

Service Failure and Service Recovery in Apparel Industry: comparison between Consumer and Employee

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ABSTRACT

This study was intended to probe into service failures and to build consumer subjectively service blueprint by SSIT method in apparel industry. In order to explore the link anger points in service failures by both customers and employees viewpoints, this study presented a concept framework with eight kinds of classification. Discrepancies between this framework and Traditional quality gap are discussed.

Keywords : apparel industry、service failure、service recovery

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