

餐飲業體驗行銷與顧客經驗管理

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摘要

體驗經濟來臨的時代，消費者的消費動機正快速轉變與複雜化，他們進行消費選擇時所重視的已不再只是產品的功能和效益。因此，如何提供顧客好的消費經驗是目前服務業管理者必須重視的問題。為了從顧客端的主觀角度來探討餐飲業服務過程中引發顧客正、負面經驗的情境與特徵，本研究使用主觀事件順序技術法(Subjective Sequential Incidents Technique, SSIT)和分析歸納法針對51篇負面及59篇正面顧客用餐經驗的故事資料進行分析，加入歷程脈絡的概念，試圖藉由顧客過往的經驗找出更符合顧客經驗管理研究原理原則的管理線索。結果發現正、負面經驗的產生各有其特有的情境，而有些引發負面情緒的因子出現時，服務端的積極補救將可扭轉劣勢，反之，將導致一連串的情緒挫折經驗。

關鍵詞：主觀順序事件技術、分析歸納法、顧客經驗管理、體驗經濟

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