

Assessing service failure recovery strategies and its impacts upon service quality offered: management perspective in local Fast food restaurants

Abstract

The ways to efficient service recovery are vital to many throughout industry. It is suggested that service recovery often managed through three basic strategies; customer recovery, process recovery, and employee recovery. The aim of this research paper is to assess the service failure recovery strategies adopted by local fast food restaurant in Egypt and recommend specific strategies that restaurant's managers and customers agreed on.

According to the aim of this study, researchers decided to achieve this aim using a deductive research approach. They used (3) hypotheses to explain the differences between management strategies of service failure recovery adopted in local fast food restaurants and the perceptions of guests towards these strategies. They used quantitative methods to investigate these hypotheses including compare mean function and T test to identify the differences between management and customers in local fast food restaurants regarding the recovery strategies adopted for service failure recovery. The study used a questionnaire form to collect data from two categories of respondents. First category comprised local fast food restaurants' managers and servers. 10 local fast food chains were surveyed as a comprehensive sample (149 restaurants). A total of 123 successful responses were achieved with a response rate 82.55%. The second category comprised local fast food restaurants' customers to assess the beliefs of customers about the same variables that managers had earlier reported on. A total of 171 successful responses were achieved out of 250 questionnaire form were distributed, with a response rate 68.4%. In particular, the findings indicate the importance of service recovery that facilitates transforming behavioral intentions into actual behavior.

Keywords: *Purchase intentions, Relationship quality, Purchase behavior, Service recovery satisfaction, quality of service, hotel industry.*