

THE IMPACTS OF COMPLAINT SATISFACTION ON CORPORATE REPUTATION, NEGATIVE WORD-OF-MOUTH COMMUNICATION INTENTION AND REPURCHASE INTENTION

Yazarlar / Authors: Dr. / Dr. Adnan DUYGUN³

Doç. Dr. / Assoc. Prof. Dr. S. Ahmet MENTEŞ⁴

Abstract

The purpose of this research is to develop and test a model to reveal the influence of complaint satisfaction on corporate reputation, negative word-of-mouth communication and repurchase intentions, and to examine the relationships between them. Data were gathered through survey from bank customers (taking services at least two years) who complained about banking service in any issue at least once and whose complaints were evaluated by the bank during the last year. The results show that the customers have not been satisfied concerning their complaints. The results also show that the complaint satisfaction has positive effects on corporate reputation and repurchase intension, whereas it affects negatively the negative word-of-mouth intention. In addition, the corporate reputation affects negatively the negative word-of-mouth intention and has positive effects on repurchase intention. Certain managerial implications, limitations, suggestions for future research and the conclusion of this research are also briefly discussed in this research.

Key Words: Complaint Satisfaction, Corporate Reputation, Negative Word-of-Mouth Communication Intention, Repurchase Intention, Expected Justice, Perceived Justice

ŞİKAYET TATMİNİNİN KURUMSAL İTİBAR, NEGATİF AĞIZDAN AĞIZA İLETİŞİM NİYETİ VE TEKRAR SATIN ALMA NİYETİ ÜZERİNE ETKİLERİ

Özet

Bu araştırmanın amacı, şikayet tatmininin kurumsal itibar, negatif ağızdan ağıza iletişim ve tekrar satın alma niyetleri üzerine etkisini ortaya koymak için bir model geliştirmek ve test etmektir. Veriler en az iki yıldır banka müşterisi olan ve en az bir kere bankaya şikayette bulunup şikayeti ele alınan müşteriler aracılığıyla toplanmıştır. Sonuçlar müşterilerin şikayetleri ile ilgili tatmin olmadıklarını göstermektedir. Sonuçlar ayrıca; şikayet tatmininin kurumsal itibar ve tekrar satın alma niyeti üzerine pozitif, negatife ağızdan ağıza iletişim niyeti üzerine ise negatif etkide bulunduğunu göstermektedir. Ayrıca bu çalışmada kısaca; gelecekteki araştırmalar için yönetsel etkiler, sınırlamalar ve öneriler ile araştırmanın sonuçları tartışılmıştır.

Anahtar Kelimeler: Şikayet Tatmini, Kurumsal İtibar, Negatif Ağızdan Ağıza İletişim Niyeti, Tekrar Satın Alma Niyeti, Beklenen Adalet, Algılanan Adalet

1. Introduction

Companies try hard to survive in the competitive environment of our era. The main focus of these efforts is on the customers that are also the most important shareholders for which the companies work. In particular, the satisfaction of customers and the complaint solution are among the most important aspects that they especially need to focus on. Additionally, having a good corporate reputation helps companies to

³ Gelişim Üniversitesi, İktisadi İdari ve Sosyal Bilimler Fakültesi, adnanduygun@yahoo.com.

⁴ Namık Kemal Üniversitesi, İktisadi ve İdari Bilimler Fakültesi, İşletme Bölümü, amentes@nku.edu.tr.

be different from their competitors and be one step in front of them. Therefore, the corporate reputation is another important matter of concern of the companies.

From this point on, it is useful to examine the relationship between corporate reputation and complaint solution and the corresponding practices for customer satisfaction. Furthermore, it is noteworthy to keep in mind that these factors may also affect the word-of-mouth communication intention and repurchase intention of customers. This situation is much more important in service industry and, consequently, this research has been conducted on banking services.

2. Literature Review

Service mistakes and failures are frequent occurrences. In order to excel, service organizations need to analyze these occurrences systematically and find effective solutions to the service failures and customer complaints. By providing equitable and quick responses to customer complaints, service organizations aim to maintain satisfied customers and increase the level of repeat patronage. It can be argued that the perceived justice by the customers in the process of failure recovery is one of the most significant factors creating the difference between successful and unsuccessful companies. Moreover, it has been exhibited that this evaluation of justice is one of the criteria for after purchase evaluation of the company by the customers and has a direct effect on the perceived quality of the company, repurchase intention, and positive or negative word of mouth (WOM) (Ekiz et al., 2008).

The procedures that are used to handle customer complaints and efforts in service recovery affect the customers' satisfaction and their loyalty to the companies. A successful service recovery increases the customer satisfaction, repurchase or revisit intention and positive or negative word-of-mouth, whereas an unsuccessful trial of service recovery creates a second negative effect, multiplying the effects of the first failure on the customer. There are many studies available on perceived justice and especially on its effects (Ekiz et al., 2008).

One of the main approaches related to the handling of customer complaint focuses on the justice of the process which would bring a solution to the complaint. Justice, the basic principle of all exchanges, is also the basic principle in resolving complaints. The basis of justice concept is derived from social psychology. The principles of justice have been analyzed in the framework of the fairness of employee salaries, employee relations, legal disputes and a relatively new subject customer-seller justice in commerce. The research done on corporate, customer-seller and marital relations has proved that, while explaining the reactions to the solutions, the concept of justice is really important (Barış, 2006; Tax et al., 1998).

During the process of complaint resolution, the justice to reactions of corporations is perceived and evaluated in three dimensions. These dimensions are distributive justice, procedural justice and interactional justice (Barış, 2006; Tax et al., 1998; Blodgett and Anderson, 2000; Blodgett et al., 1997). Distributive justice is the perception of the benefits (remedies) being enough for the customer on the complaint solution process in terms of equality, sufficiency to meet the necessity, and justice. Procedural justice is related to the gathering of the data, decision maker's usage of the data, and opportunity for the customer to prove his or her point on the conclusion, accessibility, timing, and flexibility. On the other hand, interactional justice is composed of the rudeness and inappropriateness of the behaviour of the personnel and the combination of the negative and positive behaviours like explaining, honesty,

kindness, empathy, effort, or listening (Goodwin and Ross, 1990; Gökdeniz et al., 2011).

Corporate reputation can be defined as the customer perception of how well a company takes care of customers and is concerned about their welfare. Customers' perceptions of a firm can occur directly through exposure to its products and services. However, many firms develop reputations, good and bad, without such a direct contact. Important insights on many products and services can occur through comments from friends, family members, and colleagues. Firm reputation has received attention from marketing researchers. The research has proven that the reputation affects customers' product choice, overall attitudes about products and services, trust, and purchase intentions. Despite these results, firm reputation has not been examined in detail within a customer complaint/failure context (Nikbin et al., 2011).

There is much research conducted on corporate reputation. One of the best known research is Fortune's "World's Most Admired Companies Survey". The criteria used in this research are product and service quality, management quality, long-term investment value, attracting human resources, the usage of resources, globalization, financial robustness, creativity and innovation, and social responsibility (Morley, 2002).

Another research is reputation quotient (RQ). The criteria used in this research are emotional attraction, products and services, vision and leadership, workplace environment, social responsibility and financial performance (Chun, 2005). The criteria used in RepTrak model, which is a more developed version of reputation quotient, are product and services, innovation, workplace environment, governance, citizenship (social responsibility), leadership and performance (Trotta and Cavallaro, 2012). RepTrak Model is used in our research.

3. Methodology and Findings

3.1. The Purpose, Scope and Limitations of the Research

The purpose of our research is to develop and test a model to reveal the influence of complaint satisfaction on corporate reputation (firm reputation), negative word-of-mouth communication intention and repurchase intentions, and to examine the relationships between them.

Anyone having a bank account in at least a bank for two years and complaining about at least a subject to the bank, and whose complaint has been evaluated by the bank in the last year, is in the scope of this research. Taking into consideration the high number of customers who have complained to the bank and the difficulty in finding all of them as well as the limitations of time and cost, it has been decided to conduct a pilot study on bank customers who meet the above mentioned criteria. The research has been carried out involving customers residing in Istanbul.

3.2. The Model, Variables and Hypotheses of the Research

As seen in Figure 1, the justice evaluation of the customers' complaint solution in complaint management (process) is evaluated on the basis of their expectations pre-complaint and their perceptions post-complaint. Customers' satisfaction about complaint management (process) is based on the difference between their expectations and perceptions. This is known in the literature as the paradigm of disapproval. When the paradigm of disapproval is seen from the perspective of complaint management

(process), if the customers’ expectations of complaint management (process) equal the perceptions post-complaint, it means that expectation and perception approves one another. If expectation is higher than perception, it is negative disapproval and if perception is higher than expectation, it is positive disapproval (Cronin and Taylor, 1992; Tarm, 2002). As it can be understood from the model, while handling with the complaints, at least a performance that aims to equal expectations and perceptions should be put into practice.

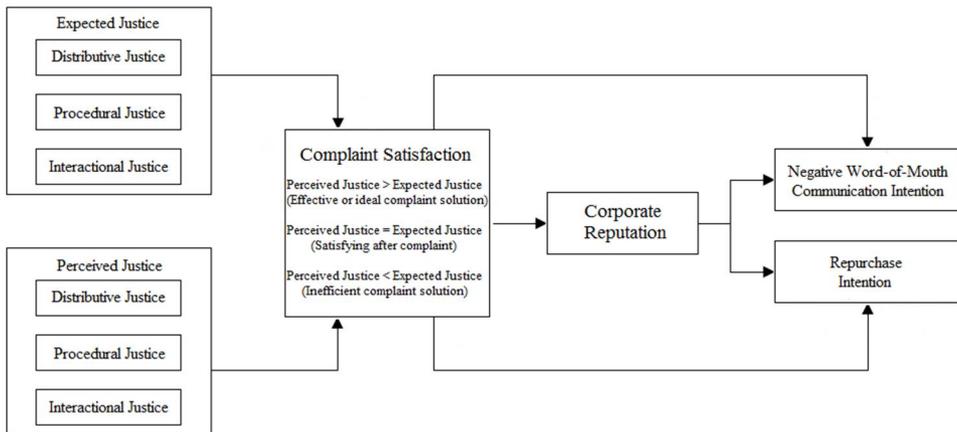


Figure 1: Model of Research

It is also thought in the model that customers’ satisfaction after complaint solution process affects customers’ perception of corporate reputation. It is asserted that all these processes finally affect the customers’ negative speeches or negative word-of-mouth communication intention and repurchase intention.

Variables of the research are shown in Table 1. Additionally, the resources that were used while defining and adapting the variables are shown in Table 1. The variables were asked in questionnaire format by using a five-point Likert scale except socio-demographic variables.

Table 1: Variables of the Research

Variables	Number of Variables	Resource
Socio-Demographic Variables	4	
Distributive Justice Variables	4	Blodget et al.(1997); Davidow (2003); Wirtz and Mattila (2004)
Procedural Justice Variables	3	Blodget et al.(1997); Davidow (2003); Wirtz and Mattila (2004)
Interactional Justice Variables	4	Blodget et al.(1997); Davidow (2003); Wirtz and Mattila (2004)
Corporate Reputation Variables	7 Factors, 23 Variables	Pitpreecha, (2013)
Negative Word-of-Mouth Communication Intention Variables	3	Blodget et al.(1997); Davidow (2003); Wirtz and Mattila (2004)
Repurchase Intention Variables	3	Blodget et al.(1997); Davidow (2003); Wirtz and Mattila (2004)

As mentioned earlier, the basic factors that compose RepTrak model are goods and service quality, innovation, workplace environment, governance, social

responsibility, leadership and performance. These factors consist of a total of 23 variables. These variables were readjusted to the banking services on which the study was to be conducted. Additionally, variables on negative word-of-mouth communication intention were asked as negative sentences in the questionnaire. Then, necessary changes were done and the obtained data were included in the research.

Hypotheses of the research can be listed as it follows:

•H₁: There is a statistically significant difference of $\alpha = 0,05$ significance level in the customers' justice expectation of complaint solution process and their perception of justice post-complaint.

•H₂: Complaint satisfaction has a statistically positive impact on corporate reputation at a significance level of $\alpha = 0,05$.

•H₃: Complaint satisfaction has a statistically negative impact on negative word-of-mouth communication intention at a significance level of $\alpha = 0,05$.

•H₄: Complaint satisfaction has a statistically positive impact on repurchase intention at a significance level of $\alpha = 0,05$.

•H₅: Corporate reputation has a statistically negative impact on negative word-of-mouth communication intention at a significance level of $\alpha = 0,05$.

•H₆: Corporate reputation has a statistically positive impact on repurchase intention at a significance level of $\alpha = 0,05$.

3.3. Sampling Plan

The number of persons as bank customers involved in the present study is of 75.846. Because of the above mentioned reasons, it has not been possible to perform the questionnaire on all of them. For this reason, a sampling plan has been conceived. As it is not possible for most of the times to know the standard deviation and variance in the population, it has to be estimated. Such estimation is easier achieved via rates. Even in cases in which there is no information about these rates, the value $(0,5 \times 0,5 = 0,25)$, where P (1-P) is the highest, can be accepted. Because of all these reasons, the most common sampling formula in practice is the following: $n = P(1-P)/(e/z)^2$ (Kurtuluş, 1989). According to this formula, the sample size should be 384 persons of 75.846 persons as the value of z is 1,96 for the maximum variance $(0,5 \times 0,5 = 0,25)$ and 95 % of confidence interval.

Concerning the sampling method, the simple random sampling was used. Some 500 persons were included in the research in case there may be questionnaires which are not correctly filled in or not all the people are accessible. Of all the questionnaires, some 425 were observed to be useful.

4. Findings of The Research

4.1. The Socio-Demographic Characteristics of the Participants

Table 2 summarizes the data on 425 participants concerning their gender, age, education and income levels. As seen in Table 2, 53 % of these 425 participants were male and the remaining 47 % female. In terms of education, 8,2 % of these participants were primary school graduates, 19,3 % were secondary school graduates, 50,1 % were high school or equivalent school graduates, 20,7 % were college or university graduates, and 1,7 % were MA or PhD graduates. In terms of income levels, 16 % of the participants income values of 1000 TL or below, 20,5 % had income values between

1001-2000 TL, 44,9 % had income values of 2001-3500 TL, 13,2 % had income values of 3501-5000 TL while the remaining 5,4 % had income values of 5001 TL and above.

Table 2: Socio-Demographic Characteristics of the Participants

		Frequency	Percentage
Gender	Male	226	53
	Female	199	47
Age	Participants' ages range between 18 to 65 and the highest percentage belongs to the age 32 with 11,4%.		
Graduation	Primary School	35	8,2
	Secondary School	82	19,3
	High School or Equivalent	213	50,1
	College or University	88	20,7
	MA or PhD	7	1,7
Income Level	1000 TL and below	68	16,0
	Between 1001 and 2000 TL	87	20,5
	Between 2001 and 3500 TL	191	44,9
	Between 3501 and 5000 TL	56	13,2
	5001 TL and above	23	5,4

4.2. The Reliability Analysis of the Scales Used in the Research

In order to test the reliability of the scales used in the research, Cronbach's Alfa (α) coefficient was used. As seen in Table 3, the scales used in the research have a very high reliability.

Table 3: Reliability Analysis of the Scales

Scales	Cronbach's Alfa (α)
Distributive Justice	0,82
Procedural Justice	0,87
Interactional Justice	0,83
Corporate Reputation	0,91
Negative Word-of-Mouth Communication Intention	0,88
Repurchase Intention	0,86

4.3. The Reliability and Factor Analysis Results of the Variables Used in the Research

A factor analysis has been performed in order to identify the factors under which the 23 variables adapted from RepTrak model stand. Additionally, each factor has been exposed to the reliability test.

Table 4: Kaiser-Meyer-Olkin and Bartlett's Test Results

Kaiser-Meyer-Olkin (Measurement of Sample Adequateness)		0,94	
Bartlett's Test of Sphericity	Approximate Chi-Square	6351,74	
	df	543	
	Significance	0,000	

According to Table 4, the KMO test sample adequateness is 0,94. In other words, it is enough to perform factor analysis for the samples. Chi-Square value of Bartlett's test is 6351,74 and significance is 0,000. These results show that the factor analysis can be made. Factor analysis results are shown in Table 5.

Table 5: Factor Analysis of Corporate Reputation, Reliability and Factor Analysis Results

Factors and Variables	Factor Loads	T Values	Cronbach's Alpha
Factor 1 – Service and Innovation			0,89
F11	0,83	16,34	
F12	0,71	12,65	
F13	0,72	12,85	
F14	0,76	13,67	
F15	0,75	13,41	
F16	0,73	13,10	
Factor 2 – Social Responsibility and Governance			0,87
F21	0,75	12,52	
F22	0,74	12,34	
F23	0,69	9,46	
F24	0,72	11,69	
F25	0,74	12,44	
F26	0,76	12,67	
Factor 3 –Leadership			0,92
F31	0,79	14,56	
F32	0,73	13,32	
F33	0,76	13,99	
F34	0,78	14,52	
Factor 4 – Bank Employees			0,83
F41	0,74	11,72	
F42	0,71	10,99	
F43	0,82	14,68	
F44			
Factor 5 - Performance			0,84
F51	0,77	12,38	
F52	0,72	10,65	
F53	0,69	10,11	
Adaptation Index Results			
Chi-square / df	4,67	NFI	0,87
GFI	0,87	NNFI	0,88
AGFI	0,81	RMR	0,053
CFI	0,91	RMSEA	0,006

As seen in Table 5, after performing the factor analysis, there are five factors with Eigen values above 1. The total explained variance values 69,56 % were higher than the desired 0,5 value. The scales' reliability is high with a value of 91 %. This value is much higher than the desired 0,70 value of the descriptive researches (Hair et al., 1998). Furthermore, it is observed that no variance's factor load is below 0,60 and no t value is below 1,96. It is also observed that the scales of all the factors have a high reliability. Additionally, the adaptation index results, which are analyzed in the scope of confirmatory factor analysis, show that the data used in the research reveal a good adaptation to the research model.

4.4. A Comparison of Expected Justice and Perceptions in Complaint Satisfaction

In this part, it is questioned whether there is a significant difference between customers' justice expectations of the handling process of complaint and their perception of justice after the handling of the complaint. In other words, H_1 hypothesis is tested. In Table 6, the t-test results are shown.

Table 6: Comparison of Perceived Justice and Expected Justice

Complaint Satisfaction Variables	Cronbach's Alpha	Perception		Expectation		t-test results		
		Mean	Std. Dev.	Mean	Std. Dev.	Dif.	t-val.	Sig.
Distributive Justice	0,82	3,88	0,82	4,68	0,44	-0,80	-13,49	0,00
DJ1		3,56	1,20	4,65	0,64	-1,09	-16,96	0,00
DJ2		3,26	1,29	4,34	0,98	-1,08	-14,45	0,00
DJ3		4,20	0,93	4,92	0,37	-0,72	-16,16	0,00
DJ4		4,51	0,78	4,82	0,49	-0,31	-7,92	0,00
Procedural Justice	0,87	4,32	0,70	4,83	0,37	-0,51	-12,76	0,00
PJ1		4,29	0,92	4,93	0,35	-0,64	-14,80	0,00
PJ2		4,26	0,89	4,91	0,32	-0,65	-14,70	0,00
PJ3		4,40	0,86	4,64	0,71	-0,24	-5,21	0,00
Interactional Justice	0,83	4,51	0,53	4,83	0,33	-0,32	-10,35	0,00
IJ1		4,47	0,77	4,76	0,60	-0,29	-7,15	0,00
IJ2		4,44	0,68	4,79	0,53	-0,35	-9,67	0,00
IJ3		4,55	0,63	4,87	0,41	-0,32	-9,40	0,00
IJ4		4,58	0,62	4,93	0,34	-0,35	-11,20	0,00

Upon looking at Table 6, it is observed that no t test value is between -1,96 and +1,96. Under this circumstance, H_1 hypothesis is accepted. Therefore, there is a statistically significant difference of $\alpha = 0,05$ significance level in the customers' justice expectations of complaint solution process and their perception of justice post-complaint. As all t values are negative, customers' perception of justice on complaint satisfaction is below their expectations. In this situation, it could be argued that customers are not satisfied with the complaint resolution process.

4.5. The Impact of Complaint Satisfaction on Corporate Reputation

In this part, it is questioned whether complaint satisfaction has a statistically positive impact on corporate reputation at a significance level of $\alpha = 0,05$ or not. In other words, H_2 hypothesis is tested.

Table 7: The Impact of Complaint Satisfaction on Corporate Reputation

Variables	B	Std. dev.	Beta	t	Sig.
Constant	3,91	0,14		28,01	0,00
Complaint Satisfaction	0,01	0,01	0,82	25,27	0,00
R= 0,82	R²= 0,67	F= 638,69	Significance Level= 0,00		

As seen in Table 7, the independent variable complaint satisfaction's capacity to explain dependent variable repurchase intention is $R^2 = 67\%$. According to the regression coefficient (Beta), the complaint satisfaction has an impact on corporate reputation. According to t test results, which define the significance of regression coefficients, the complaint satisfaction has a positive impact on corporate reputation. Therefore, H_2 hypothesis is accepted.

4.6. The Impact of Complaint Satisfaction on Negative Word-of-Mouth Communication Intention and Repurchase Intention

In this part, H_3 and H_4 hypotheses, which are about complaint satisfaction's impact on negative word-of-mouth communication intention and repurchase intention, are tested.

Table 8: The Impact of Complaint Satisfaction on Negative Word-of-Mouth Communication Intention

Variables	B	Std. Dev.	Beta	t	Sig.
Constant	-0,67	0,05		-12,78	0,00
Complaint Satisfaction	-0,81	0,01	-0,90	-59,65	0,00
R= 0,90	R²= 0,81	F= 3558	Significance Level= 0,00		

As seen in Table 8, the independent variable complaint satisfaction's capacity to explain dependent variable negative word-of-mouth communication intention is $R^2 = 81\%$. According to regression coefficient (Beta), the complaint satisfaction has a serious impact on negative word-of-mouth communication intention. According to t test results, which define the significance of regression coefficients, complaint satisfaction has a negative impact on negative word-of-mouth communication intention. As a consequence, H_3 hypothesis is accepted.

Table 9: The Impact of Complaint Satisfaction on Repurchase Intention

Variables	B	Std. Dev.	Beta	t	Sig.
Constant	1,65	0,60		27,59	0,00
Complaint Satisfaction	0,60	0,17	0,78	36,08	0,00
R= 0,78	R²= 0,61	F= 1302	Significance Level= 0,00		

As seen in Table 9, the independent variable complaint satisfaction’s capacity to explain dependent variable repurchase intention is $R^2= 61 \%$. According to regression coefficient (Beta), the complaint satisfaction has an impact on repurchase intention. According to t test results, which define the significance of regression coefficients, complaint satisfaction has a positive impact on repurchase intention. As a consequence, H_4 hypothesis is accepted.

4.7. The Impact of Corporate Reputation on Negative Word-of-Mouth Communication Intention and Repurchase Intention

In this part, H_5 and H_6 hypotheses, which are about corporate reputation’s impact on negative word-of-mouth communication intention and repurchase intention, are tested.

Table 10: The Impact of Corporate Reputation on Negative Word-of-Mouth Communication Intention

Variables	B	Std. Dev.	Beta	t	Sig.
Constant	-0,62	0,05		-12,16	0,00
Complaint Satisfaction	-0,83	0,01	-0,91	-62,67	0,00
R= 0,91	R²= 0,83	F= 3925	Significance Level= 0,00		

As seen in Table 10, the independent variable corporate reputation’s capacity to explain dependent variable negative word-of-mouth communication intention is $R^2= 83 \%$. According to regression coefficient (Beta), the corporate reputation has a serious impact on negative word-of-mouth communication intention. According to t test results, which define the significance of regression coefficients, corporate reputation has a negative impact on negative word-of-mouth communication intention. As a consequence, H_5 hypothesis is accepted.

Table 11: The Impact of Corporate Reputation on Repurchase Intention

Variables	B	Std. Dev.	Beta	t	Sig.
Constant	1,42	0,07		20,40	0,00
Complaint Satisfaction	0,61	0,02	0,77	34,46	0,00
R= 0,77	R²= 0,59	F= 1187	Significance Level= 0,00		

As seen in Table 11, the independent variable corporate reputation’s capacity to explain dependent variable repurchase intention is $R^2= 59 \%$. According to regression coefficient (Beta), the corporate reputation has an impact on repurchase intention. According to t test results, which define the significance of regression coefficients, corporate reputation has a positive impact on repurchase intention. Consequently, H_6 hypothesis is accepted.

5. Results and Suggestions

In the research, the complaint satisfaction’s impacts on negative word-of-mouth communication intention and repurchase intention are examined. The main focus is on the measuring of the difference between customers’ expectations of justice and their perceptions of justice after complaint solution process and this difference was regarded as complaint satisfaction. While measuring corporate reputation, RepTrak

model has been used and the variables of this model have been adapted to the banking services. Variables of negative word-of-mouth communication intention and repurchase intention, as mentioned earlier in Table 1, have been defined with the help of important studies in literature. The research has been conducted on customers possessing bank accounts and having complained to the bank.

By focusing on the model in Figure 1, six hypotheses have been put forward and tested. As seen in Table 12, the results of these hypotheses can be summarized as the following:

Table 12: Hypotheses Test Results

H ₁ : There is a statistically significant difference of $\alpha = 0,05$ significance level in the customers' justice expectations of complaint solution process and their perception of justice post-complaint.	ACCEPTED
H ₂ : Complaint satisfaction has a statistically positive impact on corporate reputation at a significance level of $\alpha = 0,05$.	ACCEPTED
H ₃ : Complaint satisfaction has a statistically negative impact on negative word-of-mouth communication intention at a significance level of $\alpha = 0,05$.	ACCEPTED
H ₄ : Complaint satisfaction has a statistically positive impact on repurchase intention at a significance level of $\alpha = 0,05$.	ACCEPTED
H ₅ : Corporate reputation has a statistically negative impact on negative word-of-mouth communication intention at a significance level of $\alpha = 0,05$.	ACCEPTED
H ₆ : Corporate reputation has a statistically positive impact on repurchase intention at a significance level of $\alpha = 0,05$.	ACCEPTED

6. Implications

The present research offers important results to managers. Firstly, bank employees should well understand the difference between the expected and perceived justice and while handling a complaint and solving it, they should always pay the required attention to the customer. If needed, they should get the required education for doing that.

Secondly, when it is considered that the complaint solution has a positive effect on corporate reputation, it is clear that the handling of complaints also has an effect on the bank's corporate reputation. Therefore, the solutions for the complaint solution process become even more important to satisfy the customers.

Thirdly, when it is considered that not only the complaint satisfaction but also corporate reputation has a negative effect on negative word-of-mouth communication intention, we can say that the successful handling of complaint solution and corporate reputation and the focus on these areas would reduce the negative word-of-mouth communication intentions of the customers. This should increase the possibility for the bank to be chosen by its customers and potential customers.

Finally, it is clear that the complaint satisfaction and corporate reputation have a positive effect on repurchase intention; therefore, the studies conducted on complaint satisfaction and corporate reputation will increase the possibilities of repurchase intention in the future.

7. Limitations and Future Research

There are some limitations of this research. For instance, the study has been conducted only in relation to the banking services and in a specific area which is that of Istanbul, Turkey. Therefore, the results of the research cannot be generalized to other service areas and other geographical regions. For this reason, the research should be performed separately for other services and other geographical regions.

8. Conclusion

In the researches done before, the relationship between perceived justice and complaint satisfaction is examined separately. The complaint satisfaction relies on the difference between the expectations pre-complaint or the perceived justice post-complaint. When the difference between perceived justice and expected justice is examined, it can be understood that the customers are not satisfied with the complaint solution. This is particularly clear in Table 6 on distributive justice. Additionally, the number of studies showing the relationship between complaint satisfaction and corporate reputation is limited. Our research shows that the complaint satisfaction has a positive impact on corporate reputation. Finally, it also reveals that the complaint satisfaction and corporate reputation have a negative impact on negative word-of-mouth communication intention and positive impact on repurchase intention.

References

- Barış, G. (2006). *“Complaint Management for Excellent Customer Satisfaction”*, MediaCat Books, 2nd Edition, Istanbul.
- Blodgett, J.G., Anderson, R. D. (2000). *“A Bayesian Network Model of The Consumer Complaint Process”*, Journal of Service Research, Vol. 2, No. 4, pp. 321-338.
- Blodgett, J.G., Hill D. J., Tax, S. S. (1997). *“The Effects of Distributive, Procedural, and Interactional Justice on Postcomplaint Behavior”*, Journal of Retailing, Volume 73, Number 2, Summer, 185-210.
- Chun, R. (2005). *“Corporate Reputation: Meaning and Measurement”*, International Journal of Management Review, 7 (2), 91-109.
- Cronin, J. J. Jr., Taylor S. A. (1992). *“Measuring Service Quality: A Reexamination and Extension”*, Journal of Marketing, Vol.56, July, 55-68.
- Davidow, M. (2003). *“Have You Heard The Word? The Effect of Word of Mouth on Perceived Justice, Satisfaction and Repurchase Intentions Following Complaint Handling”*, Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior, Vol. 16, No. 3, 67-80,
- Ekiz, E. H., Araslı, H., Farivarsadri, G., Bavik, A. (2008). *“Measuring organizational responses to the student complaints in the perceived justice framework: Some evidence from northern cyprus universities”*, Educational Research and Reviews, Vol. 3 (7), July, 246-256.
- Goodwin, C., Ross, I. (1990). *“Consumer evaluations of responses to complaints: what's fair and why?”*, Journal of Services Marketing, Vol. 4 No. 3, 53-61.
- Gökdeniz, İ., Bozacı, İ., Karakaya, E. (2011). *“Applied Research on the Factors that Affecting on After Complaint Management Process,”* Journal of Selçuk University Social Sciences, Number: 26, 173-185.

Hair, J. F. Jr., Anderson, R. E., Tatham, R. L., Black, W. C. (1998). *“Multivariate Data Analysis with Readings”*, Fifth Edition, Prentice-Hall International, Inc.

Kurtuluş, K. (1989). *“Research Methodology for Business (Research Methods)”*, Istanbul, Faculty of Business Publication Number: 210, Business Economics Institute Publication Number: 106.

Morley, M. (2002). *“How to Manage Your Global Reputation: A Guide to the Dynamics of International Public Relations”*, New York University Press, New York.

Nikbin, D., Armesh, H., Heydari, A., Jalalkamali, M. (2011). *“The effects of perceived justice in service recovery on firm reputation and repurchase intention in airline industry”*, African Journal of Business Management, Vol. 5(23), 7 October, 9814-9822.

Pitpreecha, R. (2013). *“Corporate Reputation in Thailand: An Analysis of Indicators”*, Journal of Public Relations and Advertising, Vol. 6, No. 1, 1-16.

Tarım, M. (2002). *“The Measurement of Service Quality on Health Sector: SERVQUAL Model and A Hospital Application,”* Journal of Istanbul University Faculty of Economics, Volume. 52, Number. 2, Istanbul, 15-36.

Tax, S. S., Brown S. W., Chandrashekar, M. (1998). *“Customer Evaluation of Service Complaint Experiences: Implications for Relationship Marketing”*, Journal of Marketing, Vol. 62, April, 60-76.

Trotta, A., Cavallaro, G. (2012). *“Measuring Corporate Reputation: A Framework for Italian Banks”*, International Journal of Economics and Finance Studies, Vol 4, No 2, ISSN: 1309-8055 (Online), 21-30.

Wirtz, J., Mattila, A. S. (2004). *“Consumer responses to compensation, speed of recovery and apology after a service failure”*, International Journal of Service Industry Management, Vol. 15 No. 2, 150-166.