

Systematic Review of Customer Satisfaction in Perceived Justice: In the Context of Yangtze River Delta Real Estate Enterprise Customers

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Abstract

Customer expectation is actually a reference point to evaluate customer service experience. Customer satisfaction is affected by customer expectations. Only when perceived service experience exceeds customer expectations can customers be satisfied. This study constructs a relationship model between customer complaint response and customer satisfaction in real estate enterprises in the Yangtze River Delta. This systematic review research illustrates more about Customer Satisfaction theory in depth by analyzing the moderating role of Controllable Attribution on Complaint Response and Perceived Justice. It is revealed that customer expectation is regarded as the standard of customer satisfaction or dissatisfaction. Customers often compare their perception of actual consumption experience with their expectations. Only when their perception is higher than their expectations will they be satisfied. This research concludes that the higher customer expectations, the lower customer satisfaction, that is, customer satisfaction is negatively related to customer expectations.

Keywords: Customer Satisfaction; Complaint Response; Perceived Justice; Yangtze River Delta; Moderating Analysis

1.0 Introduction

Customer satisfaction is the focus of enterprise competition at present. Many enterprises take customer satisfaction as the indicator of enterprise adjustment. When an enterprise develops to a certain stage, customer satisfaction will become the bottleneck of its take-off (Ali et al., 2022). In today's situation of increasingly homogeneous physical products,

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the role of service is particularly prominent, which is the key link to determine the survival and development of enterprises, and some characteristics of service different from physical products, such as invisibility, perishability, heterogeneity, inseparability and difficult storage, have increased the pursuit of customer satisfaction in this industry. Before the "occupy Wall Street" activities in the United States, some news streams said that American enterprises are likely to gradually leave China. In addition, at present, China's preferential conditions for attracting foreign investment have been gradually cancelled.

(Jamalnia et al., 2023) proposed a solution to customer complaints. First of all, we must pay attention to customers, treat every customer complaint seriously, and listen to customers' complaints; Solve problems in the shortest time and within a time acceptable to customers; At the same time, we should also authorize front-line employees to deal with problems flexibly when they encounter customer complaints. (Wang et al., 2020) proposed a customer satisfaction model based on inconsistent expectations and information.

1.1 Research Objectives

Based on the problem statement, this study puts forward research objectives for the specific organization group of real estate development enterprises in the Yangtze River Delta.

RO₁ – To explore the relationship between complaint response and perceived justice

RO₂ – To examine the moderating effect of complaint attribution in the relationship between complaint response and perceived justice.

RO₃ – To comprehend the influence of perceived justice on customer satisfaction.

RO₄ – To critically analyze the mediating effect of perceived justice between complaint response and customer satisfaction.

1.2 Research Questions

Based on above Research objectives, the research questions of this study are as follows.

RQ₁ - What is the relationship between complaint response and perceived justice?

RQ₂ - Does complaint attribution have a moderating effect in the relationship between complaint response and perceived justice?

RQ₃ - What impact does perceived justice have on customer satisfaction?

RQ₄ - Does perceived justice have a mediating effect between complaint response and customer satisfaction?

The research shows that only through the highest level of complaint response can customer satisfaction and loyalty be effectively improved. According to (X. Zhou & Chen, 2021) it is found that when customers have established a certain relationship with the enterprise, they have extremely low expectations of complaint response, and low complaint response expectations and low service stability greatly improve customers' satisfaction with complaint response.

Chinese scholars have explored customer satisfaction and related concepts. Yuan (Barroso & Laborda, 2022) believe that the primary condition of customer satisfaction is service feeling, and the research, exploration and summary of service feeling quality directly determines the height of customer satisfaction; (G. Zhou et al., 2022) conducted empirical research on 13 industries such as hotels and explored the relationship between satisfaction and customer loyalty. (Kebah et al., 2019) found that high-quality and high-level service quality will inevitably lead to high-level customer satisfaction by studying customer satisfaction and customer complaints in the tourism industry. Based on the application of customer satisfaction theory in the service industry, (Mohd Adnan & Valliappan, 2019) proposed the key research angle of customer perceived service quality, and further proposed the strategy of improving customer satisfaction through improving perceived service quality.

2.0 Literature Review

(Halstead et al., 2002) proposed that customer perceived justice refers to the ratio of the benefits and cost contribution of the customer and the enterprise in the transaction or the ratio of the relative perception of the product or service performance with other customers. That is to say, the psychological feeling of customers in the process of fair treatment of consumption (Raju & Phung, 2020). Customer perceived justice includes three parts: result justice, procedural justice and communication justice.

2.1 Perceived Justice

(Islam et al., 2021) believes that distributive justice refers to customers' perception of fairness in the transaction results. When there is a gap between the expected service or product and the actual output, there will be unfair perception (Chetty & Phung, 2018). When evaluating the fairness of results, customers generally adopt the following principles. First, the principle of balance. Compared with those customers whose input is not as good as their own, they deserve better treatment (Raju, 2021). For example, regular customers in airlines will think that they should get more favorable fares than ordinary passengers. Second, the principle of equality. For example, customers who hold discount tickets or free tickets will feel that they are entitled to the same services and gifts. Third, the principle of meeting needs. Different customers deserve different attention (Polas et al., 2020). For example, the elderly and the disabled should receive more care. In the process of consumption, customers perform justice through service, information, price and other aspects to form their overall satisfaction.

(1) The influence of perceived service fairness on customer satisfaction

Customers' perception of service fairness includes two stages: normal service and remedial service. In most normal service processes, customers need to contact service personnel. However, even the best enterprises will inevitably make mistakes in their work. When the products or services have problems and the interests of customers are damaged, they will quickly enter a "conscious fair state". In fact, when customers feel that they have been unfairly treated in the process of consumption, they may choose the products or services of other enterprises instead of complaining, and enterprises may not have the opportunity to provide

remedial services for customers (Hermina et al., 2021). Therefore, it can be said that general service fairness is the premise and foundation of remedial service fairness.

(2) The influence of conducted informational justice on customer satisfaction

In the transaction process, customers are often the weak side of product and service information. Customers do not have enough knowledge to understand the quality, performance and cost of products. However, they will make inferences based on existing information and previous experience to avoid transaction risks and pursue maximum satisfaction. (Cartagena-Gutiérrez et al., 2021) conducted a survey on more than 100 loan applicants. It shows that, in addition to the attitude of bank employees, whether the applicants have the opportunity to provide relevant information to the bank and whether they can obtain the information from the bank in a timely manner are the most important factors affecting the successful justice and satisfaction of loan applicants. Information justice also includes the fairness of information content and the fairness of information dissemination (Mutua & Kiruhi, 2021). As far as the fairness of information dissemination is concerned, some scholars have conducted simulation experiments on the information of supermarket discount (Banks et al., 2016).

2.2 Customer Satisfaction Theory

Foreign scholars believe that customer satisfaction is a complex emotional reaction, which is affected by many factors. Through combing relevant literatures at home and abroad, this paper finds that there are mainly four factors that have an important impact on customer satisfaction: customer expectation, customer perceived quality, customer emotion and customer judgment on fairness.

(1) Customer expectations and customer satisfaction

Customer expectation is gradually established by customers based on their own consumption experience and understanding of enterprise behavior. It is the judgment and prediction of product or service quality made by customers after considering all aspects of information. (Taufique Hossain et al., 2017) divided expectations into four categories: minimum tolerable expectations, expected expectations, ideal expectations and predicted expectations, and emphasized that the type of expectations determines customer satisfaction. There are two main ways in which customer expectations affect customer satisfaction.

(2) Consumer sentiment and customer satisfaction

Consumer emotion is a collection of emotional reactions produced by customers in the process of using products or services or consuming experience. (Raju, 2018) systematically discussed the influence of customers' consumption cognition and consumption emotion on customer satisfaction in the field of consumer goods, and found that both positive and negative consumption emotions of customers have a direct impact on customer satisfaction. (Zhang et al., 2022) took the tourism industry as the research object, investigated the relationship between consumer emotion and customer satisfaction, and found that tourists' emotional reaction in the process of tourism seriously affected their satisfaction. (Bottraud & Rhoades, 1985) studied the impact of consumer emotion on customer satisfaction in the process of

after-sales service. The results show that positive consumer emotion will have a positive impact on customer satisfaction, while negative consumer emotion will have a negative impact on customer satisfaction. (Malik, Shahab Alam et al., 2010) pointed out that when expectations, performance and the impact of inconsistency are taken into account, positive emotions will lead to an increase in customer satisfaction, while negative emotions will lead to a decrease in customer satisfaction.

(3) perceived justice and customer satisfaction

Customer perceived justice refers to the ratio of the benefit and cost contribution of the customer and the enterprise in the transaction, or the ratio of the relative perception of the product or service performance with other customers, that is, the psychological feeling of the customer in the transaction for the fair treatment of the consumption process. Customer perceived justice includes three parts: result justice, procedural justice and communication justice. (Zhang, M, Griffeth, 2011) studied the impact of procedural justice and communication fairness on customer satisfaction. The results show that when there is no tangible compensation for customers, listening to customers' voices and apologizing cannot improve customer satisfaction. Smith et al. (1999) conducted a study on hotels and restaurants, which showed that among the customers' perceived justice, the result fairness has the greatest impact on customer satisfaction. (Nazar et al., 2018) explored the relationship between the procedural justice and customer satisfaction and behavior intention against the background of the complaint response of the banking industry, and found that the procedural justice and communication fairness have more obvious effects on the overall satisfaction of customers than the result fairness.

In order to accurately reflect the current quality, the expected value needs to be adjusted repeatedly. Therefore, the higher the perceived performance, the higher the customer satisfaction, that is, the perceived performance is positively related to customer satisfaction.

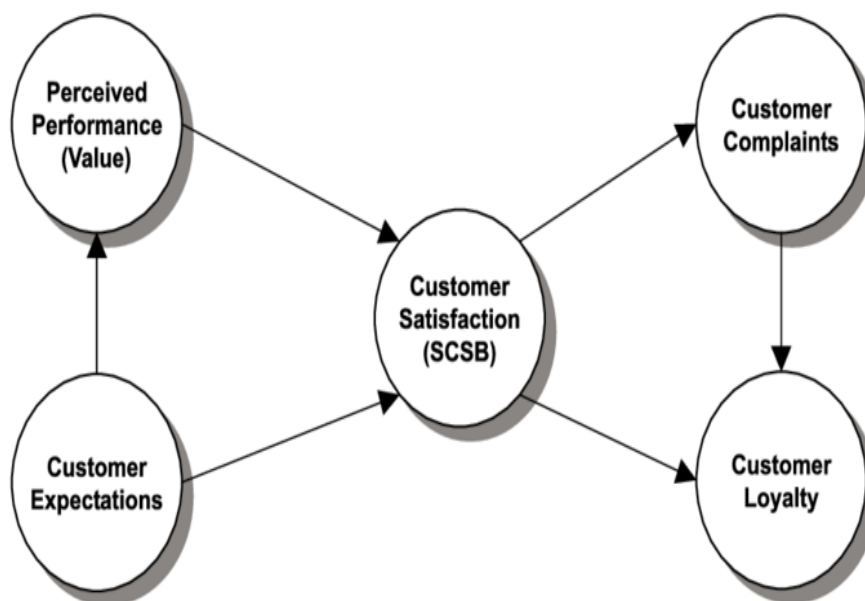


Figure 1 *The Original SCSB Model Source: Fornell et al., 2020*

2.3 Customer Behavior Intention Theory

(Kaynak & Hartley, 2008) put forward the concept of behavioral intention for the first time in the theory of attitude, which holds that attitude is composed of belief and feeling, the formation of behavioral consciousness is directly affected by attitude, and attitude indirectly affects people's behavior through consciousness. Feeling, belief, attitude and behavior intention can all affect people's behavior, but behavior intention has the most direct impact on behavior. In view of this, they believe that behavioral intention can directly and accurately predict a person's behavior. Chinese and foreign scholars have done a lot of research on behavioral intention and put forward their own definition of behavioral intention. The concept of behavioral intention is sorted out and summarized by consulting relevant domestic and foreign literatures. The results are shown in table 2-2.

Table 2-1 *Definition of Customer Behavior Intention*

Year	Author	Definition
1975	Ajzen & Fishbein	Customer behavior intention refers to the subjective probability that customers want to engage in a certain behavior.
1982	Smith & Swinyard	It refers to the tendency or possibility of customers to conduct a series of specific activities or behaviors towards the attitude target, and this element is likely to include the actual customer behavior.
1988	Aberger & Folk	It refers to the tendency of customers to take certain specific actions or activities towards products or enterprises after purchasing products.
1991	Ajzen & Driver	Customer behavior intention is the necessary process of customer behavior, which determines the appearance of customer behavior.
1997	Harrison et al.	Customer behavior intention refers to the strength of a customer's spontaneous plan to engage in a specific behavior. If other specific environmental factors do not affect the customer's behavior plan, the stronger the customer's intention to engage in the specific behavior, so as to engage in the behavior.
2019	Wen Chaoqun & Xia Zhoucheng	Customer behavior intention refers to the repurchase behavior, recommendation intention and transaction intention that customers may take for related products according to their own consumption experience.
2020	Hou Xue	Customer behavior intention means that customers influence their own attitude, the possibility of recommending to others and their future intention by evaluating and perceiving the environmental experience process.

Source: *Author*

3.0 Research Method

The focus of this study is to explore the impact of complaint response on customer satisfaction under the internet background, that is, to explore the impact of independent variables and dependent variables, and to introduce moderator and mediator to fill the academic gap in this field. From this point of view, this study is an analytical study to measure the moderating variable. From the perspective of research purpose, the purpose of this study is to fill the academic gap, that is, the research field is not perfect under the existing theoretical background. The population of this study is individuals who have experienced real estate service failure in Chinese Mainland. After obtaining the personnel list, the researcher distributed 560 questionnaires by mail and telephone, collected 521 questionnaires, excluded 21 invalid questionnaires, and collected 500 valid questionnaires, with an effective recovery rate of 89.29%. This study divides the real estate complaint response under the internet background into three dimensions: material remedy, spiritual remedy and information remedy. This study refers to the corresponding mature scales abroad and designs various items of complaint response. The specific measurement method is shown in Table-1

Table 1 *Initial Measurement Scale for Complaint Response*

Dimensions	Content of measurement
Material Remedy	In response to service failure, real estate service personnel provided various tangible compensation schemes (including online purchase discounts).
	In response to the service failure, the real estate service personnel made gifts or money compensation (on-site collection and online distribution). Real estate service personnel have made substantial efforts to cope with service failure.
Spiritual Remedy	When I complained (including on-site complaints, online complaints and telephone complaints), the real estate service personnel quickly expressed regret.
	When I complain, the real estate service personnel or senior management personnel formally apologize. During the complaint response, the real estate service personnel fully considered my psychological feelings (including online and offline consumers).
Information Remedy	In case of service failure, the real estate service personnel actively provided me with various information communication channels (including telephone, network and information).
	In case of service failure, real estate service personnel can timely inform relevant information such as the reason for service failure. During the complaint response process, the real estate service personnel can timely inform the progress of the problem and other handling conditions.

Source: *Author*

By quoting the previous literature and theoretical research of experts and scholars, this study summarizes a unique set of research methods, that is, through the analysis of the data obtained from the sampling survey, the comparison is made from the two aspects of variables and coefficients, and after the data is obtained, it is carefully checked to make the results convincing to customers.

4.0 Data Analysis

This research focuses on analyzing the Moderating effect of controllable attribution primarily. According to this method, firstly the regression operation of M1 (internal-external attribute) and Xi (three dimensions of complaint response) to YJ (four dimensions of perceived justice) has to be performed. Then Xi * MI is integrated to analyze and compare the previous studies, and the positive and negative proportional relationship between the coefficient and the data is obtained. As shown in Table-2

Table -2: Moderating Effect Test Results

Regression of Y1 to X1 and M1			Regression of Y1 to X1, M1 and X1M1			
β (X1)	β (M1)	R12	β (X1)	β (M1)	β (X1M1)	R22
0.750**	-0.134**	0.486	0.367**	-0.366**	0.311**	0.527
Sig (F)			0.000			
Regression of Y1 to X2 and M1			Regression of Y1 to X2, M1 and X2M1			
β (X2)	β (M1)	R12	β (X2)	β (M1)	β (X2M1)	R22
0.690**	-0.221**	0.311	0.3167**	-0.421**	0.223**	0.327
Sig (F)			0.030			
Regression of Y3 to X2 and M1			Regression of Y3 to X2, M1 and X2M1			
β (X2)	β (M1)	R12	β (X2)	β (M1)	β (X2M1)	R22
0.490**	-0.347**	0.270	0.313**	-0.447**	0.456**	0.376
Sig (F)			0.010			
Regression of Y4 to X2 and M1			Regression of Y4 to X2, M1 and X2M1			
β (X2)	β (M1)	R12	β (X2)	β (M1)	β (X2M1)	R22
0.759**	-0.373**	0.367	0.191**	-0.277**	0.199**	0.543
Sig (F)			0.000			
Regression of Y5 to X3 and M1			Regression of Y5 to X3, M1 and X3M1			
β (X3)	β (M1)	R12	β (X3)	β (M1)	β (X3M1)	R22
0.622**	-0.271**	0.277	0.233**	-0.273**	0.388**	0.493
Sig (F)			0.021			
Regression of Y6 to X3 and M1			Regression of Y6 to X3, M1 and X3M1			
β (X3)	β (M1)	R12	β (X3)	β (M1)	β (X3M1)	R22
0.691**	-0.288**	0.345	0.498**	-0.568**	0.258**	0.638
Sig (F)			0.000			

Note: ** means significant at the 0.01 level

Source: Author

As shown in above Table-2 the moderating effect test results of internal-external attribute on complaint response and perceived justice, except that the significance level of distributed justice and material remedy is 0.000 (less than 0.05), the significance level of X1M1 is 0.000, which is also less than 0.05.

Table-3 shows the moderating effect test results of the stability attribute on the complaint response and the perceived justice.

Table-3 Moderating Effect Test Results of Stability Attribution on Complaint Response And Perceived Justice

Regression of Y1 to X1 and M2			Regression of Y1 to x1, M2 and X1M2			
β (X1)	β (M2)	R12	β (X1)	β (M2)	β (X1M2)	R22
0.27087**	-0.311**	0.338	0.278**	-0.433**	0.215**	0.651
Sig (F)			0.000		0.017	
Regression of Y1 to X2 and M2			Regression of Y1 to X2, M2 and X2M2			
β (X2)	β (M2)	R12	β (X2)	β (M2)	β (X2M2)	R22
0.387**	-0.277**	0.511	0.331**	0.366**	0.287**	0.527
Sig (F)			0.000		0.004	
Regression of Y3 to X2 and M2			Regression of Y3 to X2, M2 and X2M2			
β (X2)	β (M2)	R12	β (X2)	β (M2)	β (X2M2)	R22
0.436**	-0.521**	0.411	0.293**	0.547**	-0.071**	0.676
Sig (F)			0.010		0.001	
Regression of Y4 to X2 and M2			Regression of Y4 to X2, M2 and X2M2			
β (X2)	β (M2)	R12	β (X2)	β (M2)	β (X2M2)	R22
0.289**	-0.312**	0.365	0.287**	-0.617**	-0.071**	0.676
Sig (F)			0.010		0.001	
Regression of Y5 to X3 and M2			Regression of Y5 to X3, M2 and X3M2			
β (X3)	β (M2)	R12	β (X3)	β (M2)	β (X3M2)	R22
0.622**	-0.271**	0.277	0.233**	-0.273**	0.011**	0.534
Sig (F)			0.021		0.017	
Regression of Y6 to X3 and M2			Regression of y6 to X3, M2 and X3M2			
β (X3)	β (M2)	R12	β (X3)	β (M2)	β (X3M2)	R22
0.717**	-0.256**	0.445	0.530**	-0.537**	-0.058**	0.459
Sig (F)			0.000		0.003	

Note: ** means significant at the 0.01 level

Source: Author

The regression coefficient of X1M2 significantly indicates that the moderating effect of stability attribute on material remedy and distributed justice is significant. The moderating effect results of controllable attribution on complaint response and perceived justice are shown in Table-4

Table-4 Moderating Effect Test Results of Controllable Attribution

Regression of Y1 to X1 and M3			Y1 regression for X1, M3 and X1M3			
β (X1)	β (M3)	R12	β (X1)	β (M3)	β (X1M3)	R22
0.630**	-0.359**	0.502	0.478**	-0.463**	0.377**	0.617
Sig (F)			0.014		0.020	
Regression of Y1 to X2 and M3			Regression of Y1 to X2, M3 and X2M3			
β (X2)	β (M3)	R12	β (X2)	β (M3)	β (X2M3)	R22
0.427**	-0.383**	0.376	0.469**	0.421**	0.356**	0.499
Sig (F)			0.000		0.020	
Regression of Y3 to X2 and M3			Regression of Y3 to X2, M3 and X2M3			
β (X2)	β (M3)	R12	β (X2)	β (M3)	β (X2M3)	R22
0.474**	-0.321**	0.411	0.293**	0.547**	-0.071**	0.676
Sig (F)			0.010		0.001	
Regression of Y4 to X2 and M3			Regression of Y4 to X2, M3 and X2M3			
β (X2)	β (M3)	R12	β (X2)	β (M3)	β (X2M3)	R22
0.289**	-0.312**	0.365	0.287**	-0.617**	-0.071**	0.676
Sig (F)			0.010		0.001	
Regression of Y5 to X3 and M3			Regression of Y5 to X3, M3 and X3M3			
β (X3)	β (M3)	R12	β (X3)	β (M3)	β (X3M3)	R22
0.622**	-0.271**	0.277	0.233**	-0.273**	0.011**	0.534
Sig (F)			0.021		0.017	
Regression of Y6 to X3 and M3			Regression of y6 to X3, M3 and X3M3			
β (X3)	β (M3)	R12	β (X3)	β (M3)	β (X3M3)	R22
0.717**	-0.256**	0.445	0.530**	-0.537**	-0.058**	0.459
Sig (F)			0.000		0.003	

Note: ** means significant at the 0.01 level

Source: Author

5.0 Findings

At present, there are few researches on the mechanism of real estate complaint response in the Internet environment in China and abroad, and some scholars have studied the dimension of the complaint response in the e-commerce environment. This study reviews, collates and analyzes the relevant research on online, offline and traditional real estate complaint response, and summarizes the three dimensions of real estate complaint response: material, spirit and information reputation.

The results show that the collaborative online and offline complaint response is conducive to the improvement of service quality and the development of the real estate service industry. The mediating effect is the dimension of perceived justice. Its mediating effect is mainly reflected in the relationship between complaint response and customer satisfaction. At the same time, according to the relevant results of the research, the real estate industry needs to start with the specific measures to improve the material remedying, spiritual remedying and

information remedying, feel the high-level service quality in the process of customer acceptance and service provision, and finally obtain a high level of satisfaction. The research objectives of this study were achieved.

6.0 Conclusion

For enterprises, it is necessary to vigorously train relevant personnel to carry out practical operations and update information for public reference in a timely manner, so as to enable customers to obtain the latest information about services. At the same time, the path coefficient of information remedy to interactive justice is 0.376. Since information justice is developed after studying interactive justice, this also explains the positive impact of information remedy on interaction. In the information age, the complaint response of the Internet affects the satisfaction of customers. The path coefficient related to material remedying is low, 0.135. Under the Internet environment, the possibility of receiving compensation in kind from the complaint response is low. The real estate industry cannot take the return and exchange of goods. When giving gifts, most of them are in the form of Internet or based gifts. The compensation method is limited, and consumers can not perceive the high distribution justice, so the path coefficient is low. In conclusion, the moderating effect of three different attribution dimensions is established.

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