

服務業服務接觸與顧客體驗之研究

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摘要

關於顧客滿意與不滿意因子的探討，許多研究都是從雙因子的理論角度分析。然而因子的屬性並非固定不變，因子屬性常會因競爭、處境和定位策略而改變。本研究觀察顧客經驗的目的，不僅限於因子屬性的推論，而是把焦點放在：這些因子在特殊情境下，使顧客產生正面、負面情緒的模式。因此本研究參考Naumann & Donald (1999)所提出的服務接觸因子的分類方式，將服務接觸的因子分為保健因子與滿意因子，滿意/不滿意共同因子。研究以SSIT方法進行分析，形成情境式的雙因子顧客經驗管理工具，以供服飾業者進行管理上的參考。

關鍵詞：服飾業、服務接觸、顧客經驗管理、雙因子理論、主觀順序事件技術

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