First page

**Effects of Service Failures on …** (Manuscript title)

By Mary Doe\* and John Doe

|  |  |
| --- | --- |
| Ein Bild, das Menschliches Gesicht, Person, Lächeln, Wand enthält.  Automatisch generierte Beschreibung | Ein Bild, das Person, Menschliches Gesicht, Krawatte, Mann enthält.  Automatisch generierte Beschreibung |
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**NOTE 1: Please upload pictures using JPG and 300 DPI.**

**NOTE 2: Please upload cover page separately.**

Second page

**Effects of Service Failures on ...** (Manuscript title)

**Abstract** (max. 150 words)

Service failures regularly happen at the service encounter. Therefore ...

*Keywords:* (max. five)  
Service Failure, Service Encounter, Customer Satisfaction, Consumer Behavior, Medical Services

Third and following pages

# Introduction

Service failures are mandatory in service markets. ... Previous literature on service failures concentrates ...

# Review and categorization of literature

For trust following aspects are essential:

•...  
•...

# Conceptual framework and hypothesis

## Theoretical background

# Hypotheses on ...

*H1: Positive ... have positive ...*

# Empirical study

## Sample design

…

## Measurement and method

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# Results

…



Fig. 1*: Description …*

**NOTE 3:** All figures should be inserted as PDF.

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | Unit used for calculating the unit price | |  | Price-level perception | |  | Quality perception | |  | Purchase intention | |
|  | small | large |  | small | large |  | small | large |  | small | large |
| Salami | 100 g (*n* = 84) | 1 kg  (*n* =67) |  | 4.35  (1.47) | 4.99  (1.52) |  | 3.98  (1.22) | 4.19  (1.21) |  | 3.58  (1.44) | 3.24  (1.50) |
| Tomatoes | 100 g  (*n* = 84) | 1 kg  (*n* = 67) |  | 2.93  (.93) | 3.07  (.90) |  | 3.73  (1.06) | 3.90  (1.08) |  | 4.73  (.84) | 4.65  (.92) |
| Strawberry jam | 100 g  (*n* = 48) | 1 kg  (*n* = 49) |  | 3.88  (1.33) | 4.72  (1.48) |  | 3.56  (.94) | 3.90  (1.50) |  | 3.81  (1.42) | 3.26  (1.39) |
| Wall paint | 100 ml  (*n* = 48) | 1 liter  (*n* = 49) |  | 3.28  (1.31) | 3.84  (1.57) |  | 3.00  (1.24) | 3.39  (.86) |  | 3.86  (1.38) | 3.56  (1.38) |

**Notes:** Scale ranges from 1 = cheap to 7 = expensive, 1 = low to 7 = high quality, and 1 = low to 7 = high purchase intention. Standard deviations in parentheses. \*\*\* p < .001; \*\* p < .01; \* p < .05; † p < .10; ns = not significant.

Tab. 4: *Effect of small and large units used for calculating unit prices*

*on price-level perception, quality perception, and purchase intention*

# Discussion and implications

…

# Limitations and further research

…

Last pages

**Notes** (if applicable)

[1] For an overview of service failures see …

[2] …

**References**

Garnefeld, I., Helm, S., & Eggert, A. (2011). Walk your talk: an experimental investigation of the relationship between word of mouth and communicators’ loyalty, *Journal of Service Research*, 14 (1), 93–107.

Matzner, Martin et al. (2018). Digital transformation in service management, *Journal of Service Management Research*, 2(2), 3-21.

**Appendix** (if applicable)

Tab. A1: …

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