

# Service Failure in Tourism: Compare Positive Consuming Story with Negative Consuming Story

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## ABSTRACT

Bitner, Booms and Tereault (1990) carried out the analysis of important events impacting the consumer's satisfaction and dissatisfaction by using the analysis method of Critical Incident Technique and generalized several types of interactions. But when we work hard and gathering long story customer data, obviously, using CIT method to process data analyses have problems of compressing or losing data. According to that, this research uses "Subjective Sequential Incidents Technique" adopting to concept of time sequence which points of view fully based on consumer's entire experience to the complete progress of Service Encounter and also trying to understand the sequence and characteristic of Service Failure. The negative story experiences of consumer, in fact, full of continuously service failures caused by a series of continuously negative experiences. In the sequence hypothesis of not alter the continue frustration experience in this research, which use double stroke to construct related model (consumer experience extent model). The re-search found out that in the consumer sequence, the consumers already brew dissatisfaction emotion before the service failure happened. What really caused consumer dissatisfied is not the failure itself, but led by a series of minor event previously. On the contrary, in the Service Failure Type Frame of Bitner, et. al, also discovered that when consumer satisfaction event happens, the reason of consumer satisfaction is not the perfection of the service progress. However, this research in many positive experiences found out that it usually occur anticipate frustration before bringing positive experience. Because of the Anticipate Frustration experiences which will make the positive experience deeper afterward. Successful tourist industry management appears taking good use of the consumer anticipate frustration and then creates management strategy beyond expectation. Besides, scholars often discuss the concept of recovery paradox also been proven in this research data.

Keywords : subjective sequential incidents technique、service failure、customer experience management

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