, 2004), cited in (Stephen *et a.*, 2015).

Responsiveness

The secret of every business organization is to response to its customers quickly, in airline industry immediate response to its customer is very imperative. Atuo and Kalu (2017), opined that,

responsiveness refer to responding to customers on timely manner in respect to any eventualities. They further expressed that, responsiveness is another dimension that affects service quality and it is very significant to service organization.

Customer's Patronage

In the marketing perspective, patronage refer to process where by one party exchange goods or service to another in exchange for money or other considerations. Customer patronage is therefore; refer to the purchase of company's preferred products and services by a customer to a business. The customers are expected to derive desirable i attributes and satisfaction from the products or services purchased from the firm for customer repeat purchase purpose (Njelita, & Anyasor, 2020).

Theoretical Framework

The following theories are developed to anchor the study:

Social Exchange Theory

Social exchange theory propounded by George Humans in (1950 1961), the theory states that, Service failure recovery encounters can be considered mixed exchanges with both utilitarian and symbolic dimensions. Utilitarian exchange involves economic resources such as money, goods, or time, whereas symbolic exchange involves psychological or social resources such as apology, compensation, responsiveness' empathy etc. (Bagozzi, 1975) cited in (Youjae, & Jaehoon, 2005). Service failures can result in the loss of economic or social resources for customers. Service organization may attempt to recover by offering customers economic resources in the form of compensation (e.g., discount) or social resources (e.g., apology). Walster and Berscheid (1973) cited in Youjae, & Jaehoon, (2005, have shown that compensation is a strategy for restoring equity to an exchange relationship when one party has been harmed by the other. And, in social exchange theories, an apology is viewed as a valuable reward that redistributes esteem (a social resource) in an exchange relationship (Walster&erscheid, 1973) cited in (Youjae, &Jaehoon, 2005). An apology from the service provider communicates politeness, courtesy, concern, effort, and empathy to customers who have experienced a service failure, and it may enhance their evaluations of the encounter Heskett, and Sasser 1990; Kelley, Hoffman, and Davis 1993) cited in (Youjae,& Jaehoon,2005).

Equity Theory

Equity theory was developed by Adam J. Stacy in (1960), the equity theory suggests that parties involved in an exchange transaction should be treated equitably and feel satisfied if their exchange amount of input inequitably balance with their output of the exchange. The theory further suggests that customer reward should be directly proportional to his input without which there will be dissatisfaction and consequently complaints and the moment reward and where not proportional to each other a feeling of inequity will emanate and customer feel cheated and dissatisfied . Equity theory provides a plausible theoretical explanation for the moderating impact of service failure recovery on the customer patronage. According to equity theory, as the size of the loss gets larger, the customer is likely to be less satisfied with the service recovery (Levesque & McDougall, 2000)cited in (Youjae,& Jaehoon,2005).

METHODOLOGY

Research Design

Every research investigate the realty ; the researcher state of mine was to achieved the effect of service failure recovery strategies on customer patronage The study adopted quantitative approach and explanatory interviews with customers of airline operators in South – South , Nigeria.

Population for the Study

The population for this study is finite population; is a collection of objects or individuals that are objects of research that occupy a certain area. It clears boundaries that distinguish these population groups from other populations (Aspiegbu 2010). According to the Federal Airports Authority of Nigeria (FAAN), and National bureau of statistic, a total of (1,858,020) passengers of domestic airlines were recorded in Port Harcourt international airport, Calabar airport, Benin airport, Asabaair port, Akwa-Ibom airport and Bayelsaair port from January to December, 2018, the annual report was obtained by News Agency of Nigeria (NAN) and Federal Airports Authority of Nigeria (FAAN) through National bureau of statistic, on 10th April, 2019 (source, airline transportation Data, 2018) (see appendix ii) therefore, the population for the study is (1,858,020) one million, eight hundred and fifty eight thousand and twenty Passengers of air line operators in south - south Nigeria.

Table 3.1 Airline passengers' data from South –South Nigeria, from January - December, 2018.

S/no	State s	Numbers of domestic passengers
1	Rivers State	1,072,978
2	Cross Rivers	166,152
3	Edo State	320,199
4	Delta State	65,864
5	Akwa –Ibom	232,827
6	Bayelsa state	-
	Total	1,858,020

Source: Researcher's output (2023) adopted from National bureau of statistic annual report 2018 Air transportation data.

Sample and Sampling Technique

Sample size is the part of the population that helps researcher to draw inferences about the population. The appropriate sample size is usually drawn from population by various statistical method or technique such as Taro Yemene formula for a (known) finite population which is given by the formula

$$n = \frac{N}{(1 + Ne^2)}$$

Where:

n = Sample size

N = Population size

e = Level of significance (error)

1 = A constant number

For the purpose of this study, our level of significance (e) = 5% or 0.05 confidence limit

N = 1,858,020

1 + 1,858,020 (0.05)²

1,858,020

1 + 1,858,020 (0.0025)

= 1,858,020

1 + 4,646

= 1,858,020

4,646

N = 400 sample size

Nature/Sources of Data

A significant and distinctive stage of any research is the collection of necessary information to prove the hypothesis. Primary data and secondary data were used, the primary data are the comprehensive questionnaire and interview, the secondary data include the journal publications, bulletin, annual report publication on airline transportation data, textbooks and other publication related to the study.

Instrument for Data Collection

Self-administered questionnaires can be classified according to various methods of delivery and collection, however the questionnaire used in this study was delivered and collected by hand, and the method was to enable the researcher the ability to cover a contained geographical area without a substantial increase in costs. The questionnaire was divided into two sections; section A; generally asked questions on personal demographic characteristic of the respondents. Section B; asked questions on the customers base on subject matter such as dimensions and the measures variables. A cover and introductory letter was accompany copy of questionnaire explain the purpose of the survey (see appendix i and i).A structured focused interview was used to probe and illicit further information from the sample respondents. In order to complement the responses from the respondents to the questionnaires, the researcher also conducted face-to-face interviews with customers. A pilot sample of senior marketing manager of these service providers was also interviewed.

Validity of the Instrument

The face and content validity of the instrument was established by the researcher expert from the feed of marketing and some experts in measurement and evaluation. Their suggestions were taking into cognizance in editing the final copy of the instrument. This was done to ensure that the instrument measures what it was designed to measure and for relevance to the research objectives and research questions.

Reliability of Instrument

Cronbach's Alpha reliability test was used to establish the extent to which multiple indicators for latent variables belong together. The Cronbach's Alpha test is presented in the table below:

Table 3.2 Reliability coefficients of variables

S/no	Dimension of the study variables (construct)	Numbers of Items	Numbers of case	Cronbach Alpha co-efficient
1	Explanation	5	307	0.919
2	Compensation	5	307	0.863
3	Responsiveness	5	307	0.888

Source: SPSS output version 20

The result shown in the table 3.2 above fall within the standard of 0.7 ranges above as set by (Nunnaly, 1997), we therefore say that, there is high level correlation and the instrument is internally related to the factors they are expected to measures. Thus, we tested the validity of the criteria employed in the study by deploying alpha coefficient and the coefficient of validity. According to the stability coefficient Croubach's Alpha (which measures the consistency and internal stability of elements that measure the independent and dependant variables of the study), if the coefficient is less than 0.60, the consistency and internal stability is considered to be weak, if the coefficient varies between 0.60 and less than 0.80, it is considered acceptable. But, if the coefficient varies between 0.80 to 0.85 it is considered good. In case the coefficient is higher

0.85 to one it is considered excellent. Statistically, the close, it is to one (alpha coefficient) the more it is considered consistent and internally stable (Nunnally, 1997).

Administration of Instrument

The researcher administered four hundred (400) copies of the questionnaire to respondents. A total of twenty items questionnaire statements were used to elicit information for the study. The instrument structured in two (2) sections, Section A, contains the demographic variables while section B, contains information on the predictor variable that is, the dimensions of service failure recovery strategies whereas section, contain information on criterion variable that is, customer patronage of the study. The items of SFRSCPQ measured data on a 4-point likert scale questions, which range from strongly agree to strongly disagree were used (Strongly agree=1, Agree= 2, Disagree =, strongly disagree = 4). This was use to reflect the agreement of respondents on the statements posed to them in the questionnaire. Ordinal scale was applied to determine 4-point likert scale, Ordinal scale is the second level of measurement that reports the ranking and ordering of the data without actually establishing the degree of variation between them. Ordinal level of measurement is the second of the four measurement scales. "Ordinal" indicates "order". Ordinal data is quantitative data which have naturally occurring orders and the difference between is unknown. It can be named, grouped and also ranked. Ordinal scale measurement is normally used for surveys and questionnaires. Statistical analysis is applied to the responses once they are collected to place the people who took the survey into the various categories. The data is then compared to draw inferences and conclusions about the whole surveyed population with regard to the specific variables. The advantage of using ordinal measurement is ease of collation and categorization. If you ask a survey question without providing the variables, the answers are likely to be so diverse they cannot be converted to statistics.

Methods of Data Analysis

Regression analysis was used for data analysis. Specifically, the demographic data was analyze using the simple percentages, research questions and hypotheses 1 to 3 respectively answered and analyzed using regression analysis. The researcher adopted regression analysis statistical method for the purpose of determines the relationship between predictors and criterion variables. The mathematical representation of multiple linear regressions is:

$$Y = a + bX_1 + cX_2 + dX_3 + \epsilon$$

Where:

- **Y** – Dependent variable
- **X₁, X₂, X₃** – Independent (explanatory) variables
- **a** – Intercept
- **b, c, d** – Slopes
- **ε** – Residual (error)

Data Presentation

This section begins with the presentation of the results of data analysis. As part of data collection efforts, the researcher designed and distributed a questionnaire comprising of 20 items, which were given to four hundred respondents in the study area. Three hundred and seven (307) copies were retrieved and found suitable for analysis. The first part of the section presented respondent's socio-demographic characteristics (Table 4.1) followed by presentation of each of the research questions.

Data Analysis and Results

Forgoing section has exhaustively addressed, this section analysed and test the hypotheses, adopting regression analysis for the purpose of finding out the correlation amongst variables.

Demographic Analysis**Table 4.1: Summary of demographic variables of the study**

Demographics	Category	N	%
Age	20 -25 years	7	2.3
	25-30 years	76	24.8
	35- 40 years	224	73.0
Nature	Admin / marketer	138	45.0
	Customer	169	55.0
Marriage	Widowed	50	16.3
	Divorced	2	.7
	Married	91	29.6
Education	Single	164	53.4
	NCE/BED	39	12.7
	BSC	20	6.5
	MBA/MSc	64	20.8
Gender	PHD	184	59.9
	Male	71	23.1
Income	Female	236	76.9
	100,000 - 390,000	45	14.7
	400,000 – 790,000	59	19.2
	800 ,000- 1,000,000	203	66.1
	Aero contractor	7	2.3
Duration	Arik airline	107	34.9
	Air peace	189	61.6
	Azman Airline	4	1.3
	Less than a year	9	2.9
Duration	1 - 2 years	26	8.5
	Three years	272	88.6

Source: Research Data, 2023

The result from Table 4.1 shows the summary of demographic variables of the study. It shows that most of the respondents, 224(73.0%) were in the age bracket of 35-40 years and this was followed by those in the age bracket of 25-30 years (24.8%). More than half of the respondents were customers, 169(55.0%) and 164(53.40%) were single. Majority of the respondents hold PhD (59.9%) followed by those with M.Sc(20.8%). The females (76.9%) were more in number when compared to their male counterparts (23.105). Most (66.1%) of the of the respondents earn between N800, 000.00- N1, 000,000.00. Most (61.6%) respondents use the air peace and the most duration was three years (88.6%)

Table 4.2: Summary of regression analysis on the relationship between Service Failure Recovery**Strategies (SFRS) and Customer Patronage (CSP)**

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	3.514272	0.403310	8.713571	0.0000
EXPLANATION	-0.209827	0.083099	-2.525020	0.0121
COMPENSATION	-0.140925	0.059209	-2.380129	0.0179
RESPONSIVINESSS	0.113723	0.066528	1.709406	0.0884
CUSTOMER PATONAGE	0.091683	0.065311	1.403774	0.1614

R-squared	0.063348	Mean dependent var	3.038306
Adjusted R-squared	0.050942	S.D. dependent var	0.516235
S.E. of regression	0.502914	Akaike info criterion	1.479359
Sum squared resid	76.38273	Schwarz criterion	1.540057
Log likelihood	-222.0817	Hannan-Quinn criter.	1.503632
F-statistic	5.106283	Durbin-Watson stat	1.954778
Prob(F-statistic)	0.000540		

Source: Research Data, 2022 SPSS output,

Table 4.2 shows the summary of regression analysis on the relationship between Service Failure Recovery Strategies (SFRS) and Customer Patronage (CSP). The service Failure Recovery (SFRS) proxied by Customer Patronage, Explanation (EXPT), Compensation (CPS), and Responsiveness (TRPS). When the predictor variables were regressed on the Customer patronage (CSP), the coefficient of determination (R-squared) value was found to be 0.063348. The value of the adjusted R-squared, 0.050942 indicating that the predictors explained only about 5.01% of the changes in the response variable whereas 94.99% was not explained by the given current data. The available information further shows that both Explanation ($t = -2.525020$, $prob = 0.0121$) and compensation ($t = -2.380129$, $prob = 0.0179$) were statistically significant at 5% alpha level. The F-statistic of 5.106283 was significant at 1% alpha level. The Durbin Watson statistic was 1.954778. This shows that relationship between Service Failure Recovery Strategies v (SFRA) and Customer Patronage (CSP) was statistically significant at 1% alpha level.

Discussion of findings

The result from Table 4.2 was used to test hypotheses 1, 2, and 3 respectively.

Test of hypothesis 1:

Ho₁: There is no significance relationship between explanation and customers patronage of domestic airline operators in South – South, Nigeria The result from Table 4.2 shows that there was a strong and inverse relationship between explanation and customer patronage of domestic airline operators in South – South, Nigeria (Beta=-0.280070). The result shows that there is significant relationship between explanation (EXPT) and Customer Patronage (**CSP**) of domestic airline operators in South – South, Nigeria ($t = -2.525020$, $prob = 0.0121$). The null hypothesis four was rejected at .05 alpha levels.

Test of hypothesis 2

Ho₂: There is no significance relationship between compensation and customer patronage of domestic airline operators in South - South Nigeria. The result from Table 4.2 shows that there was a strong and inverse relationship between compensation and customer Patronage of domestic airline operators in South – South, Nigeria (Beta=-0.140925). The result shows that there is significant relationship between compensation (CPS) and Customer patronage (CSP) of domestic airline operators in South – South, Nigeria ($t = -2.380129$, $prob = 0.0179$). The null hypothesis eight was rejected at .05 alpha level.

Test of hypothesis 3:

Ho₃: There is no significance positive relationship between responsiveness and customer patronage of domestic airline operators in South – South, Nigeria. The result from Table 4.2 shows that there was a strong and positive relationship between Responsiveness and customer patronage of domestic airline operators in South – South, Nigeria (Beta0.113723). The result shows that there is significant relationship between Responsiveness (RPS) and Customer

Patronage (CSP) of domestic airline operators in South – South, Nigeria($t= 1.709406$, $prob=0.0884$). The null hypothesis twelve was rejected at .05 alpha level.

CONCLUSION AND RECOMMENDATION

Based on the findings arising from the analyses of data and subsequent hypotheses tested for the study, we concluded that service failure recovery strategies impacted positively on customer patronage of domestic airline operators in South –South, Nigeria. The result above gotten from the hypotheses tested revealed that implementation of effective service failure recovery strategies increased customer patronage. Since service failure is inevitable because of mistake from human, service failure recovery becomes a crucial weapon for any service organizations because it has strong significant influence on customers also how customers perceived the service failure recovery strategies provided by the service provider. The study also recommends that service organization should adopt and implement effective service failure recovery strategies to enable the service organizations restore back the dissatisfied customers. Finally, service organizations should respond immediately to the issues of service failure whenever it happens.

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APPENDIX**SECTION A**

Please respond to this section appropriately General Question

- (1) How old are you?
 - (a) 20 -25 years (b) 25-30 years (c) 35- 40 years
- 2) Nature and present office/position
 - (a) Admin / marketer (b) customer
- 3) What is your marital status?
 - (a) Single (b) married (c) divorced (d) widowed
- 4) Educational attainment
 - (a) NCE/Bed (b) B. Sc (c) MBA/M.Sc (d)PhD
- 5) Gender: (M/F)
- 6) What is your income level?
 - (a) 100,000 - 390,000 (b) 400,000 – 790,000 (c) 800,000- 1,000,000
- 7) What airline do you use?
 - (a) Aero contractor (b) Arik airline (c) Air peace (d) Azman Airline
- 8) How long have you used the airline?
 - (a) Less than a year (b) 1 - 2 years (c) three years
- 9) Does the airline firm meet your needs?
 - a) Perfectly (b) satisfactory (c) unsatisfactory (d) moderate

SECTION B

Please indicate the appropriate response from strongly agree to strongly disagree

S/ N	ITEMS	SA 4	A 3	D 2	SD 1
	EXPLANATION				
1	Airline operators accept their responsibility through explanation to the customers.				
2	Airline operators express regret to their customers through their explanation.				
3	Airline operators explain why and itsmistake occurrence to their customers.				
4	Airline operators express sorry through explanation to their customers.				
5	Airline operators express pity through its explanation to the customers.				
	COMPENSATION				
6	Airline operators compensate their customers financially when failure reoccurs.				
7	Airline operators compensate their customers none financially.				
8	Airline operators compensate their customers through discount.				
9	Airline operators compensate their customers always by refunding.				
10	Airline operators compensate through replacement.				
	RESPONSIVENESS				
11	Airline operators maintain their take off time agreed with their customers.				

12	Airline operators maintain quick response to their customers.				
13	Airline operators maintain their prompt service agreed with their customers.				
14	Employees give prompt/time in the service recovery process.				
15	Airline firms maximize customer's time.				
	CUSTOMER PATRONAGE				
16	I always patronize the airlines that are doing better.				
17	I will continue buying from these airlines operators.				
18	I trust these airlines services.				
19	I will not continue buying from these airlines operators.				
20	I will frequently buying from these airlines.				

KEY NOTE:

SA = Strongly Agree

A = Agree

D = Disagree

SD = Strongly Disagree