

THE MEDIATING ROLE OF CUSTOMER DELIGHT IN THE RELATIONSHIP BETWEEN CUSTOMER EMPOWERMENT , SERVICE RECOVERY AND RE-PATRONAGE INTENTIONS APPLIED TO EGYPTIAN TELECOM COMPANIES

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Abstract

The research aimed to identify the direct and indirect effects of Customer Delight in the relationship between customer empowerment and service recovery on re-patronage intentions, Sample was selected from customers of Egyptian telecom companies (Vodafone, Orange, Etisalat, Telecom Egypt - WE). descriptive approach was used which depends on testing the relationships between variables, The results showed that there was a relationship between customer empowerment, service recovery when mediating customer delight at a significant level of 0.001 . As there was a significant effect between customer empowerment and customer delight at the level of significant 0.001, the results also found a significant effect of service recovery on customer delight at the level of 0.001, and there was a significant effect of service recovery on re-patronage intentions at a significant level of 0.001, while there was a significant effect of customer empowerment on re-patronage intentions at a significant level of 0.05, There was also a significant effect of customer delight on re-patronage intentions at a significant level of 0.001, and the results concluded that the mediation type of customer delight in the relationship between customer empowerment ,service recovery and re-patronage intentions was partial, Where the mediation rate of customer empowerment to re-patronage intentions when mediating customer delight was 31%, while the mediation rate of service recovery on re-patronage intentions when mediating customer delight was 69%.

Key words: Customer Empowerment ,Re-patronage Intentions ,Customer Delight, service recovery, Egyptian telecom companies, Dakahliya.

المستخلص :

استهدف البحث التعرف على التأثيرات المباشرة وغير المباشرة لبهجة العميل في العلاقة بين تمكين العميل وإصلاح الخدمة على نوايا إعادة التعامل، وقد تم تطبيق البحث على عينة من عملاء شركات الاتصالات في مصر (فودافون، أورانج، اتصالات، المصرية للاتصالات "وي")، وباستخدام أسلوب التوزيع الإلكتروني عن طريق الاعتماد على عينة كرة الثلج، فقد كان عدد المستجيبين الممثلين لعينة البحث (ن=525)، وتم استخدام المنهج الوصفي الذي يعتمد على اختبار العلاقات بين المتغيرات، وتوصلت النتائج الى وجود علاقة بين تمكين العملاء وإصلاح الخدمة على نوايا إعادة التعامل عند توسط بهجة العميل . حيث تبين وجود تأثير معنوي لتمكين العملاء على بهجة العميل عند مستوى 1%، كما يوجد تأثير معنوي لإصلاح الخدمة على بهجة العميل (مستوى المعنوية 1%)، وأسفرت النتائج أيضا عن وجود تأثير معنوي لتمكين العميل على نوايا إعادة التعامل عند مستوى 5%، وكذلك وجود تأثير معنوي لإصلاح الخدمة على نوايا إعادة التعامل (مستوى المعنوية 1%)، كما توصلت النتائج إلى وجود تأثير غير مباشر لتمكين العملاء وإصلاح الخدمة على نوايا إعادة التعامل عند توسط بهجة العميل، وكانت نوع الوساطة جزئية، كما كانت نسبة الوساطة لتمكين العميل على نوايا إعادة التعامل عند توسط بهجة العميل 31%، و كانت نسبة الوساطة لإصلاح الخدمة على نوايا إعادة التعامل عند توسط بهجة العميل 69%.

Introduction:

Understanding re-patronage intentions behavior is a critical issue for companies because it is an indicator about the company success to retain its customers. Re-patronage imply customer loyalty to use the same service or product (Yun,2022). According to Wright et al(2006) We find that successful firms' try hard to understand what consumers want and to improve consumer satisfaction and empowerment by providing pleasant marketing environments and appropriate, relevant information. The customers make the ultimate decisions through their various abilities to exercise their choices of whether to buy or not to buy.

Consumer empowerment is a positive subjective state induced by consumer perceptions of increasing control (Hunter& Garnefeld,2008), Consumers feel empowered when they are able to like the consuming process (Wright et al.,2006).

On the other hand, customer delight has become crucial to the long-term success and survival of organizations (Elias-Almeida et al., 2016). It has been shown to have competitive effects and advantages for the company such as satisfaction, positive word of mouth and Re-patronage Intentions (Naik & Savant, 2016; Elias-Almeida et al., 2016; Ball & Barnes, 2017).

Finally, Service failure is unavoidable and damages customers' relationship with the company (Muhammad et al: 1216.,2019). Service recovery means the activities taken by the company to search and deal with the failure in service delivery (Van Vaerenbergh & Orsingher,2016).

This study contributes to the customer empowerment literature and service recovery by investigating the impacts of customer empowerment and service recovery on re-patronage intentions when through customer delight.

The research questions test the effect of customer empowerment, service recovery, and customer delight on re-patronage intentions in mobile telecom

companies? And know the impact of customer empowerment on service recovery, and what is the indirect effect of customer empowerment and service recovery on re-patronage intentions when mediating customer delight.

To answer the above questions, current research aims to identify and examine the direct and indirect impact of customer empowerment and service recovery on re-patronage intentions , by mediating customer delight. In addition to know the direct impact of customer empowerment on service recovery.

- **The Concept of Customer Empowerment(CE) :**

Empowerment in the marketing literature is based on how customers make choices based on the resources that they have available (Cannoy,2008) because of knowledge is power, “customer empowerment” is a process of making customers access information , understand and share it, and they can more control of a company’s service recovery process (Pranic & Roehl,2012).

In this study, customer empowerment is tested from the viewpoint that it means procedure requiring the giving of power or influence to make decisions.

Customer empowerment is about increasing consumer value by providing them by information , content, education wherever they are located (Turnquist, 2004; Pranic&Roehl,2012). It involves helping customers choose what they want, when they want it (Pires,2006).

- **Service Recovery (SR):**

Researchers defined Service Recovery as a set of actions taken by the organization when customers feel not satisfied to ensure that the customer receives a reasonable level of service after problems have occurred in order to regenerate customer loyalty after service failure (Asghar Ali et al,2021; Van Vaerenbergh, 2016).

(Wei et al.,2022) believes that Service recovery allows the company to have another opportunity to meet customers' expectations to maintain their loyalty.

Moreover, consumer cynicism results from response to negative marketplace situations such as service and product failures (Tran et al,2022). According to (Lv et al,2022) Service recovery is the procedures taken by a company to change the customer's feeling of dissatisfaction.

• Customer Delight (C D) :

Customer delight means that keep the customers loyal through satisfying them,(Arnold et al,2005) . According to(Agnihotri et al., 2021) customer satisfaction is an antecedent of customer delight and there is a positive relation between customer satisfaction and customer delight.

As the model of (Oliver,1997) customers feeling delight when their pre expectations exceed the actual performance of product or service , This research adopted the definition of customer happiness as a positive state of the customer resulting from exceeding the level of his expectations(Oliver et al.,1997; Ball & Barnes, 2017). As Wang (2011) mentioned customer delight is a positive emotional response, representing happiness and surprise resulting from the company's unexpected performance (Crotts & Magnini, 2011). In the same context, both Bartl et al., (2013) expressed delight as the positive feelings that individuals feel when their expectations are exceeded to an unexpected to a surprising degree.

• Re-patronage Intentions (RPN):

Re-patronage Intentions imply customer loyalty to use the same service or product (Yun,2022).

According to Zeithaml et al. (1996) Patronage Intention (PI) is a defined as the probability that a customer intends to purchase from a particular place and

recommends others to deal with it. Dick & Basu (1994) recommended measuring intent by positive attitudes and buying frequency.

In the same context, Mitra et al. (1999) measure Behavioral intent through a set of items related to the customer's return to the same service provider. Whereas Walker & Kent (2009) measured transaction intentions by purchase frequency, word of mouth, product consumption.

- **Customer Empowerment and Customer Delight:**

Akhavannasab (2016) argued that customer empowerment is a process involves a set of mechanisms through which the customer obtains control required to meet his needs, While Hunter and Garnefeld (2008) illustrate that , Customer empowerment is a positive status. Moreover, They assured that increased consumer empowerment should be associated with increased customer satisfaction. Whereas, Anderson and Berdahl (2002); Anderson et al. (2012) confirmed that a person's sense of power has a significant impact on responses and emotional behavior.

Customer empowerment plays a key role of customer satisfaction (Chatterjee, et al., 2022). In addition previous studies (Isimoya & Bakarey , 2013) indicated that empowered and motivated employees can lead to customer satisfaction. So, Based on the previous argument this study suggests the following hypotheses:

H1: Customer empowerment has a significant positive effect on a customer's delight.

- **Customer Empowerment and Service Recovery:**

According to (Hart et al 1990; Msosa ,2021) the empowerment of front line staff is an important element on service recovery. Moreover, (Elziny & Mohamed, 2021) argued that, organizational support and empowerment strongly support achieving a high level of service recovery performance in the front office department.

As (Hewagama et al.,2019) mentiond in their study employees' psychological empowerment mediate the relationship between HR practices and service-recovery performance. Finally,(Zhang,2019) in his study found that organisational empowerment is a satisfactory antecedent for high service recovery performance.

The study of (Hung & Lien,2021) shows that there is a significant relationship between customer participation which frontline employees perceive and the effective service recovery they achieve.

Thus, we propose that customer empowerment will be related to service recovery.

H2. Customer empowerment has a significant positive effect on service recovery performance.

- **Service Recovery and Customer Delight:**

(Agnihotri et al.,2021) assured that antecedents of service recovery are related to customer satisfaction and customer delight,

Moreover, the study of (Durvasula et al.,2000) revealed that service recovery methods which include claims, problem and complaint handling are related to customer satisfaction level.

According to the literature we propose that service recovery has a significant effect on customer delight.

H3: service recovery has a significant positive effect on customer delight.

- **Service Recovery and Re-patronage Intentions:**

Re- patronage intentions defined as customer's intentions to deiced to continue dealing with the organization after a service failure (Muhammad et al.,2019).

As mentioned by (Koay et al., 2022) when customer is satisfied customer loyalty is increased. Moreover, studies (Ali et al., 2022; Zahoor, 2022) revealed that Service recovery is very vital element for customer loyalty.

Thus our study proposes the following hypothesis:

H4: service recovery has a significant positive effect on Re-patronage Intentions.

- **Customer Delight and Re-patronage Intentions:**

According to (Elias-Almeida et al., 2016) when company delight its customers they are more satisfaction commitment. Moreover, There is a positive relationship between customer delight and positive word of mouth, that leads to brand's credibility and customer loyalty in the long run (Golani et al., 2017).

In addition, Naik & Savant (2016) mentioned that customer's delight has a direct effect on profitability and sales level. Outcomes of delight have generally focused on repurchase intentions. (Arnold et al., 2005)

Whereas, Elias-Almeida et al. (2016); Ball and Barnes, (2017) indicated that customer delight contributes to enhancing commitment, satisfaction and loyalty as well as repurchase intentions and positive word of mouth.

In the same context (Kusumaningrum et al., 2022) found that customer delight could positively influence customer loyalty.

According to Crotts and Magnini (2011) there is a strong relationship between customer delight, recommendation, and repurchase

Therefore, we propose the following hypotheses:

H5: customer delight has a significant positive effect on Re-patronage Intentions.

- **Customer Empowerment and Re-patronage Intentions:**

Fuchs et al., (2010) refers that customers who are enabled to choose new products to be marketed show stronger demand for end products from unavailable clients i.e. those who are not involved in the process of selecting new products.

While Ulrich, (1989) assured That customers be able to develop new products NPD by enabling them to help in choosing products to be launched that and that lead to positive psychological results, as they benefit from these positive results in achieving their immediate commitment to the final product.

In the same context, Sawhney et al. (2005) confirmed that customer empowerment leads to a strong relationship with products and as a result they are more likely to purchase them.

Franke et al. (2009) also stated that customers empowerment gives them a stronger psychologically sense of accomplishment (I designed it myself) because customers design a unique product .

Moreover, Zhang et al., (2018) demonstrated that customer empowerment has a strong effect on purchasing intentions through perceived customer confidence and satisfaction.

customer empowerment strategies build positive behavioral intentions, such as positive word of mouth, purchase intent, and brand defense (Hair et al., 2016).

Geyer-Schulz and Meyer-Waarden (2014) asserts that customer empowerment creates a shared value for the customer and therefore a value for the company by increasing the willingness to pay more and increase loyalty.

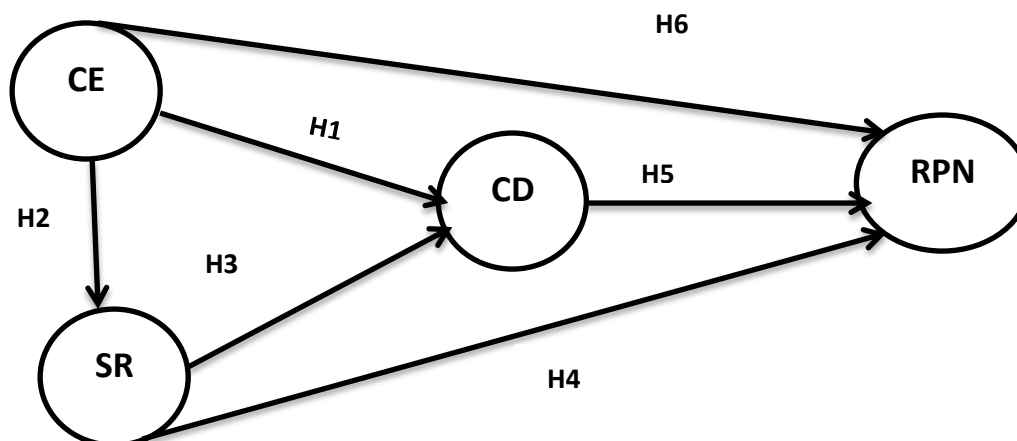
Therefore, researchers suggest the following hypotheses:

H6: Customer empowerment has a significant positive effect on Re-patronage Intentions

- **The mediating role of Customer Delight in the Relationship between Customer Empowerment , Service Recovery and Re-patronage Intentions.**

Combining the argumentation of H1 , H2 , H3 this study suggests that customer delight assist as an idyllic mediator of the relationship between customer empowerment, service recovery and re-patronage Intentions. This Hypothesis is based on the notion that customer empowerment and service recovery enhances the perceptions of customer delight, and in turn, customer delight is positively associated with re-patronage intentions. Thus, this study suggests the following hypotheses:

H7 - There is an indirect effect of Customer Empowerment , the service recovery on Re-patronage Intentions through customer delight.



Methodology: This can be explained as follows:

▪ **Measurements:**

All constructs were assessed using five-point scales labeled as strongly disagree, disagree, somewhat, agree, and strongly agree. customer empowerment, was measured using (Hunter and Garnefeld, 2008; Camacho et

al., 2014) scale, and service recovery was measured by Liao (2007) scale . customer delight was measured using Elias-Almeida et al., (2016) scale. re-patronage intentions were measured using (Baker et al., 2002; Zolfagharian., 2009) scale .

▪ Population and sample:

In order to verify the study's hypotheses, the researchers surveyed a sample from telecom companies line users in Dakahliya Governorate, Egypt. While there is no definite list of Egyptian internet subscribers in Dakahliya Governorate, the researchers have used the snowballs sampling in order to collect the data from respondents. To sample this population and to distribute the questionnaire that was developed according to the literature review, the researchers have used a social network service (Facebook) and the service provider's sites . The questionnaire was self-administered using an internet based service (Google Forms on Google Drive). The sampling period lasted 1 month from 28/07/2022 to 27/08/2022. The number of correct questionnaires was 525.

- **The demographic characteristics:** The study sample can be described, in addition to clarifying the demographic characteristics as in the following table:

Table (1) The demographic characteristics of the study sample (N=525)

Variables	Frequency (N = (525))	Percent (%)
Gender		
Male	174	33.1%
Female	351	66.9%
Age		
Less than 20 years	150	28.6%
20 – 40 years	369	70.3%
40 – 60 years	6	1.1%
60 +	0	0%

Work		
Non	458	87.2%
Governmental Work	13	2.5%
Private Sector Work	53	10.1%
Retired	1	0.2%
Qualification		
Non	4	0.8%
Average qualification	38	7.2%
Bachelor's degree	462	88.0%
Post-graduate qualification	21	4.0%
Income		
- 400 -1000	379	72.2%
1001 -3000	97	18.5%
3000+	49	9.3%
Company		
Vodafone	413	78.7%
Orange	49	9.3%
Etisalat	38	7.2%
We	25	4.8%

Source: Preparing researchers through results SPSS V.25

It is clear from the previous table that most of the respondents from the study sample were females, with a response rate of (66.9%) with the number of respondents amounting to (351) single respondents, while the male category came in second place with a response rate of (33.1%) with the number of (179) single respondents.

With regard to the age group, respondents between (20 to less than 40 years old) came in the first place, with the number of (369) single respondents, and the response rate (70.3%), and in the second place were respondents who were less than 20 years old, and that The number of respondents estimated at (150) single women, and a percentage of (28.6%), then came in the third place between 40 to less than 60 years, with the number of respondents estimated at (6) singles and a percentage of (1.1%), and there were no respondents from the age group More than 60 years old.

Also, most response rates were for non-workers in jobs, with a response rate of (87.2%) and the number of items (458), while in the second order the respondents were from workers in the private sector with a response rate of (10.1%) ,and the number of items (53). and then came in the third order workers

in the government sector at a rate of (2.5%), and the number of items (13), finally, retired individuals had a rate of (0.2%) and only (1) respondents.

About income, most respondents were among the income earners between 400 and 1000 pounds, with a response rate of (72.2%) and the number of items (379), while the income owners came in the second place (1001-3000) at a rate of (18.5%) and the number of items (97), and finally, individuals more than 3000 pounds, at a rate of (9.3%), and the number of items (49 Single).

Finally, most respondents were from those who dealt with Vodafone company with a percentage of (78.7%) and the number of (413) individual respondents, then those who dealt with Orange company at a rate of (9.3) with the number of people (49) people, then those who deal with Etisalat company by a percentage of (7.2%) and the number of respondents amounted to (38) singles, and finally those dealing with a company WE by a percentage of (4.8) and the number of respondents (25) singles.

About the extent of the sample's awareness of the variables and dimensions of research, the means, and the standard deviation were used, and this can be clarified in the following table:

▪ **Data analysis and results:**

The research relied on the method of least squares using the program Warp PLS (V.7), as the PLS technique can identify the causes between the relationships of the variables under the structural equations (Henseler et al.,2009). This can be explained as follows:

▪ **Measurement model:**

The first stage is the measurement stage of the model, through which the loading coefficients of the Items, as well as the clarification of skewness, kurtosis to identify the validity of the measurement model, as in the following table:

Table (2) Confirmatory factor analysis, Loading, Cronbach's Alpha (a), Composite reliability (CR), and Average Variance Extracted (AVE). (N=525)

	Mean	Std. Deviation	Skewness	Kurtosis	Loading	Reliability	Validity	CR	AVE
	Statistic	Statistic	Statistic	Statistic					
Customer Empowerment (CE)						0.866	0.931	0.895	0.518
CE (1)	4.19	0.819	-0.975-	1.063	0.243				
CE (2)	3.65	1.094	-0.645-	-0.275-	0.723				
CE (3)	3.56	1.132	-0.567-	-0.484-	0.762				
CE (4)	3.72	1.148	-0.766-	-0.239-	0.705				
CE (5)	4.06	0.896	-0.938-	0.530	0.354				
CE (6)	3.85	1.056	-0.934-	0.281	0.637				
CE (7)	2.84	1.286	0.164	-1.039-	0.702				
CE (8)	3.17	1.206	-0.099-	-0.936-	0.321				
CE (9)	3.44	1.125	-0.426-	-0.531-	0.761				
CE (10)	3.50	1.125	-0.659-	-0.279-	0.765				
CE (11)	3.35	1.155	-0.470-	-0.540-	0.692				
Customer Delight (CD)						0.872	0.934	0.913	0.726
CD (1)	3.72	1.099	-0.860-	0.172	0.742				
CD (2)	3.21	1.201	-0.255-	-0.895-	0.887				
CD (3)	3.35	1.179	-0.467-	-0.661-	0.891				
CD (4)	3.14	1.188	-0.222-	-0.872-	0.877				
Re-patronage Intentions (RPN)						0.814	0.902	0.889	0.728
RPN (1)	3.87	1.191	-1.130-	0.327	0.856				
RPN (2)	3.75	1.068	-0.841-	0.193	0.855				
RPN (3)	3.94	1.163	-1.198-	0.587	0.849				
Service Recovery (SR)						0.898	0.948	0.919	0.565
SR (1)	3.79	1.058	-0.970-	0.453	0.314				
SR (2)	3.67	1.134	-0.867-	0.039	0.253				
SR (3)	3.49	1.147	-0.565-	-0.428-	0.278				
SR (4)	3.61	1.027	-0.535-	-0.075-	0.198				
SR (5)	3.97	0.869	-1.105-	1.676	0.774				
SR (6)	4.09	0.863	-1.307-	2.401	0.776				
SR (7)	4.08	0.885	-1.209-	1.980	0.797				
SR (8)	3.94	0.979	-0.975-	0.842	0.812				
SR (9)	3.72	1.030	-0.719	0.013	0.806				

Table (2) (Continued)

	Mean	Std. Deviation	Skewness	Kurtosis	Loading	α	CR	AVE
	Statistic	Statistic	Statistic	Statistic				
Service Recovery (SR)								
SR (10)	3.55	1.075	-0.626-	-0.138-	0.686			
SR (11)	3.63	1.081	-0.686-	-0.175-	0.714			
SR (12)	3.58	1.089	-0.659-	-0.251-	0.749			

Source: Preparing researchers through results SPSS V.25 and PLS V.7.

It is clear from the previous table that the loading coefficients for most of the statements related to the variables were greater than 50%, which means that there is a convergence validity between the items and the variables they contain (Hair et al, 2010), in addition to that the AVE value is greater than 50% and the CR value of the variables is greater than 60 % indicating acceptance of the measurement model (Fornell, C., & Larcker, 1981).

Since the value of CR is greater than the extracted average variance AVE, this indicates the presence of internal consistency and acceptance of the model in terms of convergence validity, and this is evident in the following table:

Table (3) Construct correlations and square root of average variance extracted

Construct	Mean	Std. Deviation	Customer Empowerment (CE)	Customer Delight (CD)	Re-patronage Intentions (RPN)	Service Recovery (SR)
Customer Empowerment (CE)	3.58	0.725	(0.720)			
Customer Delight (CD)	3.35	0.994	0.673	(0.852)		
Re-patronage Intentions (RPN)	3.85	0.973	0.495	0.656	(0.853)	
Service Recovery (SR)	3.76	0.739	0.549	0.630	0.593	(0.765)

Source: Source: Preparing researchers through results SPSS V.25 and PLS V.7.

Structural model and hypotheses testing:

The structural model of the research can be clarified as in the following figure:

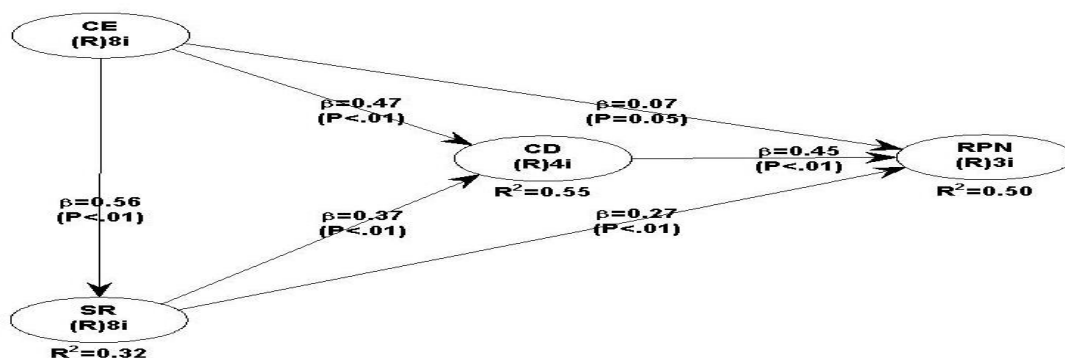


figure (1) Structure model

figure 1 illustrates the relationship between the study variables

Through PLS, the outputs that show the quality of the structural model can be clarified, as shown in the following table:

Table (4) Model quality of the relationship between variables

		value	P.value
Average path coefficient	(APC)	0.365	P<0.001
Average R-squared	(ARS)	0.456	P<0.001
Average adjusted R-squared	(AARS)	0.454	P<0.001
Average block VIF	(AVIF)	2.095	acceptable if ≤ 5 , ideally ≤ 3.3

Source: Preparing researchers through results PLS V.7.

Hypothesis Testing:

The measurement model and the structural model clarify the results of direct and indirect effects between variables, as shown in the following table:

Table (5) The Results of Hypothesis

H1: Customer empowerment has a significant positive effect on a customer's delight.							
Ind.variable		Dep.Variable	Path coefficient	Effect size	P.value	Results	
H1	Customer Empowerment	→	Customer's Delight	0.467	0.314	P<0.001	Supported
H2: Customer empowerment has a significant positive effect on service recovery performance							
H2	Customer empowerment	→	Service Recovery	0.564	0.318	P<0.001	Supported
H3: Service recovery has a significant positive effect on customer delight.							
H3	Service recovery	→	Customer Delight	0.375	0.237	P<0.001	Supported

Table (5) Results of Hypothesis (Continued)

H4: Service recovery has a significant positive effect on Re-patronage Intentions.							
Ind.variable		Dep.Variable	Path coefficient	Effect size	P.value	Results	
H4	Service Recovery	→	Re-patronage Intentions	0.269	0.162	P<0.001	Supported
H5: Customer delight has a significant positive effect on Re-patronage Intentions.							
H5	Customer Delight	→	Re-patronage Intentions	0.447	0.229	P<0.001	Supported
H6: Customer empowerment has a significant positive effect on Re-patronage Intentions							
	Customer Empowerment	→	Re-patronage Intentions	0.070	0.036	0.054	Supported

Source: Preparing researchers through results PLS V.7.

The results showed a significance positive effect of customer empowerment on customer's delight at a significant level of 0.001 with a path factor of ($\beta=0.467$), Therefore (the first hypothesis was accepted). The second hypothesis ($\beta=0.564$) was and therefore it was accepted, and the results also showed that there is a significant positive effect between service recovery and customer delight, where the value of the path coefficient was ($\beta= 0.375$), and the statistical results also found a positive significant effect for service recovery on re-patronage intentions at a significance level of 0.001 and a path coefficient of ($\beta=0.269$), as well as a positive significant effect of the variable customer delight on re-patronage intentions at a significance level of 0.001 and a path coefficient of ($\beta=0.447$), while there was a positive significant effect of customer empowerment on re-patronage intentions at the level of significance of 5% with a path coefficient of ($\beta= 0.070$), Therefore the research hypotheses was accepted.

The indirect effects between the variables, can be clarified in the following table:

Table (6) Indirect effects between variables

H7: There is an indirect effect of Customer Empowerment, service recovery on Re-patronage Intentions through the customer delight.									
Ind.variable	Mediator	Dep.Variable	Indirect Effect			Total effect			Results
			β	f^2	Sig.	β	f^2	Sig.	
Customer Empowerment	customer delight.	Re-patronage Intentions	0.211	0.142	<0.001	0.678	0.457	<0.001	Supported

Source: Preparing researchers through results PLS V.7.

Table (6) Indirect effects between variables (Continued)

H7: There is an indirect effect of Customer Empowerment, service recovery on Re-patronage Intentions through the customer delight.									
Ind.variable	Mediator	Dep.Variable	Indirect Effect			Total effect			Results
			β	f^2	Sig.	β	f^2	Sig.	
Service Recovery	customer delight.	Re-patronage Intentions	0.361	0.187	<0.001	0.525	0.272	<0.001	Supported

Source: Preparing researchers through results PLS V.7.

From the previous table, there is a significant indirect effect of customer empowerment on re-patronage intentions through customer delight as an intermediate variable, at a significant level of 0.001 where the value of the indirect path coefficient between the variables is ($\beta = 0.211$) with an effect size ($f^2 = 0.142$), while The size of the total effect between the variables was ($\beta = 0.678$) and the size of the effect was ($f^2 = 0.457$), which means that the type of mediation between the variables was partial, because the value of ($VAF = 31\%$).

The results also found an indirect significant effect of service recovery on re-patronage intentions in light of the average customer delight, where the indirect path coefficient was ($\beta = 0.361$) and the effect size was ($f^2 = 0.187$) at the significance level of 0.001, and the total effect coefficient was ($\beta = 0.525$), the effect size was ($f^2 = 0.272$) at a significant level of 0.001, and the mediation value amounted to ($VAF = 69\%$), which means that the type of mediation is partial. Finally, the seventh hypothesis can be accepted entirely with the presence of an effect Indirect sentiment for customer empowerment and service recovery on re-patronage intentions through customer delight.

Discussion:

This study examined the direct and indirect effects of customer delight in the relationship between customer empowerment and service recovery on re-patronage intentions. The study's results revealed that customer empowerment is meaningfully and positively related to customer delight and re-patronage intentions (H1, H6). Obviously, And the study results also agree with (Agnihotri et al., 2021) opinion which implies that antecedents of service recovery are related to customer satisfaction and customer delight

We interpret this result as when company encourages its customers to express their views about its services and take it into account that is help to increase customer delight. In the same line (Hunter & Garnefeld, 2008) showed that empowerment increase customer satisfaction, as well as empowerment gives the customer a sense of power which impact on his emotional behavior (Anderson & Berdahl, 2002; Anderson et al. 2012).

Researchers explain this, whenever customers are empowered, through providing them with information through their knowledge of the procedures necessary for obtaining services. The benefits and risks of these services, or through control when dealing with company and benefites from their ability to influence the services provided. That make them delight and happy.

The second result of these study is that service recovery has a significant positive effect on re-patronage intentions (H4) , that corresponds with (Koay et al., 2022) and (Ali et al.,2022; Zahoor,2022) results which revealed that when customer is satisfied his loyalty is increased and service recovery is very vital element for customer loyalty.

Another exciting result of this study is that customer delight is positively related with re-patronage Intentions(H5). Clearly, when the services provided to customers exceeded their expectations they feel satisfied and delight. So, Their intention to re-patronage is increase.

Hjalager, (2001) confirmed that empowerment is a strategy to attract clients whom deals with the company frequently. (Kao et al., 2016) assured that delight has a strong impact on customer behavior and psychological mood based on his previous experience with the service. Where Umit Kucuk, (2009) showed that empowerment leads to strong

behavioral outcomes such as promoting consumption

Researchers justify this finding when the customers has the necessary and sufficient information about the services provided by the company, and they know the advantages and disadvantages associated with their use of these services; this enhances their intention to re-engage with the company, especially when company encourage customers to express their opinion about the services it provided to them.

Finally, this study revealed a significant, positive indirect effect of customer empowerment ,service recovery on re-patronage intentions through customer delight.

This result because customer empowerment and service recovery affects customers delight, and in turn affects re-patronage Intentions. Additionally,

When customer empowered he is able to control the services provided to him, his delight increases, especially when the company takes customers opinion about the services, and when the customers feel delight and pleasure in dealing with the company, re-patronage Intentions continues for a long time.

Practical Applications:

The results specify that customer empowerment and service recovery strategies impact on customer re-patronage intentions when mediating customer delight hereafter, the researchers provides important practical implications to help companies how to retain their customers and gain their loyalty .

Frist companies marketing managers must pay more attention to these strategies because of its important role in enhancing customer satisfaction. This will subsequently enhance customer delight, and customer re-patronage intentions according to the results .

According to that the researchers recommend that:

- Companies must improve the procedures of service recovery to improve customer satisfaction.
- Develop procedures to facilitate the process of deliver customer complaints such as hot lines to handle it speedily.
- Training their employees how to deal with customer complaints quickly to make them satisfied.
- Once the company solved customer complaints it must recognize that it is necessary to follow up and keep in touch with the customer.

According to the previous results, customer empowerment should not be viewed in separation from service recovery. As competitive advantage has become an important issue, customers become a vital element for survival in markets. When customer have more information to share and when they feel control over the company's product choice process, they feel empowered , and the company permit them to choose the procedures to correct service failer, that is in turn, satisfied customers and they become loyal to the company.

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Appendix A. Measurement scales used Descriptive Statistics for research variables

Variable	Mean	Std. Deviation
Customer Empowerment		
1. I ask my telecom company to explain to me the treatments or procedures in detail.	4.19	.819
2. The telecom company shares with me the risks and benefits associated with alternative service options.	3.65	1.094
3. The telecom company asks me what makes me leave their services.	3.56	1.132
4. The telecom company encourages me to express my opinion about the services provided.	3.72	1.148
5. I Ask the telecom company for more information about how to provide its services.	4.06	.896
6. I give my opinion about the types of services and how they are provided.	3.85	1.056
7. The telecom company asks me about how my family or income level affects my choice of it.	2.84	1.286
8. In my dealings with this company, I feel I am in control.	3.17	1.206
9. The ability to influence the goods and services of this telecom company is beneficial to me.	3.44	1.125
10. I feel good because of my ability to influence the choice set offered to me by this telecom company.	3.50	1.125
11. My influence over this telecom company has increased relative to the past.	3.35	1.155
Service Recovery		
12. Employee apologized to customer for service failure situation.	3.79	1.058
13. The telecom company apologized to customer for the inconvenience caused by the service failure.	3.67	1.134
14. Employee expressed regret for the service failure.	3.49	1.147
15. Employee knew the solutions to the problem.	3.61	1.027
16. Employee was treating customers in a friendly way.	3.97	.869
17. Employee showed respect to customer.	4.09	.863
18. Employee was polite when dealing with complaining customer.	4.08	.885
19. Employee was patient when dealing with complaining customer.	3.94	.979
20. Employee explained what factors might have caused the. problem.	3.72	1.030
21. Employee explained what might have gone wrong.	3.55	1.075
22. Employee responded to customer complaints promptly.	3.63	1.081
23. The complaint handling process in the telecom company was quick.	3.58	1.089
Customer Delight		

24. The employees are fully empowered to delight customers.	3.72	1.099
25. I am much more satisfied with the Spa service than I expected.	3.21	1.201
26. I am delighted with the sense of well-being in the dealings with the telecom company.	3.35	1.179
27. I experienced unexpected joy and surprise in this the telecom company.	3.14	1.188
Re-patronage Intentions		
28. I would recommend this telecom company service provider to my friends and relatives.	3.87	1.191
29. I will consider this telecom company service provider as my first choice.	3.75	1.068
30. I would like my relationship with this telecom company to continue for a long time.	3.94	1.163