ABSTRACT

It was more popular to eat out, therefore, customer satisfaction became an important factor for customers while making decision. The purpose was to investigate the elements of customer satisfaction of restaurants through service encounter. Moreover, look for the positive experience of specific situations and clues in service delivery aspect. Interviews the attendants who provided the positive customer experience in 18 exotic restaurants and local restaurants. Analyze the content by Situation-Clue Technique (SCT) to find the elements of customer satisfaction.

Service encounter process of restaurants includes service environment, interaction between staffs and customers and quality of meals. Except servicescape, there are more other elements of restaurants' environment such as using customized music or reserve natural resource to retain the old building by adding new elements, and Internet Ads to make more contact with customers. Second, interaction is the key to customer satisfaction, such as observing body language that included hidden message which would create a higher level of customer satisfaction. Third, in the quality of meals, local restaurants use local seasonal ingredients to create a more delicate flavor, or even create new tastes from traditional dishes. On the contrary, the exotic restaurants supply authentic cuisine that immersing people in the environment.

Keywords: service encounter, customer experiences management, customer satisfaction, restaurants

Table of Contents

第一章  緒論
  第一節  研究動機 ............... 1
  第二節  研究目的 ............... 3

第二章  文獻探討
  第一節  服務接觸之定義與內涵 ....... 5
  第二節  顧客經驗管理 ........... 13
  第三節  餐廳與顧客滿意 ........... 31

第三章  研究方法
  第一節  研究對象 ............... 43
  第二節  研究工具 ............... 44
  第三節  研究步驟 ............... 47
  第四節  信效度分析 ............... 52

第四章  研究分析與發現
  第一節  研究結果 ............... 55
  第二節  研究發現 ............... 66

第五章  結論與未來研究建議
  第一節  研究結論 ............... 76
  第二節  管理意涵 ............... 81
  第三節  研究限制與未來研究建議 .... 83

表
  表1 服務接觸之文獻定義 ............... 8
  表2 服務場景構面屬性分析表 ............... 15
  表3 Schmitt體驗行銷五模組類型 .... 30
  表4 顧客滿意構面及衡量細項型 ............... 38
  表5 單一故事分析表架構 ............... 49
  表6 訪問資料統整 ................ 53
王石番（1991）。傳播內容分析法-理論與實證。台北:幼獅文化。
夏業良、魯煒（譯）（2003）。體驗經濟時代。台北:鴻進新潮社。
巫喜瑞、梁榮達（2005）。餐飲服務業服務接觸要素對顧客反應之影響。台北:國貿局ECFA服務中心。
徐茂練、王心怡、鐘國禎與張詩渟（2009）。保健食品消費模式之建立。台北:國貿局ECFA服務中心。
高秋英（1999）。餐飲管理。台北:揚智文化。
劉元安、黃上鳳（2003）。情境因素對機場消費者選擇餐廳偏好之影響。觀光研究學報。
蕭玉倩（1999）。餐飲概論。台北:揚智文化。
韓傑（2006）。餐飲經營學。高雄:前程。


The Journal of Marketing, 49 (4), 41-50.
