



The Effect of Customers' Satisfaction with Complaint handling on Their Trust and Loyalty, Regarding the Aspects of Perceived Justice

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Abstract: *The aim of this research is to study the effects of independent variables like interactive justice, procedural justice, distributive justice, and perceived value on the consequences of loyalty (customer retention) and loyalty (word-of-mouth communications), regarding the intermediary roles of satisfaction with complaint handling, trust in the company, and trust in the personnel. The statistical population of this research consists of all cell phone users in Tehran. To study the validity and to standardize the research construct, exploratory and confirmatory factor analysis methods were used. The research reliability was measured 0.97 using Cronbach's Alpha. The research is practical in goal, and regarding its methodology it is a descriptive study of survey and correlation types. The conceptual model of the research was confirmed by Structural Equation Modeling using Lisrel software. The results of the research, according to the results of Structural Equations, show that variables like procedural justice and distributive justice have positive impact on satisfaction with complaint handling and the variable of perceived value has a positive effect on loyalty (repurchase intention) and loyalty (word-of-mouth communication), but the hypothesis that satisfaction with complaint handling has a positive effect on trust in company and the personnel and also on loyalty is rejected.*

Keywords: *Interactive Justice, Procedural Justice, Distributive Justice, satisfaction with complaint handling, customer's loyalty, trust in the company and the personnel, perceived value.*

I. Introduction

In the present era we are experiencing a paradigm shift in marketing area, which basically emphasizes the retention of current customers or the focus on singular exchanges, rather than the pursuit of new customers. The marketing science explains that the marketers should try for both the retention of current customers and the attraction of new ones. Thus the marketers try to provide their best services for the satisfaction of the customers. The researchers argue that customer's happiness, affects the customer's loyalty, word-of-mouth communication, and purchase intention, makes the personnel more efficient and lessens the change and relocation of services. According to this, trust has a significant role in the promotion of loyalty and relational exchanges. Trust is an integral part of long-term and stable relationships between the customers and organizations. In service marketing, a stable company-customer relationship needs trust (Berry and Parasuraman, 1991). Influential service marketing depends on trust, since the customer should buy the services more than its use and experience. During the servicing process some failure, irritation, complaint or mistake, may happen. Since there are individual relationships between the servers and customers; thus relational mistakes may cause dissatisfaction of the customer which is followed by his complaint. Regarding the issue of handling the complaints, current studies have provided us with significant evidences showing the adequacy of the concept of justice for understanding the improvement of services and its consequences. On one hand, the companies are willing to successfully handle the customers' complaints, and on the other the marketers try to end the customers' complaints using the concept of justice. The concept of justice includes three dimensions of distributive justice (profits and expenses between the correspondents) and procedural justice (which is related to the policies and procedures used by the companies during the complaint process) and interactive justice (includes the treatment of a customer during the complaint process). Maxham and Netemeyer have proved that those customers who complain more than once, would be satisfied, if in handling the second complaint the discontent be made up. There is the belief that evaluation of justice would affect the trust of the personnel and the company. Ruyter and Wetzels (1999) studied the direct relationship between the dimensions of justice and the customer's trust. They argue that failure of the unit in providing services, probably, would not lessen the customer's trust, but an improvement which is received by the customer as unfair is a double failure and may have a decreasing significant effect on trust. In relational exchanges, customers' trust in the personnel has an effect on the personnel's trust in the company (Sirdeshmukh et al, 2000). Furthermore, to satisfy the customers with the way their complaints are handled, it is suggested that the customers' previous experiences should be taken into account, since trust is obtained not through a story which is made but through successful experiences with the company. Previous experiences which have led to complaints, would probably affect the trust. Customers'

loyalty is determined by a set of diverse behaviors, which shows the motivations for keeping the relationship with the company. Concerning the risk inherent in exchanges, trust would help the relationship to be constant and based on loyalty. Thus the more the customers' trust in the company and personnel increases, the more probable is the involvement of the customers in a long-term relationship with the company. Happiness after complaint would positively affect loyalty, the logic of this relationship is based on the theory of social exchanges, in which both sides are motivated to gain their advantages. In addition to the final satisfaction and trust of the customer on his loyalty, the level of perceived value is related to customer's evaluation regarding the advantages in keeping a relationship with the company. in this research we study the complaint handling in telecommunication companies. Our aim is to study the antecedents and consequences of customer's trust after complaint handling. We also try to give an exhaustive understanding of the evaluation of the cases involving complaint and also the customers' trust in the company and personnel. Taking into account the degree of competition among cell phone companies, and with regard to the fact that the competition among managers would affect the customers, we study the handling of customers' complaints.

II. Research Background

In her research, a study of the effects of observing justice on the effectiveness of service-providing organizations in satisfying the customers, Zeynali (2013) obtained these results. The aim of this research was to determine the effect of observing justice on organizational effectiveness in having the customers' satisfaction. The results showed that perceiving justice on the personnel's part is a ground for job satisfaction and more efficiency and hence an influential factor in making the customers happy which in turn leads to organizational effectiveness. In studying the management system of handling the complaints in Parsian Bank customers' view by Mohammad Miri , in 2007, the following results are obtained. That there is a significant relationship between the system of response to customers' complaints and customer retention and since this value is a positive value it could be said that any improvement in the system of response to customers' complaints and the related factors would lead to customer retention. Thus an approach should be taken to improve the system of response to customers' complaints. Arash Sediq, a student of business management, marketing field, in Islamic Azad University of Qazvin, has, in his research entitled "A study of the effect of theory and perception on customers' decision to complain (a case study of the spare parts in the productions of Iran-Khodro and Saipa companies.)" obtained these results:

Generally, marketing managers in Iran-Khodro and Saipa companies, have increased the customers' satisfaction, through understanding the role of theory and perception variables related to the complaints, and by employing effective marketing strategies. The first point which the companies should notice, is that customers' desirable view toward complaint may increase the possibility of their decision to complain, and since the idea of success in complaint is affected by customers' weariness, an adequate and long-term system should be made to increase the hope and return the trust to the customers. Furthermore, regarding the importance of customers' view on making a decision to complain, one would say that through long-term programs, the customers' view on complaining, should be improved. Also, with regard to the fact that, generally, the customers' views are affected by their previous experiences of complaint, the customers' complaints should be taken care of regularly and constantly so that they would be satisfied in every case of complaint.

III. The concept of Justice and its aspects

Since complaining a company has a pugnacious nature, and justice theories have explained the situations in which there are oppositions, we also use the theory of justice to handle the customers' complaints. Justice is related to the adequacy of decisions. A three-dimension view of justice is gradually developed, which includes distributive justice, procedural justice, and interactive justice. This subject is explained by researcher. They saw that justice is not only related to the distribution of the result, but also to its application method in relationship. According to this and other related texts, in marketing area and also in discussions concerned with the organizational justice, justice is studied in its three distributive, procedural, and interactive dimensions. Nevertheless, there are researches which study the concept of justice from a mono-construct perspective. In a research, informational justice is mentioned as the fourth dimension which can be evaluated in the form of procedural justice. But in researches these dimensions are studied individually. Companies want to handle the customers' complaints successfully. Those customers who communicate their complaints are more profitable than those who do not response. The effort to handle the complaints shows marketers' aim for ending the problems of customers. Marketers try to use the concept of justice, in order to end the customers' complaints. The concept of justice is made up of three dimensions of distributive justice (the benefit related to the results received by customers,) procedural justice (the approaches taken to make profit,) and interactive justice (individual interaction between the marketer or employee and the customer) proved that those customers who complain more than once are satisfied if their second complaints are handled perfectly. The customers would ignore the unsatisfactorily-handled first complaint if the handling of the second one is desirable. When handling the first complaint is desirable, but, following that, the handling of the second is unsatisfactory, the customers

will keep in mind the discontent and lack of complaint management¹. These results correspond to Beats (1990), who asserts that when the failures are rare, customers would allow them, but when the failures are frequent, the customer feels dissatisfied. The service-related encounter and interaction of marketer and customer is the moment of truth and honesty.

1. Blodgett and et al (1998) have found out that the effect of interactive justice on satisfaction with complaint handling is relatively more than distributive and procedural justice. While in different studies done by Goodwin and Ross (1992), Smith et al (1999), Santos and Rossi (2002), distributive justice explained a relatively more percentage of the total effect of perceived justice on satisfaction. Thus, every dimension of the justice, would affect the evaluation of customers regarding their satisfaction with handling the complaints. According to what was said, the first hypothesis is resulted:

H 1: There is a significant relationship between perceiving the justice and being satisfied with complaint handling.

2. According to the researches done by Tax and Others (1998), who have studied the relationship between satisfaction and intermediary variables, there is a significant relationship between satisfaction and the trust after complaint, based on which satisfaction with the debate management has an important role in increasing or decreasing the trust in the sides involved. Thus the second and third hypotheses could be suggested.

H 2. There is a significant relationship between satisfaction with complaint handling and trust in the company.

H 3. There is a significant relationship between satisfaction with complaint handling and trust in the personnel.

3. One of the few studies concerned with the study of the relationship between the dimensions of justice and customers' trust, was Royter and Wetzels' study, who found a significant relationship. The basis of this relationship lies in the fact that a single failure in providing services, would probably not spoil customers' trust in the company, but a correction which is seen by customers as unfair, is a double failure and may have a significant decreasing effect on trust. Therefore, the fourth and fifth hypotheses could be suggested.

H 4. There is a significant relationship between perceiving the justice and trust in the company.

H 5. There is a significant relationship between perceiving the justice and trust in the personnel.

IV. Customers' trust

Scientific and conceptual researches, consider trust as an integral part in making long-term, and strong relationships between customers and organizations.

Hessing and Sirdishmukh (2000), believe that trust is not a necessary part in the company-customer exchanges, exactly as the presence of distrust would not, in itself, prevent these exchanges from happening. The situation changes according to the mechanisms which are affected by the level of trust.

According to Burt, Sitkin, and Camera, there is an agreement among researchers, concerning the conditions in which trust makes sense.² One of these conditions is the existence of risk which points out to the conceived possibility of loss. The uncertainty about whether others' attempts are adequate or not, or is there any sign of the risk source.

Researcher take the general satisfaction of the customers as a construction made up of 3 distinguished dimensions.³ To wit:

The person who is involved in the first encounter

Main service organization

Dony and Canon (1997) have provided evidences which show that service-providing companies and sale agencies discern different aspects of trust from the purchaser company's point of view.

The study done by Santos and Rossi identified a model in which customers' evaluation of the cases of complaint is one of the circumstances for trust (Santos and Rossi, 2002). While in comparison with a similar competing model, which show the dimensions of generosity and decency as circumstances for trust, this model is more efficient.

V. Consequences of the customers' trust

As a consequence it is expected that trust in the company and personnel has a positive effect on the loyalty of the customer to the service-provider. In this study, customer's loyalty is defined as a behavioral intention for making a long-term relationship with the service-provider. As the customer's loyalty is determined by the intention of doing an omnifarious set of behaviors which show a motivation for keeping a relationship with the main company. Like behavioral intentions, it has many aspects, among which are: second purchase, less sensitivity to the prices, and devotion of the better part of the wallet to the service-provider of grave importance are the intention for second purchase, and word-of-mouth communications, which are used in recent studies as dimensions of loyalty. Following a similar standpoint, in this study, these two are used for measuring loyalty.

The logic behind the effect of trust on loyalty is simple; trust provides a guarantee for proper and agreeable operation of the company, and makes sure that the customer would, for gaining the value of further exchanges,

keep the relationship with the provider. To decrease the risk inherent in the exchanges, trust would help to make the relationship constant and create a sense of loyalty. Thus the more the customer's trust in the company and its personnel, the more the possibility that he get involved in further exchanges and long-term relationship with the company. Furthermore, customers would talk about the companies with which they have loyal relationships and suggest them to their acquaintances.

4. in the researches done by Sirdishmukh and others (2002),they found out that in relational exchanges, customers' trust in the personnel, would heavily affect the personnel's trust in the company. Bergen used the theory of In marketing to assert that the personnel as representatives of the company, would interact with customers under guidelines and laws ordained by the company. Thus the sixth hypothesis is that:

H 6. There is a significant relationship between trust in the personnel and trust in the company.

5. As a consequence, it is expected that customer's trust in the company and personnel positively affect the customer's loyalty to the service-provider. The results of numerous researches suggest that the satisfaction after complaint would also positively affect loyalty. The logic of this relationship seems to be based on the theory of social exchanges, which suggest that the parts involved in the exchange, are motivated for taking advantages of the exchange. Results strongly declare that the level of satisfaction with complaint handling, positively affect purchase intention in the future, second purchase of the complainers, and also word-of-mouth communication. In the research done by Sirdishmukh and others (2002), the perceived value is seen as an important circumstance for customer's loyalty notwithstanding the class of services. Therefore we have in this research 7th, 8th, 9th, and tenth hypotheses. The conceptual model is also as follows.

H 7a. There is a significant relationship between trust in the personnel and loyalty (customer retention.)

H 7b. There is a significant relationship between trust in the personnel and loyalty (word—of-mouth communication)

H 8a. There is a significant relationship between trust in the company and loyalty (customer retention)

H 8b. There is a significant relationship between trust in the company and loyalty (word-of-mouth communication)

H 9a. There is a significant relationship between satisfaction with complaint handling and loyalty (word-of-mouth communication)

H 9b. There is a significant relationship between satisfaction with complaint handling and loyalty (customer retention)

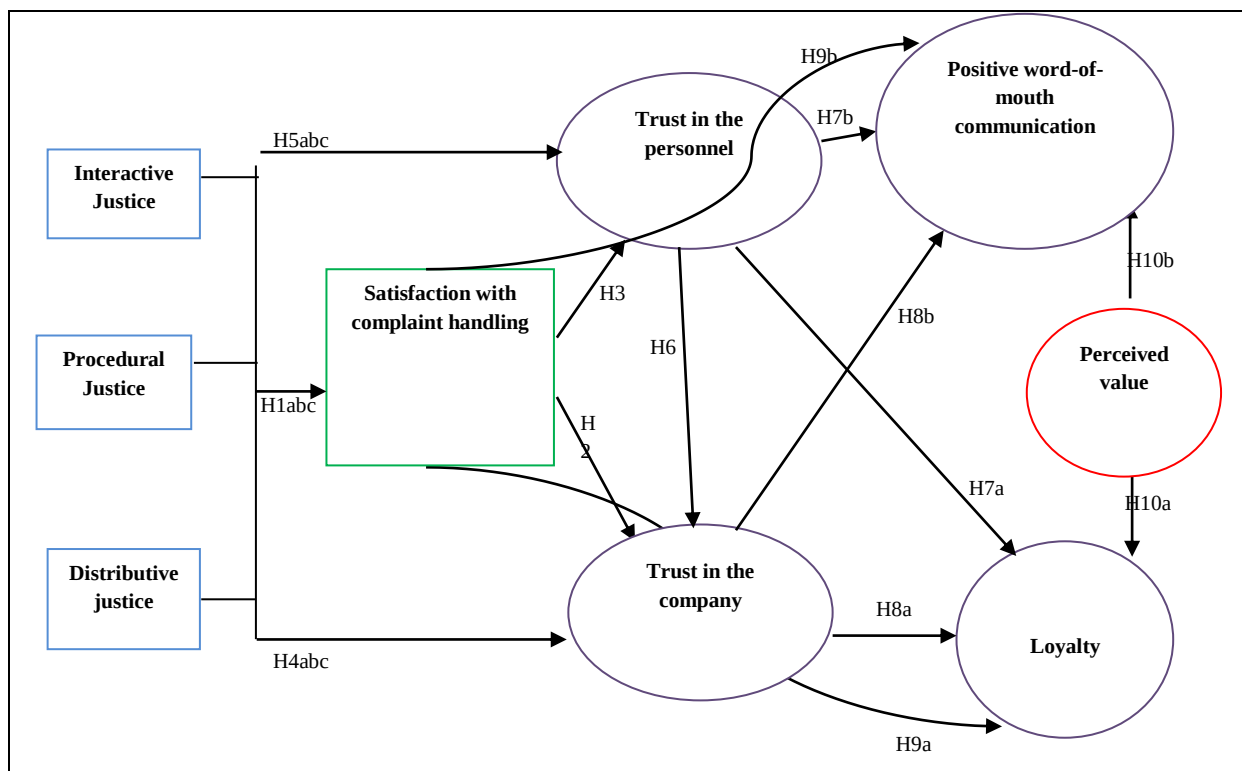
H 10a. There is a significant relationship between perceived value and loyalty (customer retention)

H 10b. There is a significant relationship between perceived value and loyalty (word-of-mouth communication)

VI. The analytic model of the research

Our model is taken from the article entitled “circumstances and consequences of customer's trust concerning the improvement of services,” by Christina Pizotti and Denilonder (2008). (This article is selected from Brazilian Administration Review.)

Picture 1. Conceptual model of the research



VII. Method

Regarding data collection, the research is a descriptive-survey one. The research is descriptive in that, it is a description of variables, conditions, and effective phenomena on the relationship between complaint handling, and the dimensions of perceived justice on customers' trust and loyalty in cellphone users. As the nature of variables, and the relationship between the variables which affect the relationship between complaint handling, and perceived justice on trust and loyalty is studied, the research is a survey one. Since the aim of this study is to present a research model concerned with the study of the effect of complaint handling on customer's trust in and loyalty to the services provided by cellphone companies, regarding the dimensions of perceived justice, this research is a practical one. The method of collecting data is using questionnaire. The research data is obtained through distribution of questionnaires among 400 customers of Samsung cellphones. The arranged questionnaire, which includes 38 questions based on seven scale spectrum of Likert, is designed and brought according to the written research, in Table 1.

Table 1. Studying the research's questionnaire			
Variable under study	Related questions	Number of indexes	Resource
Interactive justice	1 to 6	6	Tax et al, (1998)
Procedural justice	7 to 12	6	Tax et al, (1998)
Distributive justice	13 to 16	4	Tax et al, (1998)
Happiness with service reform	17 to 19	4	Tax et al, (1998)
Customer's trust in the attempts and policies in the management	20 to 23	4	Oliver and Swan, (1989)
Customer's trust in frontline personnel	24 to 27	4	Sirdeshmakhetal, (2002)
Perceived justice	28 to 31	3	Zeithamletal, (1996)
Loyalty (word-of-mouth communication)	32 to 34	3	Zeithamletal, (1996)
Loyalty (customer retention)	35 to 38	4	Santosndrossi, (2002)

To test the hypotheses, Structural Equation Modeling, Hierarchical regression, and Correlation are used. Structural Equations Modeling (using Lisrel software) is a multi-variable strong technique which mainly emphasizes on latent variables which are in turn the effects of other evident variables.

VIII. Results

A. Descriptive analysis of the results of research questionnaire

Distribution of the research data, based on demographicvariables (gender, age, education, salary, marital status,) taken from the research's main questionnaire, is summarized in Table 2.

Table 2. Statistical description of the research's demographic samples			
Demographic variables		frequency	percentage
Gender	male	203	52/7
	female	182	47/3
Age	Less than 20	23	6
	21 to 30	205	53/2
	31 to 40	114	29/6
	41 to 50	33	8/6
	More than 51	10	2/6
Education	Under high school degree	23	6%
	High school degree	72	18/7
	Undergraduate	79	20/5
	B.A	160	41/6
	M.A	48	12/5
	PhD	3	8

Marital status	Married Single	160 222	41/6 57/7
Income amount	Less than 500000 tomans 500000-1000000 1000000-1500000 1500000-2000000 More than 2000000	126 169 45 25 20	32/7 43/9 11/7 6/5 5/2

52 percent of the statistical population are male and the remaining 47 percent are female. The most frequency is in the ages between 21 and 30 which constitutes 53 percent of the statistical population, and next is the category of ages between 31 and 41 which constitutes 29 percent of the statistical population. Concerning education, the most frequency is in the category of those with B.A. degree and the less frequent is the category of those under high school degree (6 percent). 57 percent of the statistical population are single and 41 percent are married. And finally, 43 percent of the people asked, have an income ranging between 500,000 to 1,000,000 and only 5 percent have an income of more than 2,000,000.

B. The validity and Reliability of the research

To study the validity and to standardize the research constructions, exploratory and confirmatory factor analysis methods were used. According to the obtained results, and in comparison with the accepted domain, it can be said that all of the fitting indexes are situated in the accepted domain. Thus the congruency between the collected data and the model is appropriate the results of which is shown in the Table 3 classified by according to the variables.

Congruency index	CFI	NNFI	NFI	AGFI	CFI	RMSEA	χ^2/df
Accepted domain	>0.9	>0.9	>0.9	>0.9	>0.9	<0.1	<5
Interactive justice	1	1	1	1	1	0.030	1.35
Procedural justice	0.97	0.92	0.97	0.88	0.97	0.079	3.37
Distributive justice	1	1	1	1	1	1	0.385
Satisfaction with complaint handling	1	1	1	1	1	1	0.000
Trust in the proceedings of management and the company	1	0.98	1	0.93	0.99	0.107	5.4
Trust in the personnel	0.99	0.98	0.99	0.94	0.99	0.099	4.79
Loyalty (word-of-mouth communication)	1	1	1	1	1	0.000	0.000
Loyalty (customer retention)	1	0.99	0.99	0.96	0.99	0.080	3.47
Perceived value	1	1	1	0.98	1	0.025	1.24

Table 3. Fitness characteristics of the Structural Equations model

The reliability of the questionnaire is measured using Cronbach's Alpha and spss software the result of this is brought in Table 6. Therefore it can be said that the mentioned questionnaire is credentialed enough.

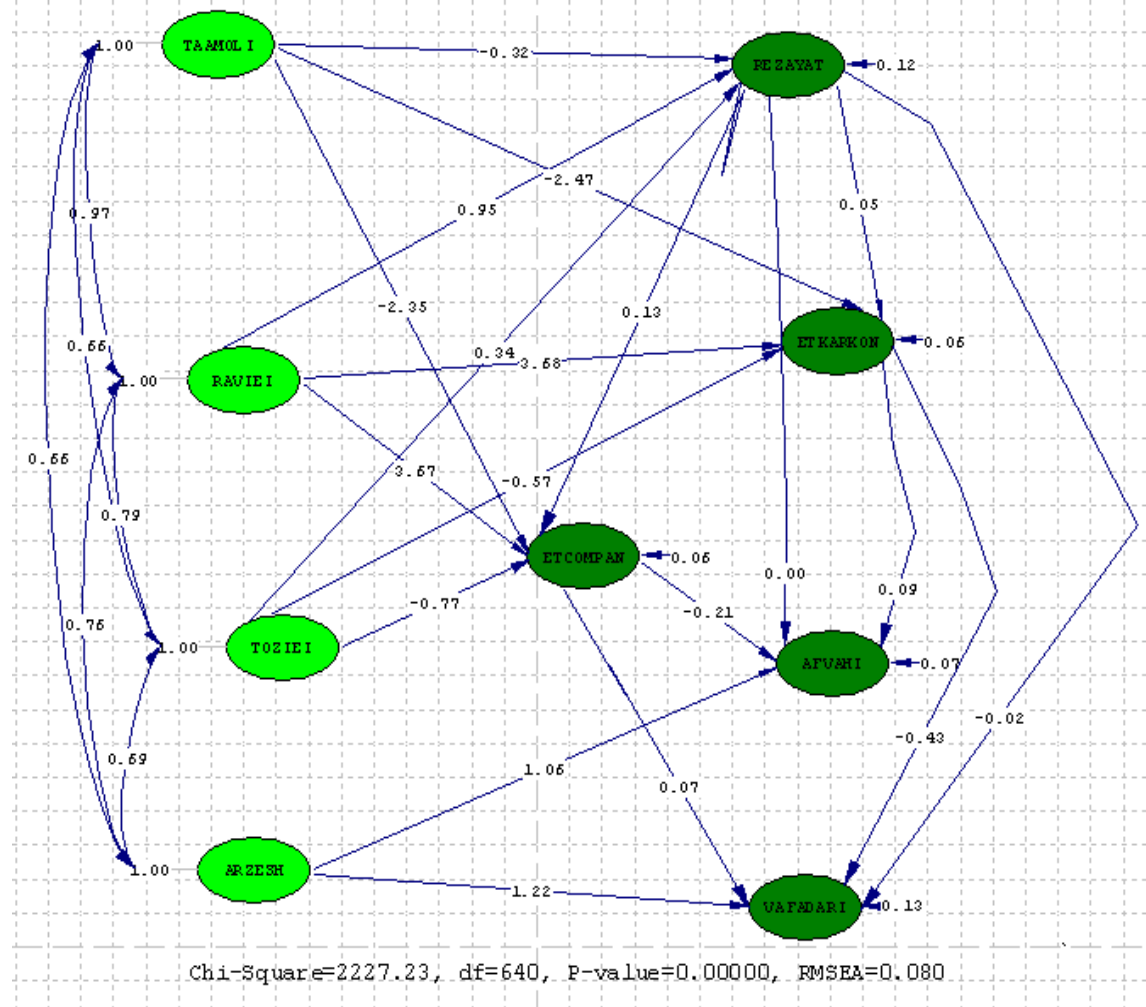
variable	(n=300)
Interactive justice	0/856
Procedural justice	0/832
Distributive justice	0/841
Satisfaction with service reforms	0/891
Trust in the management proceedings	0/935
Trust in the personnel	0/920
Perceived value	0/892
Loyalty (word-of-mouth communication)	0/926
Loyalty (customer retention)	0/887

Table 4. Cronbach's alpha of the research variables

C. Testing the research's main hypotheses using Structural Equations Model

In order to accept or reject the hypotheses of this research, and to test the research model, Structural Equations Model and specifically path analysis by Lisrel software is used. Path analysis (structural model) is a technique which shows the relationship between the research's variables (independent, intermediary, and dependent) simultaneously. To study the effects of independent variables of the research on dependent variables, a hypothetical model was designed based on the research background. In this research, simultaneous study of the hypotheses was done in the form of the primary model. To evaluate the hypothetical model of this research, the parameters are calculated using Maximum Likelihood Method. The calculated parameters include validity coefficients. Finally the indexes for the evaluation of model fitness and the form of the fitted model are reported.

Before studying the model, we should ask how our model of fitness is, or in other words, is it adequate or not. In general, there are two indexes for evaluating the fitness of the model: 1. Goodness indexes, and 2. Badness indexes. Goodness indexes like CFI, NNFI, NFI, etc. are the more in value, the better. The suggested value for these indexes is 0.9. The badness indexes, also, include X2/df and RMSEA, the decrease of which in value show an increase in the fitness of the model. The permitted limit for X2/df is 5, this value is 0.1 for RMSEA. Picture 2 shows the research model in the process of estimating the standards. Table 5 shows the indexes for the fitness of the model. According to the results obtained from the Lisrel software output, X2/df=3.48 and RMSEA=0.080. CFI, NNFI, NFI indexes are also all above 0.9. Therefore we can conclude that the presented model is adequate.



Picture 2. The research's model in the process of estimating the standards

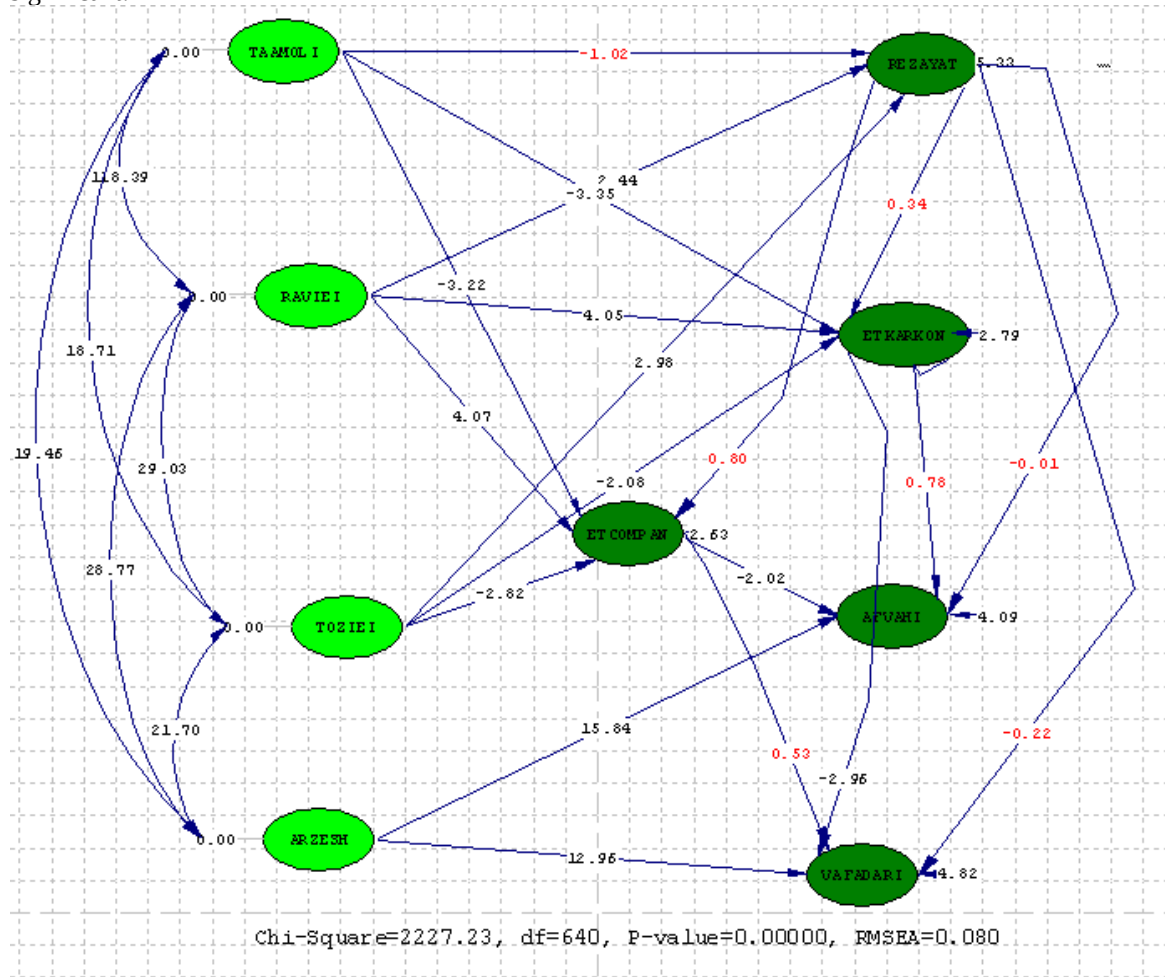
Congruency index	CFI	NNFI	NFI	AGFI	GFI	RMSEA	χ^2/df
Accepted domain	> 0.9	> 0.9	> 0.9	> 0.9	> 0.9	< 0.1	< 5
Result	0.98	0.98	0.97	0.73	0.77	0.080	3.48

Table 5. Goodness-of-fit indexes of the research

D. Testing the significance of relationships

To show the significance of the existing relationships, T-Value index is used. This index is measured by the division of each parameter's coefficient by that parameter's standard deviation error. Furthermore, its absolute value should be more than 1.96 so that the statistical significance of these estimations is verified. According to the Lisrel software output, the measured tshows that 6 of the research's paths are insignificant; the relationships between the variables of interactive justice and satisfaction with complaint handling and trust in the personnel, between the variables of trust in the personnel and loyalty (word-of-mouth communication), and between those

of trust in the personnel and loyalty (customer retention), between the variables of satisfaction and trust in the company, between those of satisfaction and loyalty (word-of-mouth communication), and between those of satisfaction and loyalty (customer retention) are all situated in the domain between 1.96 and -1.96 which shows the insignificant relationship between these variables. But the relationships between the variables of procedural justice and satisfaction with complaint handling, and between those of distributive justice and satisfaction, between the variables of perceived value and loyalty (customer retention), and those of perceived value and loyalty (word-of-mouth communication), and also between the variables of procedural justice and trust in the personnel and the company, are not situated in the 1.96 and -1.96 domain, which shows that these paths are significant.



Picture 3. Statistic of t and significance level in the final model

The effect of justice perception (interactive, procedural, and distributive) on satisfaction with complaint management with an error level of 5%, shows the fact that distributive justice ($t=0.44$ & $a=0.34$) has the most effect on the satisfaction, while the effect of procedural justice, however significant ($t=0.44$ & $a=0.95$), has a mediocre level of effect, and also the effect of interactive justice on satisfaction is insignificant ($t=-1.02$ & $a=0.32$). Analytical results, obtained from collected samples, in the error level of 5% shows that this hypothesis is rejected ($t=0.80$ & $\beta=0.13$). According to the resulted relationship, satisfaction with complaint handling has no positive effect on customers' sense of trust in the company. Analytic results, obtained from collected samples, in the error level of 5% shows that this hypothesis is rejected ($t=0.34$ & $\beta=0.05$). According to the resulted relationship, satisfaction with complaint handling has no positive effect on customers' sense of trust in the personnel. The effect of justice perception (interactive, procedural, and distributive) on trust in the company, with an error level of 5%, shows the fact that procedural justice, has the most effect on trust in the company ($t=4.07$ & $a=3.67$), while the effects of interactive justice ($t=-3.22$ & $a=-2.35$) and distributive justice ($t=2.02$ & $a=-0.77$) are diverse.

The effect of justice perception (interactive, procedural, and distributive) on trust in the personnel, with an error level of 5%, shows the fact that procedural justice, is not the most effectual in trust in the personnel ($t=4.55$ & $a=3.68$), while the effects of interactive justice ($t=-3.35$ & $a=-2.47$) and distributive justice ($t=2.08$ & $a=-0.57$) are diverse.

Analytic results, obtained from collected samples, in the error level of 5% shows that the hypotheses 7a ($t=-2.95$ & $\beta=-0.43$) and 7b ($t=-0.78$ & $\beta=0.09$) are rejected. According to the resulted relationship, trust in the personnel has a diverse relationship with loyalty (customer retention) and is not effectual on loyalty (word-o-mouth communication.)

Analytic results, obtained from collected samples, in the error level of 5% shows that the hypotheses 8a ($t=0.53$ & $\beta=0.07$) and 8b ($t=-2.02$ & $\beta=-0.21$) are rejected. According to the resulted relationship, trust in the company is not effectual on loyalty (customer retention) and has a diverse effect on loyalty (word-o-mouth communications.)

Analytic results, obtained from collected samples, in the error level of 5% shows that this hypothesis is rejected ($t=-0.01$ & $\beta=0.00$). According to the resulted relationship, satisfaction with complaint handling has no positive effect on loyalty (word-of-mouth communications.)

Analytic results, obtained from collected samples, in the error level of 5% shows that this hypothesis is rejected ($t=-0.22$ & $\beta=-0.02$). According to the resulted relationship, satisfaction with complaint handling has no positive effect on loyalty (customer retention.)

Analytic results, obtained from collected samples, in the error level of 5% shows that this hypothesis is accepted ($t=12.96$ & $a=1.22$). According to the resulted relationship, perceived value has an effect on loyalty (customer retention.)

Analytic results, obtained from collected samples, in the error level of 5% shows that this hypothesis is accepted ($t=15.84$ & $a=1.06$). According to the resulted relationship, perceived value has an effect on loyalty (word-of-mouth communications.)

IX. Conclusion

From a scientific and an academic point of view, this research model has not studied some of the subjects, but has instead studied some of the subjects related to the knowledge. To wit: 1. Trust as a multi-dimension construction, trust in the personnel, and trust in the directorial operations of the company; 2. Evaluations of the justice, and also straightly and distinguishably, dimensions of trust on dimensions of loyalty; 3. The effect of perceived value on customer's loyalty; 4. The examination of satisfaction's intermediary role between the dimensions of justice and trust; 5. The examination of trust's intermediary role between trust in the personnel and dimensions of loyalty; and 6. Loyalty as a two-dimensional construction which includes repurchase intention and suggestion of the company to others. The limited role of satisfaction with complaint handling in making the sense of trust after the complaint was a theoretical aid of this study. That does not mean that satisfaction is not related, but when we set the evaluations of justice as antecedents of trust, it loses the relationship. According to the effect of satisfaction with complaint handling on the intention for repurchase and word-of-mouth communications, distributive dimensions of recovery process, the most effectual dimensions on satisfaction, should be taken into account by managers. Finally, the researches should study the strategies to rectify different kinds of failure. This research studies the effect of handling the complaints on customers' trust and loyalty, according to the dimensions of perceived justice, only in SAMSUNG mobile company. Thus it is suggested that further researches be done on other areas of industry like, lap top, ICDL, hotel management, etc. with a greater number of samples, and more ability of extension. On the other hand this research is done in Tehran. By doing this in other cities, and by considering the current culture of the cities, it can be studied that whether the demographic characteristics of the customers and cities' cultures would help to moderate or change the effect of complaint handling on trust and loyalty. Moreover, further researches can study other antecedents of the dimensions of trust, rather than those mentioned, which increase the ability of this variable for anticipation. Longitudinal studies, like the current research, are adequate to study the sequence of assumed phenomena. Also, in this study the relationship between satisfaction and trust is rejected due to several variables, the causes of which could be studied in further researches.

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