ABSTRACT

Except many constructive elemental benefits of the enterprise itself, the services provided by the enterprise is becoming the most important factor for the success of the enterprise in the future. How to reduce the deficiency of service to customer and how to compensate and rectify such deficiency or failure is also becoming the most important lesson of the people who are going to participate the service affairs. From the evaluation method of service presented by Bitner(1990), the Critical Incidents Technique (CIT) is still the main method of the scholar studies. The multiplicity of the society is changing with time, and it also affect the thoughts of the people that make the service mode more complicated and change very quickly especially in the field of retail business. Study about deficiency or failure of service cannot only make focus on the side of service provider, the correlation of the provider aspect and the customer portion is getting more important. The Critical Incidents Technique (CIT) can explain the "cause and effect relation" systematically, but it just explain the result at all. It cannot present the interactive process of the customer side and the service part. It also cannot review the real facts happened. My research is based on the methods of Critical Incidents Technique Bitner(1994) and Subjective Sequential Incidents Technique Chin-Hsu Chang(2006) to focus on the quality study and explorative study. There are five types of differentiation related to the cause of deficiency of the service in my study as following. 1. The press production type during sale promotion. 2. The controversy type. 3. The misunderstanding type caused by division of labour. 4. The accidental type caused by ill monitoring. 5. The type which is against the service ethics.

Keywords: Service encounters, Service failures, Service recovery, Critical Incidents Technique

Table of Contents

封面內頁 簽名頁 授權書 ........................................... iii 中文摘要 .......................................... iv 英文摘要 ........................................... v 諾謝 ............................................. vii 目錄 .............................................. ix 圖目錄 ............................................. xi 表目錄 ........................................... xii 第一章 緒論 第一節 研究背景 .................................. 1 第二節 研究動機 .................................. 3 第三節 研究目的 .................................. 5 第二章 文獻探討 第一節 服務接觸 .................................. 6 第二節 服務疏失 .................................. 9 第三節 服務補救................................. 13 第四節 關鍵事件技術法........................... 19 第五節 主觀順序事件技術分析法................... 22

第三章 研究方法 第一節 研究工具................................. 25 第二節 研究流程................................. 29 第三節 研究設計................................. 32 第四節 資料整理與分析........................... 34 第四章 關鍵事件技術分析與檢討 第一節 文字量分析............................... 37 第二節 服務疏失訊息量分析....................... 38 第三節 研究困擾分析............................. 39 第四節 因應對策分析............................. 40 第五節 建議 ..................................... 41

第五章 歷程結構分析 第一節 促銷壓力模式............................. 43 第二節 爭議模式................................. 47 第三節 分工造成誤會模式......................... 53 第四節 意外事件管理不當模式..................... 57 第五節 違反服務倫理模式 ......................... 60

第六章 結論 ....................................... 64 參考文獻 .......................................... 65

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