

EVALUATING CREDENCE SERVICE QUALITY: THE EFFECTS OF EXPERIENCE SERVICE FAILURE AND TRUST

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ABSTRACT

To examine the relationship between customers' service quality evaluations within two different type of service, a conceptual model is proposed and argues that an experience service failure should have a powerful negative impact on service evaluation and trust, then influences credence service evaluation. On the impact of service failure, service guarantee and true relationship with customers should act as "buffering effect" to insulate the customer-employee relationship from the negative consequences of service failure. In the model, trust serves as the mediator between experience service evaluation and credence service evaluation.

By offering empirical investigation of relationships between perceived service quality and trust, study 1 seeks to examine the direct and indirect effects of service failure, experience service quality on trust. In study 2, two important managerial factors are added in the model—service guarantee and pseudo-relationship. Maintaining true relationship rather than pseudo-relationship with customers is hypothesized to have positively moderating effects on the relationship between trust in benevolence and credence service evaluation. This conceptual model builds upon previous research and intends to examine the impact of both service failures and organizational factors on credence service evaluation. Through a closed relationship with employee and service guarantee, dissatisfied customers should be able to transfer some negative feelings into positive affects.

References Available on Request.