



THE ROLE OF PERCIEVED SERVICE RECOVERY AS THE
MEDIATOR BETWEEN RELATIONSHIP INTENTION AND
CUSTOMER SATISFACTION IN THE AIRLINE
INDUSTRY IN SABAH

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The Role of Perceived Service Recovery as the Mediator between Relationship Intention and Customer Satisfaction in the Airline Industry in Sabah.

ABSTRACT

In the competitive era, customer retention has become an important element in the survival of the firms. Losing customers to competitors is a continuing threat, since the potential for this loss is only with a small mistake. This study aimed to investigate the effect of determining the customer on customer retention, focusing on the role of service satisfaction to see recovery as a mediator in this relationship. The study concluded that, although a direct relationship exists between the relationship of faith and satisfaction with rehabilitation services, rehabilitation service visits play a complementary role that no additional direct in this connection. Investigations are still in the context of Malaysia Airline industry in general. Quantitative methods have been adopted using a self-administered questionnaire as a tool for data collection. The unit of analysis is the Malaysian passengers traveling by local airlines are facing different and service failures. Statistical Package for Social Science (SPSS) was used to analyse the data. The findings confirm that the service recovery satisfaction has a mediating effect on the relationship between faith and customer retention.