

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

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Acknowledgements: The authors would like to thank two anonymous referees for their helpful and constructive comments. (if applicable)

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

1. Introduction

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

2. Review and categorization of literature

For trust following aspects are essential:

- ...
- ...

3. Conceptual framework and hypothesis

3.1. Theoretical background

3.2. Hypotheses on ...

H1: Positive ... have positive ...

4. Empirical study

4.1. Sample design

...

4.2. Measurement and method

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5. Results

...

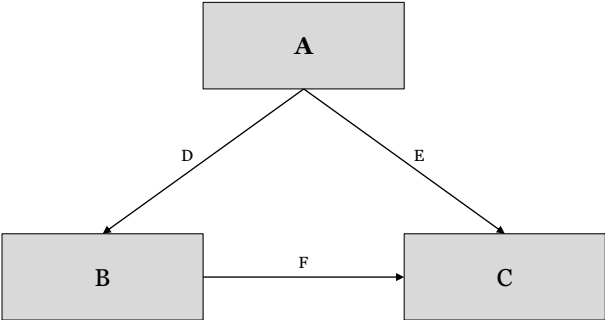


Fig. 1: Description ...

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*

6. Discussion and implications

...

7. 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: ...

We are looking forward to your manuscript submissions!

January 2024