

REPORTING COMPLAINTS: SCALE APPLICATION AND REPLICATION

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ABSTRACT

The concept of willingness to report service complaints (WRC) appears in previous service marketing literature that validated this scale. However, the original scale development took place in the context of Israeli service organizations, and wider uptake of the scale has been slow. The present study examines the meaningfulness and validity of the construct by applying the scale to a culturally different country. Comprehensive validation procedures with a sample of more than 230 service employees demonstrate the reliability and validity of the WRC scale.

References available upon request