Sudan University of Science & Technology

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The Mediating Role of Customer Satisfaction on the Relationship between Service Recovery and Repurchase Intention in Education Sector

(Case study : Algabas Schools)

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الدور الوسيط لرضاء الزبون في العلاقة مابين معالجة الخدمة ونية إعادة الشراء في قطاع التعليم

(دراسة حالة : مدارس القبس)

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Dedication

In the name of Allah, most gracious.

I dedicate this dissertation to my supportive parents, thank you for always reminding me that —nothing is impossible with Allah, and for your support, prayers, understanding and patience

To my brothers, sisters and my husband thank you for your support, encouragement and inspiration.

The dedication is extended to my lovely mother and my father and my aunt a source of love,

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Thanks are first due to Allah almighty for giving me the strength to complete this thesis.

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Abstract

This study was aimed to investigate the mediating role of customer satisfaction on the relationship between the service recovery and repurchase intention in private education Sector in Sudan, this research imposition of a set of hypotheses to test service recovery and their impact on customer satisfaction and repurchase intention and test mediating variable to the validity of this hypotheses a questionnaire was designed containing twenty questions the target sample of algabas students' parents , A total of samples were distributed 385, were are received 279 samples and 106 disqualified for analysis the liner regression analysis showed that positive and significant effect of service recovery on repurchase intention. And also affirmed the positive and significant effect of Service recovery on customer satisfaction. Also the result showed the customer satisfaction has strong mediating effect between service recovery and repurchase intention. The author recommend set of recommendations for future research studies.

المستخلص

هدفت هذه الدراسة للتحقق من اثر الدور الوسيط لرضاء الزبون في العلاقة ما بين معالجة الخدمة ونية اعادة الشراء في قطاع التعليم الخاص في السودان ,وفرض هذا البحث مجموعة من الفرضيات لاختبار معالجة الخدمة واثرها علي رضاء الزبون ونية اعادة الشراء .واختبار متغير الوساطة وللتاكد من صحة هذه الفرضيات تم تصميم استبانة تحتوي علي عشرون سؤال وكانت العينة المستهدفة هي اولياء امور طلاب مدارس القبس تم توزيع 385 استبانة 279 استبانة تم تحليلها 106استبانة لم بتم تحليلها لعدم اكتمال البيانات فيها . وأظهر تحليل الانحدار الخطي ان معالجة الخدمة تؤثر بشكل ايجابي وملحوظ علي نبة اعادة الشراء وان معالجة الخدمة تؤثر بشكل ايجابي وملحوظ علي رضاء الزبون و تطرقت الدراسة إلى الأثر الوسيط لرضاء الزبون . و أظهرت نتائج التحليل بان رضاء الزبون يتوسط بشكل إيجابي في العلاقة بين معالجة الخدمة ونية اعادة الشراء . وأوصت الدراسة بمجموعة من التوصيات تفيد الدراسات المستقبلية .

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CHAPTER ONE

INTRODUCTION

1.1 Introduction:

In today's hyper-competitive business environment, customer satisfaction becomes a very important concept in recent years. Customer satisfaction is crucial to the survival of any business organization. However, service failures are often unavoidable due to human and non-human errors. Such failures in services inevitably lead to customer dissatisfaction. The consequences can be dire to a service provider. The breakdown in relationship can contribute to a rise in customer complaints, bad word-of-mouth communications and Defections.

Service recovery converting previously dissatisfied customer into loyal customer, it is an action a service provider takes in response to service failure. By including also customer satisfaction into the definition, services recovery is thought-out, planned, process of returning aggrieved /dissatisfied customer to a state of satisfaction (james, 2011)

Service recovery not only increases the customer satisfaction but also increase customer trust, word of mouth and customer loyalty that lead to repurchase intention. Customer buy or retention is the most important goal for a company's success and perhaps the most important concept in marketing.

Effective service recovery could not only eliminate the loss of service failure, but also improve much higher service satisfaction on contrast with the situation without service failure.

1.2 Statement of the problem:

Most of the previous researches globally studied the relationship between service recovery and customer satisfaction and repurchase intention, such as (Taimoor, 2014) who identified and assessed outcome of service recovery on customer satisfaction in hospitality industry of

Pakistan, the study showed that there is a positive effect on customer satisfaction. In addition to that (Jan, 2012) has investigated the service recovery measure impact on customer loyalty in Swedbank and he found that prompt response, material compensation and politeness of employees has a positive effect on service recovery and customer loyalty. Also (Rui, 2016) investigated the effects of service recovery an online survey of actual customers of a commercial e-banking service. (Othman, 2013) has investigated influence of service delivery failures and service recovery in Malay restaurants, in Malaysia, In addition to that (Zheng, 2017) investigated how magnitude of failure and causal

Attributions: stability and locus of responsibility, together influence the impact of compensation on customers' repurchase decisions after service failures in Airline and hotel industries. (Yu Chueh1,2014)   which investigated the effect of Service Recovery on Customer Satisfaction and Relationship Retention in Catering Industry the study showed that there is positively affect in Customer Satisfaction ,and customer satisfaction would influence Relationship Retention ,(Eliasaph Ibzan ,2016) investigate the relationship between consumer satisfaction and repurchase intentions the findings show that there is a positive relationship between consumer satisfaction and repurchase intentions.

   From all of the previous studies we noticed that most the researcher investigated the relationship between service recovery and customer satisfaction that focusing on, compensation, response in restaurant, banks & hotel. But they ignore education sector. More over in the same topic it is unknown to the researcher that similar researches has been conducted in Sudan, therefore this research will aim to study the role of service recovery on customer satisfaction and repurchase intention in private education sector.

1.3 Research question:

- What is the impact of service recovery on customer satisfaction?
- What is the impact of service recovery on repurchase intention?
- What is the impact of mediating role of customer satisfaction on the relationship between service recovery and repurchase intention?
- What is the impact of customer satisfaction on repurchase intention?

1.4 Research Objectives:

1. To assess the impact of service recovery in education sector
2. To identify the extent to which services recovery can be applied in Sudanese education sector.
3. To investigate the effect of the mediating role of customer satisfaction on service recovery and repurchase intention

1.5 significance of study:

Theoretically: making positive contribution to existing literature by:

This is study extend a theoretical model by testing and validating the predictors responsible for service recovery in private education scoter in Sudan, and the result revealed that all hypotheses included in the conceptual model were accepted .this study provide theoretical support for theories about the service recovery that lead to customer satisfaction and repurchase intention as suggested in the extant literature.

1- this study attempts to link the relationship between service recovery and customer satisfaction and repurchase intention
2- Help future researchers who are willing to conduct study on this topic.

Practically:

- To understand the customers perception of the impact of service recovery quality on their satisfaction.
- To identify the concept of service recovery as an important tool in maintaining customers.

1.6 scope of the study:

The scope of the study is limited to private education in Sudan (al gabas schools).

1.6 Operational definitions:

- **Service recovery:** Service recovery is the measures a company adopting to change the discontented customers into satisfactory and loyal ones when there was service failure. (weng, 2011).

- **Customer satisfaction:** is a feeling of pleasure or disappointment of someone after comparing between perception and / or impression to the performance (or outcome) of a product and hope (Kotler, 2007).

- **Repurchase intention**:

Repurchase intention refers to the customer's aim to maintain a relationship with a particular service provider and make his or her next purchase in the category for this service provider (Jones and Taylor, 2007).

- **Service failure**: A service failure is defined as "a flawed outcome that reflects break down in reliability" (Berry & Parasuraman, 1991,).

1.7 Organization of the Study chapters:

The research is organized into five chapters Chapter one presents the research background, problem statement, objectives, it also outlines the research questions, scope of the study as well as the operational definitions. The second chapter reviews relevant literature on the concepts and core issues of the study. Chapter three presents research framework and explains how the study was conducted, methodological issues considered here include the research design, population, sample size and sampling procedure and instrumentation, sources of data and procedure for data analysis and presentation. Chapter four presents and analyzes the results of the research while chapter five includes the conclusion and recommendations for the study.

Chapter two

LITERATURE REVIEW

ITRETURE REVIEW

2.1   Introduction

The purpose of this chapter is review to literature that had been developed by authors and researchers in the themes outlined in the study objectives. It discusses service recovery concept, customer satisfaction, repurchase intention, relations between them and the related empirical studies.

2.2   Service recovery

Service recovery is a process which involved actions taken by a service provider to respond to a situation where failure occurred in the organization's core or supplementary offerings (Mattila and Patterson.s, 2004). According to (Zeithaml and Bitner ,2003) Service recovery refers to the actions taken by an organization or service supplier in response to a service failure. This definition is supported by (Andreessen ,2000) who say recovery refers to the actions a supplier takes in order to seek out dissatisfaction and as a response to poor service quality service failure Service recovery thus refers to the actions of service firms in response to service failure the objective is to maintain the business relationship with the customer. This argument was based on the premise that customer satisfaction ensures customer loyalty, repeat sales and positive words of mouth communications (Bosh off and Staude, 2003) .

Service recovery is referred to as action carry out to face the possibilities of a service failure (Zeithaml and Bitner, 2000). Moreover (Weng ,2011) indicated Service Recovery as the measures a company adopting to change the discontented customers into satisfactory and loyal ones when there was service failure. Addition to that (Boshoff, 2007) regarded Service Recovery as the actions a service company adopting to recover

the customer's satisfaction after the service failure. According (Beugre and Viswanathan, 2006) referred Service Recovery as a service supplier's actions to reduce or recover the customer's loss caused by the service failure. (Río-Lanza et al., 2009) proposed that Service Recovery was the response and process of a service supplier attempting to make up for the mistakes.

Although many definitions have been recognized in related literature, one of the most widely accepted definitions of service recovery is by(Zemke and Bell ,1990) defined service recovery as a « thought-out, planned process for returning aggrieved customers to a state of satisfaction with the firm after a service or product has failed to live up to expectation'

Successful service recovery may depend on the nature of service a business offer, as well as the category of failures the business encounter and how quickly the company responds to the failures (Lewis & Mc Cann, 2004). If a service providers or companies do not provide better service the second time, this may lead to customer disappointment and loss of confidence in the service.

Effective service recovery also leads to enhance perceptions of the quality of the products and service already bought enhanced perceptions of the firm competence, and a favorable image in term of perceived quality and value (Bosh off, and Staude, 2003)

Service recovery is an umbrella term for the whole efforts by a firm to correct a problem following a service failure, in order to retain customer's goodwill. Service recovery effort plays a crucial role in achieving or

Restoring customer satisfaction (Lovelock *et, al.*2002). In every organization, things may occur that have a negative impact on its relationships with customers. The true test of a firm's commitment to satisfaction and

service quality is in the way unhappy it responds when things go wrong for customers (Lovelock *et, al.* 2001) . Effective service recovery requires thoughtful procedures for resolving problems and handling customers. It is critical for firms to have effective recovery strategies. Successful service recovery can enhance customers' perceptions enhancing customer satisfaction, building longer customer relationships and leading to positive WOM (Michel, Bowen, & Johnston, 2009). By successful service recovery, it is possible to make the customer even more satisfied than she or he would originally have been without the service failure (Harris et al., 2005). By doing service recovery, companies have an opportunity to increase customers' satisfaction and the number of loyal customers (Miller et al., 2000).

 (Maxham, 2001) assessed the extent to which service recovery has impact on customer satisfaction, one's inclination to praise service recovery and purchase intention. He found significant positive impact of moderate to high service recovery following a service failure on customer satisfaction positive word of mouth whereas low service recovery has negative impact on above mentioned independent variables. He also confirms high satisfaction in post recovery period as period as compare to at time of service failure.

(Irfan, 2017) said the most important aspect of service recovery is to understand the course of action and strategy of the company to implement at the time of service failure. These strategies may lead to the success of Service recovery such as quick response the customer complaints by ensuring the customer that specific action must be taken in order to resolve the problem within a particular period of time. The different company used a different strategy for service recovery process as some use apology and compensation and other use strategy of explaining the

customer regarding failure and through constant follow-up. Understand the complete features of service recovery action are also important which must be well understood by the employees in term of what to do if service failure occurs. Most of the times companies used temporarily course of action to response the service failure which may not part of complete service recovery strategy but these could not be effective. The use of another effective service recovery may less expensive but more fruitful and productive in long run of the company.

Service recovery could also be seen in a larger context where an organization's service recovery has three different areas; customer recovery, process recovery and employee recovery. These areas create organization recovery procedures and have an impact on the company's financial performance (Johnston & Michel, 2008).

Although service recovery procedures may be expensive they should be seen as a way to improve the organization. These improvements may reduce costs in the long run by removal of ineffective processes and avoidance of future service failures, and thereby contributing to minimize the number of dissatisfied customers. It is important to find the root cause, investigate the issue and improve the processes (Johnston & Michel, 2008).

Customer recovery can be executed in several different ways. (Johnston & Michel, 2008) have put together seven key procedures regarding customer recovering that research has lifted.

1. Acknowledgement – acknowledging that a problem has occurred

2. Empathy – Understanding the problem out of the customers point of view

3. Apologizing – to say you are sorry

4. Own the problem – take responsibility for the customer and the issue

5. Fix the problem – or at least try to for the customer

6. Provide assurance – promise that the problem will be sorted and will not occur again

7. Provide compensation – a refund, token or compensation depending on the severity of the problem

Process recovery suggests that service recovery is more than retrieving a dissatisfied customer. It is important to use the information from the failure and its consequences to improve the organization. Businesses ought to focus more on management activity that improve systems and processes instead of just focusing on the single transaction of recovering one dissatisfied customer. Such improvements will make future customers satisfied and reduce costs (Johnston & Michel, 2008).

Employee recovery involves the view that the most critical part in service recovery is the employees that have to face the complaining customers, which could both be angry and emotional. These employees often feel trapped between the dissatisfied customer and inflexible organizational procedures. This put a high level of stress on the employee who may feel powerless to help. Research has shown that employees often are not the reason for the failure but employee behavior is important in the customer recovery process. Employee recovery may result in a less stressed workforce with a more positive attitude and reduced staff turnover (Johnston & Michel, 2008)

2.3 Logical steps in the service recovery:

There are five logical steps in the service recovery process:

1. Anticipating customer needs
2. Acknowledging their feelings
3. Apologizing and owning the responsibility
4. Offering alternatives
5. Making amendments

2.4 customer satisfaction

Satisfaction is a feeling of pleasure or disappointment of someone after comparing between perception and / or impression to the performance (or outcome) of a product and hope (Kotler, 2007).

Satisfying customer is one of the ultimate goals that service organizations Seek, due to the long term benefits of having satisfied customers such as positive word of mouth comment, customer loyalty, and sustainable profitability (Greenwell et al., 2002; Liu and Jang, 2009).

Customer satisfaction is defined as positive post-consumption feelings. Instead of exploring cognitive outcomes, customer satisfaction is considered to be an effective measure of usefulness of a product or service availed by customers (Berezina et al., 2012)

(Park et al, 2005) note that customer satisfaction leads to appositive and favourable word-of-mouth; which is widely acknowledged as a critical source of indirect marketing for brand building. A number of studies (e.g. Farooq and Radovic-Markovic, 2017a; Jun et al., 2004 Prayag, 2007; Shin and Elliott, 2001) have reported that satisfied customers can improve the profitability of organizations, by helping them to expand

their business through new referral customers and repeat business from existing customers.

Customer satisfaction involves features or characteristics that can satisfy the need or want of a customer (Bagram &Khan, 2012). According to (Cengiz, 2010) it is a post consumption experience which compares perceived quality with expected quality, thus a comparative behavior between inputs beforehand and after consumption. Customer satisfaction is an abstract concept where the actual satisfaction varies from individuals and products depending on a number of variables which include service quality and the individual expectations (Cengez, 2010).

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet a customer's expectation .Customer satisfaction is now considered as the corporate level strategy (Rust& Zahorik, 1993).

If you don't measure customer satisfaction, you can't identify unsatisfied Customers. You can't analyze their feedback, make changes to your product or service to make them happy, and you can't predict or prevent customer churn And most importantly, if you don't measure customer satisfaction, you can't identify your happy customers who are finding success with your product or service. And if you aren't prioritizing customer success, odds are, your company isn't growing.

(Syed ,2014) reported that When customers face any failure in service they have some negative attitude towards that service provider, but if a better service recovery is provided to customers then their attitude changes or positively affected. Customers become more satisfied, loyal, and want to maintain long-term relationships with service providers.

Customer's satisfaction depends on recovery they received and speed of response. If they receive a timely response then their perception about quality of that firm's services increases. They speak positive things about firm. Satisfied customers create long relations with firm and become loyal to the firm because they received a timely response and fair recovery. Loyalty has impact on firm's profitability and growth as well.Loyal customers are considered as an asset of firm. (Komunda & Osarenkhoe, 2012)

2.5 Repurchase intention

Repurchase is the actual action, repurchase intent is defined as the customer's decision to engage in future activities with the retailer or supplier (Hume, Mort and Winzar, 2007), Repurchase intention refers to the consumer's willingness to buy for a long time from the same company (Gounaris, et al, 2010). It can also refer to the individual's judgment about buying again a designated service from the same company (Lacey & Morgan, 2009). Repurchase intention is defined by (Hellier, Geursen, Carr, and Rickard ,2003) as the individual's decision about repeatedly buying the product/service from the same company, taking into account his/her current situation and circumstances. First-time purchase is often used as a predictive measure of repurchase behavior.

Intention is an attitude statement about how a person will behave in the future (Soderlund and Ohman, 2003). The repurchase intention is a consumer commitment that formed after the consumer made a purchase of a product or service. (Cronin et al, 2000) considers repurchase intention and behavioral intention as idendik construction. Repurchase intentions can be classified into a more general concept of behavioral intention that includes intentions related to repurchase, such as the

intention to buy the product back. Word-of-mouth intention and complaint intention (Hossain, 2006).

Customer buy or retention is the most important goal for a company's success and perhaps the most important concept in marketing. The cost of generating new customers is believed to be about six times the cost of maintaining existing customers, consequently the company is concentrating on maintaining existing customers or getting them to buy back, rather than focusing entirely on getting new customers (Kitchathorn, 2009).

Repurchase intentions refers to the individual's judgment about buying again a designated service or product from the same company or seller, taking into account his or her current situation and likely circumstances. Organizations try to offer the best possible service to their customers in order to retain them and create positive repurchase intentions in the future. Repurchase intentions have been viewed as the basis to predict consumers' future purchasing behaviors (Kuo, Wu, & Deng, 2009).

Repurchase is defined as a consumer's actual behavior resulting in the purchase of the same product or service on more than one occasion. Customers buy similar products repeatedly from similar sellers, and most purchases represent a series of events rather than a single isolated event. Repurchase is the actual action, repurchase intent is defined as the customer's decision to engage in future activities with the retailer or supplier (Hume, Mort & Winzar 2007).

Repurchase intention **as** an important phenomena in the marketing, which means the repeat purchasing by the current customer and no probability of exit, It carries immense importance because the cost of attracting new

customers are high than the retaining of existing customers. Customer satisfaction leads to repeat purchasing.

2.6 Relationship between service recovery and customer satisfaction:

An appropriate service recovery has positive impact on customer satisfaction. Customer's that face any failure have negative feelings about that firm but after getting better service recovery they become more satisfied than before. They become loyal after better service recovery. Effective service recovery increases retention rate of employees and Increases chance for customers to revisit that place in future (Christine & Klaus, 2003). Satisfaction has positive relation with both service recovery and fairness after encountered a service failure. If customers get fair service recovery as a response to service failure by some service providers they become more satisfied. But this satisfaction is directly linked with the level of fairness and service recovery provided. When customers become more satisfied and loyal then re-purchase attention increases (G., 2001)

(Komunda and Osarenkhoe ,2012) suggested customer satisfaction as the "main theme of service recovery". According to(Miller *et al,*2000), service recovery can be considered another service experience. More precisely, if a customer is dissatisfied with service failure, he or she can similarly be dissatisfied with an unsuccessful recovery or vice versa. According to (Michel *et al., 2009*), companies that manage successful recoveries enhance their customers' opinion over the quality of service. The fact that less than 50 per cent of complaints are attended shows how companies neglect customers' right to receive a satisfactory response for the failure (Graham and Beverley, 2012). (Michel and Meuter, 2008)

reported that only 30 per cent of customers are satisfied with the company's effort in recovering from the failure

(Hassan, et al, 2014) investigated the impact of service recovery on customer satisfaction in hospitality industry of Pakistan the results show significant positive effect of service recovery on customer satisfaction in hospitality industry situated in Islamabad and Rawalpindi. Their outcomes also confirm the moderate impact of employees empowerment on service recovery and therefore on the customer satisfaction

(Ting-Yu et al, 2014) investigated Service Recovery shows significant correlations with Relationship Retention, on which Customer Satisfaction appears mediating effects. Such results reveal the service recovery strategies of the service suppliers through the perceived justice of the customers measuring the recovery (including Distributive Justice, Procedural Justice, and Interactional Justice).

(Jahanzaib, et al, 2015) to examine the customer satisfaction from banks service in private and public sectors in Lahore city of Pakistan. 200 respondents were selected from different banks in private and public sector banks. The outcome of study verifies that customers of private banks were more satisfied than that of banks in public sector. This also indicate that better service such as in private banks make customer more satisfied and poor service can lead less or no satisfaction such as realized by customers of public sector bank.

2.7 Relationship between Customer Satisfaction and Repurchase Intentions:

The relationship between repurchase and the level of satisfaction. However, this relationship is not straight forward. (Mittal and Kamakura ,(2001) stated that the satisfaction repurchase relationship can display variability due to three main reasons. The first includes satisfaction

thresholds, which consist of satisfied consumers who have different levels of repurchase due to their different characteristics. The second includes response bias, which means that ratings obtained from the survey may not represent a true picture due to the different characteristics of consumers. The third includes nonlinearity, which means that the satisfaction-repurchase function may be nonlinear and vary for different consumers. (Kamakura, 2001) indicated that establishing a direct link between repurchase and satisfaction ratings has not been easy for many organizations. In addition, the satisfaction-repurchase relationship can be affected by consumers' characteristics .Despite the identical ratings on satisfaction, a significant difference was observed in repurchase behavior ,which was attributed to differences in consumer age, education, marital status, sex, and area of residency (Mittal and Kamakura 2001).

Loyalty-repurchase research recorded different observations as well. While number of researchers argue that loyal consumers return to purchase goods or services (Taylor and Hunter 2002; Lee, at al.2006), others have argued that high repurchase rates do not necessarily indicate loyalty, while low repurchase rates do not always indicate disloyalty (Dick and Basu1994; Peyrot and Van Doren 1994; Rowley and Dawes 2000).

Establishing a direct link between repurchase and satisfaction ratings has not been easy for many organizations (Mittal and Kamakura 2001), and some researchers have demonstrated that this link can be weak (Homburg and Giering 2001, Kumar 2002, Quick and Burton 2000, Seiders et al. 2005;Shih and Fang 2005). (Jones, 2006) pointed out the importance of communicating the level of customers' satisfaction to the company's shareholders, either in the company's annual report, or in its letter to the

shareholders, as an overall indication of the firm's performance. However, satisfaction by itself may not correlate with organizational performance. Customers may indicate that they are satisfied, but purchase goods and services elsewhere (Powers and Valentine2008). On the other hand, the positive link between customer satisfaction and the profit of corporations was confirmed by a number of researchers (Anderson and Mittal 2000; Edvardsson,et al. 2000 Reichheld, et al. 2000; Soderlund and Vilgon1999). The decision to repurchase represents the customer's decision to engage in continuous consumption of the product.(Seiders, Voss,Grewal and Godfrey ,2005) and (Yi and La ,2004) confirm a positive relationship between repurchase intentions and customer satisfaction. According to (Kaveh, 2011) this relationship simplifies the matter because in real world, many factors converge in order to make a decision to repurchase.

(Yuling Zheng,2017) showed that in thesis, how compensation level is effective to retain customers' repurchase likelihood in different service failure, the result obtained provide support for the interaction effects of magnitude of failure, compensation and stability/locus of responsibility in both airline and hotel contexts, such that for a high (low) magnitude service failure, high compensation will lead to higher customers' repurchase likelihood when the failure is unstable (when the company is not responsible for the failure) than when the failure is stable(when the company is responsible for the failure).

(Eliasaph Ibzan et al,2016) investigating the relationship between repurchase intentions and consumer satisfaction, we conclude that there is a positive relationship between consumer satisfaction and repurchase intentions, satisfied consumers are more likely to continue their relationship with a particular firm than dissatisfied ones.

(Richard Chinomona, 2014) investigated the influence of customer satisfaction on customer trust, loyalty and repurchase intention in the African retailing context. The results indicate that the relationship between customer satisfaction and their trust, customer satisfaction and their loyalty, customer trust and their loyalty, customer loyalty and their repurchase intention and customer trust and their repurchase intention are positive in a significant way.

(Saleha Anwar and Amir Gulzar,2011) This study intends to find out the impact of perceived value on word of mouth endorsement and customer satisfaction exploring a mediating role of repurchase intentions. The results show a positive relationship of customer satisfaction to word of mouth endorsement and repurchase intentions

(Gusti Ayu,2018) concluded that switching costs and customer satisfaction have a significant positive effect on repurchase intention and customer satisfaction have moderating effect on relation of switching cost and repurchase intention

2.8 Relationship between service recovery and repurchase intention:

(Ali et al, 2017) this study investigate the impact of service recovery on the customer repurchase intentions based on argument that service failure dissatisfies the customer. The results showed that apology, facilitations, the speed of response, efforts and problems solving are very important aspects that have an impact on customer repurchase intentions with service recovery.

CHAPTER THREE

METHODOLOGY:

3.1 introduction

This chapter extends the theoretical perspective of the three research constructs presented in chapter two, encompassed the mediator role of customer satisfaction on the service recovery and repurchase intention relationship is discussed. The conceptual model and the hypothesis concerning the relationships among the constructs are presented. Also describes the methods and procedures used to collect and analyze data include the study design, population, sample size and sampling procedures, data collection and procedures for analysis and presentation.

3.2 Conceptual framework

In this research repurchase intention is the dependent variable. The independent variable is the service recovery. The mediating effects of customer satisfaction on the relationship between service recovery and repurchase intention was explored.

The variables and their relationship are shown in figure (1):

Figure (1) Research framework

Mediator

Customer
Satisfaction

Service
Recovery

Repurchase
Intention

Independent   dependent
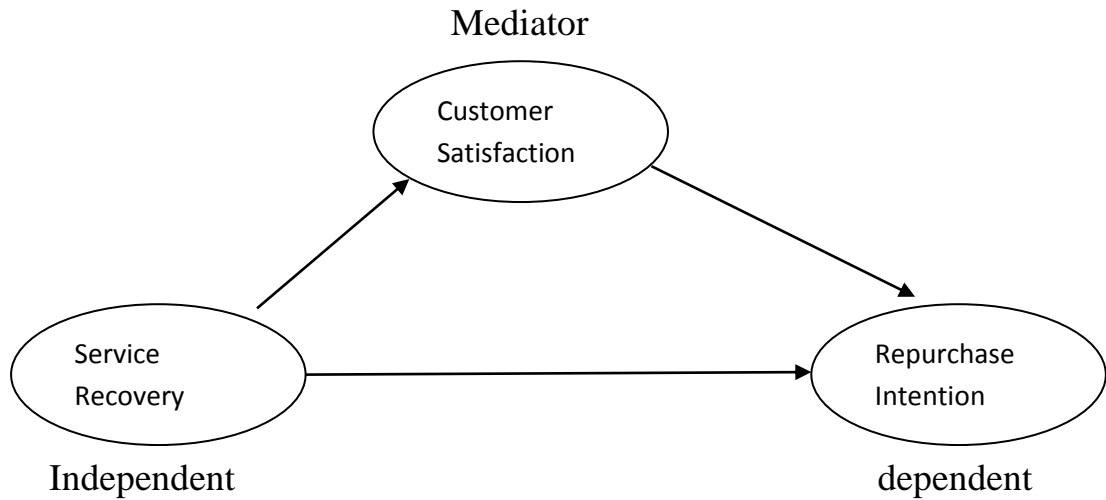
Source: prepared by the researcher based on literature review and theoretical background

(Eminejomo,2012) provide the procedure that can be used to investigate the mediating effect depicted, (hasina,2012) provide the procedure that can be used to investigate independent variable service recovery, (hasina,2012 and Eminejomo ,2012) provide the procedure that can be used to investigate the dependent variable repurchase intention adopted in Figure 1. This involves the computation of three regression equations: first, the regression of the mediator (customer satisfaction) on the independent variable (service recovery), second the regression of the dependent variable (repurchase intention) on the independent variable (service recovery); and third, the regression of the dependent variable (repurchase intention) on both the independent variable (service recovery)

and on the mediator (customer satisfaction). For mediation to hold: in the first regression equation the independent variable must affect the mediator; in the second equation the independent variable must be shown to affect the dependent variable; and in the final equation the mediator must affect the dependent variable to the exclusion of the independent variable

3.3 Research Hypothesis:

Based on our literature review, theoretical background, and the underlying framework, we propose the following main hypotheses

1. H1 : Service recovery has a positive effect on customer satisfaction

2. H2: Service recovery has a positive effect on repurchase intention

3. H3: customer satisfaction mediates the relationship between service recovery and repurchase intention

4. H4: customer satisfaction has a positive effect on repurchase intention

3.4 Research design

The study adopted a descriptive survey design to collect data for analysis. Personal scanning tool (questionnaire) was used. The measurement scales for our constructs were adapted from the literature. The questionnaire included 20 items. 9 items for measuring the independent variable service recovery adopted from (hasina,2012 and Eminejomo ,2012), 5 items for the dependent variable repurchase intention adopted from (Eminejomo,2012) and 6 items for measuring the mediator variable customer satisfaction was adopted from (hasina,2012 and Eminejomo ,2012).Respondents were required to assess their agreement or disagreement with the statements provided in the questionnaire using a five-point Liker scale.

3.5 Research population

The study targeted Elgabas Schools as case study because it has adopted service recovery in their system in, therefore, the population of this study will comprise of parents of the student.

3.6 Sampling procedure

Respondents sample will be determined using confined sampling technique.

3.7 Sample size

The sample for this study comprised parent of the student of al gabas schools.

Um Sekaran (2003) mentioned that "a sample size larger than 30 and less than 500 are appropriate for most researchers". In the shadow of this, A total of samples were distributed385, 279 samples were recovered; 106 disqualified as not eligible for analysis As a result, 279 samples were analyzed.

3.8 Data collection procedures

Primary data will be collected using structured questionnaires. The questionnaire was initially written in English language and then translated to Arabic. Next, the questionnaire was reviewed by three academics to ensure that content and translation was appropriate for the research purpose. Based on the received comments, the questionnaire was revised as needed. The questionnaire was distributed by the researcher to parent of student and then it was collected for analysis.

3.9 Data analysis technique

The data collected was coded, and analyzed through SPSS (statistical package for social sciences) version 16. Descriptive statistics such as percentages, means and standard deviation was used to describe dependent, independent and mediating variables, and linnre regression analysis was used to test the hypotheses.

3.10 Reliability test of study constructs:

To evaluate the reliability of the constructs, Cronbach's α-coefficient was used. Generally, in operations management research Cronbach's α≥0.60 is acceptable.

Validity of the constructs is calculated from:

Validity = √ reliability

Table 1: summary of statistics of the study variables:

Construct	No. of questions per construct	Reliability %	validity %
Service recovery	9	94.7	97.3
Repurchase intention	5	93.9	96.9
Customer satisfaction	6	95.2	97.5
Total	20	97.2	98.5

Source: prepared by the researcher based on the results of the statistical analysis of the questionnaire

All our constructs met the recommended value of α≥0.60 as shown in Table (10) indicating that the constructs are valid and internally consistent

CHAPTER FOUR

RESULTS AND DISSUASION:

4.1 Introduction

This chapter presents the views from respondents which were elicited to find out the mediating effect of customer satisfaction on the relationship between service recovery and repurchase intention. Primary data were collected through questionnaires to address the objectives of the study.

Descriptive approach was used to describe the study variables. Inferential statistical analysis was used to analyze data and test hypotheses. Hierarchical regression was used to determine the correlation between the study variables and to test hypotheses.

4.2 Descriptive statistical Analysis of the Study questions:
4.2.1 Demographic information*:*

Table 2: summary of statistics of demographic information:

Variables	Frequency	Valid Percentage
Gender		
Female	183	65.6
Male	96	34.4
Total	279	100.0
Age		
20-30	78	28.0
31-40	132	47.3
41-50	45	16.1
>50	24	8.6
Total	279	100
Educational level		
under graduate	17	6.1
Graduate	167	59.9
Postgraduate	95	34.1
Total	279	100
Income of		

respondents/ 000SDG		
Less than 4	25	9.0
4-6	33	11.8
6-8	15	5.4
More than 8	206	73.8
Total	279	100

Source: prepared by the researcher based on the results of the statistical

analysis of the questionnaire

The previous table shows that male respondent occupies the first rank with 34.4%, while female respondent occupies the second with 65.6 %. It also shows that the percentage of the people aged (20-30 years) occupy first rank by 28%, The percentage of the respondent aged (31-40 years) was found (47.3%). The percentage of the respondent aged (41-50years) was found (16.1%) of the total sample size .the percentage of respondent over 50 years was found (8.6%) of the total sample size. Moreover it shows that holde   0f under graduate degree (6. 1%).The percentage of respondents who hold advanced degrees in research sample graduate was found (59.9%) and The post graduate holders come a ratio of (34.1 %). which refers to the scientific level of the respondents who can answer scientifically the phrases in the questionnaire which enhances the credibility of the statistical analysis.   Where the percentage of the respondent Income (less than 4) was found (9%), The percentage of the respondent income(4-6) has reached (11.8%) of the total sample size and The percentage of the respondent income (6-8) was found (5.4%) of the total sample size .the percentage of respondent income over 8 was found (73.8%) of the sample size .

4.3 Summary of statistics of study variables:

To range the results into three levels (week, average and high average response the following equation were applied:

Range= (the highest value- the lowest value) / (number of levels):

(5-1)/ (3) =1.33

(1 - 2.33) results represent a week average response rate (W).

(2.34 - 3.67) results represent a medium average response rate (M).

(3.68 - 5) Results would be a high average response (H).

4.3. 1 service recovery variable questions:

Table 3: summary of statistics of the service recovery variable questions

	Statement	Mean	Standard deviation	Result
1	I get compensation according to my expectation in service recovery process	3.77	1.136	High
2	Employees give prompt service in recovery process	3.91	1.097	High
3	Employees show politeness in handling conflicts	4.26	.984	High
4	This school's employees made every effort to fulfill the promises made to its customers	3.77	1.092	High
5	school takes fair decisions in			

	handling complaint	3.72	.937	**High**
6	The school employees were appropriately concerned about my problem	3.86	.950	**High**
7	Employees provide accurate information when needed	3.81	.968	**High**
8	Employee show willingness to help customers	3.97	1.005	**High**
9	Employee who have the knowledge to answer customer question	4.16	1.149	**High**

Source: prepared by the researcher based on the results of the statistical analysis of the questionnaire

The Previous table indicates that all of the service recovery questions had high average response rate

The results indicate that the private schools which were investigated enjoy a high service recovery advantages with an average response rate of 3.91

4.3.2 Repurchase intention variable questions:

Table 4: summary of statistics of the repurchase intention variable questions

	Statement	Mean	Standard deviation	Result
1	I will recommend this school to my family members and my friends	3.92	.937	High
2	I will recommend this school to my family members and my friends	3.87	.966	High
3	I have a strong intention to continue with this school	4.16	1.099	High
4	I pay tribute to this school academically	4.16	.967	High
5	I pay tribute to this school educationally	4.05	1.057	High

Source: prepared by the researcher based on the results of the statistical analysis of the questionnaire

The Previous table indicates that all of the repurchase intention questions had high average response rate

The results indicate that private the schools which were investigated enjoy a high repurchase intention advantage with an average response rate of 4.03

4.3.3 Customer satisfaction variable questions:

Table 5: summary of statistics of the customer satisfaction variable questions

	Statement	Mean	Standard deviation	Result
` 1	I am happy with this school	3.83	.789	High
	I believe this is good academically	3.85	.775	High
3	I believe this is good educational	3.84	.862	High
4	I am satisfied with my overall experience with this school	3.81	.829	High
5	I am pleased with the service experience with this school	3.77	.826	High
6	I am convinced with the collaboration of the employee in this School	3.81	.824	High

The Previous table indicates that all of the customer satisfaction questions had high average response rate the results indicate that private schools which were investigated   enjoy a high customer satisfaction advantage with an average response rate of 3.83

4.3 Correlation between variables:

Table 6: summary of statistics of Correlation between variables

Statement	Sig	Pearson Correlation
: correlation between SR and CS	.000	.755
: correlation between SR and RI	.000	.822
: correlation between RI and CS	.000	.835

4.4 Inferential Statistical Analysis of the Study Variables

Table 7: regression analysis:

Statement	Constant	F	sig	R	R^2	Adjusted R^2
Model 1	1.321	366.386	.000	.755	.569	.568
Model 2	.695	576.862	.000	.822	.676	.674
Model 3	-.112	496.982	.000	.855	.783	.781

Source: prepared by the researcher based on the results of the statistical analysis of the questionnaire

The results of the three models showed that they are statistically significant.   The first regression model showed that service recovery positively and significantly contributed to the explanation of the variance in customer satisfaction (F-value366.386 of sig < .00o). Coefficient of determination, R^2, indicated that 56.9% of the variance in explained customer satisfaction by the service recovery. The adjusted R^2 of .568

   The second regression model service recovery positively and significantly contributed to the explanation of the variance in repurchase intention (F-value of576.862 sig < .000). Coefficient of determination, R^2, indicated that 67.6% of the variance in explained repurchase intention by the service recovery. The adjusted R^2 of .674 .

In the third regression model, customer satisfaction positively and significantly contributed to the explanation of relationship between service recovery and repurchase intention (F-value of 496.982   sig < .000). Coefficient of determination, R^2, indicated that 78.1% of the variance in explained repurchase intention by the service recovery. The adjusted R^2 of .783.

Table 8: Summary

Statement	Result
There are significant correlation between SR and CS	Supported
There are significant correlation between SR and RI	Supported
There are significant correlation between CS and RI	Supported
service recovery has a positive effect on customer satisfaction	Supported
service recovery has a positive effect on customer satisfaction	Supported
customer satisfaction mediates the relationship between service recovery and repurchase intention	Supported

CHAPTER 5

CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presents a summary of the research process and the major findings from the study. It then discusses the results and highlighted the

Research limitations. Also, this chapter makes recommendations for future research that were identified as a result of this study and draws conclusions.

5.2 Research objectives

The objectives of this research were to find the impact service recovery practices on private education sector and to investigate the mediating effect of customer satisfaction on the relationship between service recovery and repurchase intention.

5.3 Key Findings

The results affirmed the positive and significant effect of Service recovery on customer satisfaction

Also the results affirmed the positive and significant effect of Service recovery on repurchase intention

Also the results affirmed there are significant correlation between Customer Satisfaction and repurchase intention

Customer satisfaction has strong mediating effect between service recovery and repurchase intention

5.4 Results discussion

According to the results obtained, customer satisfaction mediates the relationship between the service recovery and repurchase intention. In other words, customer satisfaction plays crucial role in the conceptual model of the current study. It can be concluded that customer satisfaction is very important when offering an explanation about how or why a service recovery service failed , The results of the current study suggest that customer satisfaction can lead to repurchase intention..

The results provided empirical evidence of the positive and significant effect of collectively customer satisfaction mediates the relationship between the service recovery and repurchase intention. This consisted with other studies (Ting-Yu et al Liao3, 2014), (Saleha Anwar and Amir Gulzar ,2011).

This study's also finding service recovery effect on customer satisfaction the result showed that their the positive and significant effect. This consisted with other studies(Christine & Klaus, 2003),(Hassan, Azhar et al ,2014),),(Jahanzaib, Aslam, and Ahmed, 2015) (Maxham,2001), (Jan, 2012) , (Taimoor ,2014) ,(Othman, (2013),
(Yu Chueh1(,2014), (Hashim, et al (2012), (ALshbiel et al ,2012).

This study's also finding service recovery effect on repurchase intention the result showed that theie the positive and significant effect. This consisted with other studies (Ali et al, 2017),(Zheng,2017) .

5.5 Research limitations

Some respondents might be unwilling to provide accurate information due to confidentiality bearing in mind the level of importance attached to quality.

Moreover, the research explored only private school in Khartoum state and as results the findings can't be generalized to whole Sudan. .

5.6 Conclusion

This research is conducted to investigate the impact of service recovery on repurchase intention in private education Sector in Sudan. The mediating effect of customer satisfaction on this relationship was investigated.

Descriptive research design was used to conduct the study. The target population consisted of parents of student in the selected school. A total of samples were distributed385, 279 samples were recovered; 106 disqualified as not eligible for analysis As a result, 279 were analyzed.

Confined sampling technique was used to select the respondent. Questionnaire was designed and used to collect data for the study. Data collection lasted for tow month. The data were edited, coded, presented and analyzed using statistical tools such as percentages, frequency tables, were used to summarize the data and the results were presented in the form of tables for discussion which aided in answering the research questions.

The finding of this research affirmed the positive and significant effect of service recovery on repurchase intention. And also affirmed the positive and significant effect of Service recovery on customer satisfaction.

Also the finding showed that customer satisfaction has strong mediating effect between service recovery and repurchase intention.

From the above findings it is recommended that management should look up to adopt service recovery methodology to ensure maintain customer of schools and seek to train the employees on service recovery strategic.

5.7 Recommendation for future research

This research has some limitations that should be considered alongside with the interpretation of the study findings, and which may suggest directions for future research.

Firstly, this focused on Service recovery and customer satisfaction and repurchase intention in private education sector. Future research should be extend to study service recovery in public sector

Secondly, this research included only one mediating variable in our model. Several other mediating variables may affect the proposed relationship. Future research may consider some other mediating variables in the relationship between service recovery and repurchase intention. Among these variables, the author recommend customers behavior.

Thirdly, this research focused only on service recovery. Future research may explore service quality to maintain customer

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Appendices
Appendix 1: Questionnaire

السيد . ...

تقوم الباحثة باعداد دراسة كمتطلب تكميلي لنيل درجة الماجستير في ادارة الجودة الشاملة والامتياز **بعنوان : الدور الوسيط لرضاء الزبون في العلاقة مـابين معالجـة الخدمة ونية اعادة الشراء في القطاع التعليمي**

يرجي ملء استمارة هذا البحث بعناية وستظل البيانات التي تدلي بيها في غايـة السرية ولكم الشكر والتقدير علي مشاركتكم في هذا البحث .

البيانات الاساسية :

النوع:

ذكر ☐   انثي ☐

العمر:

اقل من 30 ☐   من 30 الي 40 ☐   من 40 الي 50 ☐   50 فاكثر ☐

المؤهل العلمي:

ثانوي ☐   جامعي ☐   فوق الجامعي ☐

الدخل:

اقل من 4الف ج ☐   من 4الف ج الي 6 الف ج ☐   من 6الف ج الي 8الف ج ☐

8الف ج فاكثر ☐

Section 2

1. H1 : Service recovery has a positive effect on customer satisfaction

Statements	Strongly agree	agree	Neither agree No disagree	disagree	Strongly disagree
I get compensation according to my expectation in service recovery process					
Employees give prompt service in recovery process					
Employees show politeness in handling conflicts					
This school's employees made every effort to fulfill the promises made to its customers					
school takes fair decisions in handling complaint					
The school employees were appropriately concerned about my problem					

Statements					
Employees provide accurate information when needed					
Employee show willingness to help customers					
Employee who have the knowledge to answer customer question					

2. H2: Service recovery has a positive effect on repurchase intention:

Statements	Strongly agree	Agree	neither agree No disagree	Disagreed	Strongly disagree
I will recommend this school to my family members and my friends					
I will send my sons and daughters to this school					
I have a strong intention to continue with this school					
I pay tribute to this school academically					
I pay tribute to this school educationally					

H3: customer satisfaction mediates the relationship between service   recovery and repurchase intention

Statements	Strong agree	agree	Neither	disagree	Strong disagree
I am happy with this school					
I believe this is good academically					
I believe this is good educational					
I am satisfied with my overall experience with this school					
I am pleased with the service experience with this school					
I am convinced with the collaboration of the employee in this School					

Appendix 2: Reliability test

Service recovery statistics:

Reliability Statistics

Cronbach's Alpha	N of Items
.947	9

Repurchase intention statistics:

Reliability Statistics

Cronbach's Alpha	N of Items
.939	5

Customer satisfaction reliability statistics

Reliability Statistics

Cronbach's Alpha	N of Items
.952	6

Appendix 3: frequencies

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	96	34.4	34.4	34.4
	female	183	65.6	65.6	100.0
	Total	279	279.0	279.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(20-30)	78	28.0	28.0	28.0
	(30-40)	132	47.3	47.3	75.3
	(40-50)	45	16.1	16.1	91.0
	over 50	24	8.6	8.6	100.0
	Total	279	100.0	100.0	

Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	less than 4$	25	9.0	9.0	9.0
	4-6	33	11.8	11.8	20.8
	6-8	15	5.4	5.4	26.2
	more than 8$	206	73.8	73.8	100.0
	Total	279	100.0	100.0	

Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under graduate	17	6.1	6.1	6.1
	Graduate	167	59.9	59.9	65.9
	Postgraduate	95	34.1	34.1	100.0
	Total	279	100.0	100.0	

Appendix 4: descriptive statistics:

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I get compensation according to my expectation in service recovery process	279	1	5	3.77	1.136
Employees give prompt service in recovery process	279	1	5	3.91	1.097
Employees show politeness in handling conflicts	279	1	5	4.26	.984
This school's employees made every effort to fulfill the promises made to its customers	279	1	5	3.77	1.092
school takes fair decisions in handling complaint	279	1	5	3.72	.937
The school employees were appropriately concerned about my problem	279	1	5	3.86	.950
Employees provide accurate information when needed	279	1	5	3.81	.968
Employee show willingness to help customers	279	1	5	3.97	1.005
Employee who have the knowledge to answer customer question	279	1	5	4.16	1.149
I will recommend this school to my family members and my friends	278	1	5	3.92	.937
I will send my sons and daughters to this school	279	1	5	3.87	.966
I have a strong intention to continue with this school	279	1	5	4.16	1.099

i will be academically honored	279	1	5	4.16	.967
i will be educational honored	279	1	5	4.05	1.057
I am happy with this school	279	1	5	3.83	.789
I believe this is good academically	279	1	5	3.85	.775
I believe this is good educational	279	1	5	3.84	.862
I am satisfied with my overall experience with this school	279	1	5	3.81	.826
I am pleased with the service experience with this school	279	1	5	3.77	.830
I am convinced with the collaboration of the employee in this School	279	1	5	3.81	.824
Valid N (listwise)	278				

Appendix5: **Correlations**

correlation between SR and CS

Correlations		SR	CS
SR		1	.755**
	Sig. (2-tailed)		.000
	N	279	279
CS	Pearson Correlation	.755**	1
	Sig. (2-tailed)	.000	
	N	279	279
**. Correlation is significant at the 0.01 level (2-tailed).			

: correlation between SR and RI

Correlations		SR	RI
SR	Pearson Correlation	1	.822**
	Sig. (2-tailed)		.000
	N	279	279
RI	Pearson Correlation	.822**	1
	Sig. (2-tailed)	.000	
	N	279	279
**. Correlation is significant at the 0.01 level (2-tailed).			

correlation between RI and CS

Correlations		RI	CS
RI	Pearson Correlation	1	.835[**]
	Sig. (2-tailed)		.000
	N	279	279
CS	Pearson Correlation	.835[**]	1
	Sig. (2-tailed)	.000	
	N	279	2 79
[**]. Correlation is significant at the 0.01 level (2-tailed).			

Appendix 6:regression

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	SR	.	Enter

a. All requested variables entered.

b. Dependent Variable: RI

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822[a]	.676	.674	.51474

a. Predictors: (Constant), SR

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.843	1	152.843	576.862	.000[a]
	Residual	73.393	277	.265		
	Total	226.235	278			

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	152.843	1	152.843	576.862	.000[a]
	Residual	73.393	277	.265		
	Total	226.235	278			

a. Predictors: (Constant), SR

b. Dependent Variable: RI

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	T	Sig.
1	(Constant)	.695	.142		4.886	.000
	SR	.852	.035	.822	24.018	.000

a. Dependent Variable: RI

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	SR	.	Enter

a. All requested variables entered.

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	SR	.	Enter

b. Dependent Variable: CS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755[a]	.569	.568	.48351

a. Predictors: (Constant), SR

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	85.653	1	85.653	366.386	.000[a]
	Residual	64.757	277	.234		
	Total	150.410	278			

a. Predictors: (Constant), SR

b. Dependent Variable: CS

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.321	.134		9.879	.000
SR	.638	.033	.755	19.141	.000

a. Dependent Variable: CS

Variables Entered/Removed[b]

Model	Variables Entered	Variables Removed	Method
1	SR, CS	.	Enter

a. All requested variables entered.

b. Dependent Variable: RI

Model Summary

Model	R	R Square	Adjusted R Square		Std. Error of the Estimate
1	.885[a]	.783	.781		.42207

a. Predictors: (Constant), SR, CS

ANOVAb

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	177.068	2	88.534	496.982	.000a
	Residual	49.168	276	.178		
	Total	226.235	278			

a. Predictors: (Constant), SR, CS

b. Dependent Variable: RI

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.112-	.136		-.828-	.408
	CS	.612	.052	.499	11.661	.000
	SR	.462	.044	.446	10.420	.000

a. Dependent Variable: RI