

**(46) The A-Craft Model of Organizational Responses to  
Customer Complaints and their Impact on Post-  
Complaint Customer Behavior**

*Moshe Davidow<sup>1</sup>*

*1 Graduate School of Business, Department of Human Services –  
University of Haifa*

A model of organizational responses to customer complaints is presented, detailing how customers evaluate those responses through the mediating effects of perceived justice and satisfaction and estimates the impact of those responses on post-complaint customer behavior.

The results, based on a survey and analyzed with LISREL 8.3, provide plausible support for the model. The relationship between the organizational responses and the perceived justice dimensions (distributive, procedural, and international) was largely validated, showing that consumers could differentiate between an organizational response, and how they felt about such a response. This research provides empirical support for complaint management, furthering our understanding of customer perceptions of complaint handling techniques. The model allows managers to accurately estimate consumer post complaint repurchase behavior based on organizational response levels, thus allowing complaint handling optimization.

**Key Words:** Justice, Complaints, Satisfaction, Service Recovery Welfare