

Experience marketing and customer experience management service : a study of analytic induction meth

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ABSTRACT

With the coming of the experience economy, consumer 's motivation are rapidly changing and getting more and more complex, and making consumer choice is no longer just due to the feathers and benefits of product. Therefore, how to provide good consumption experience is the main issue for service industrial managers to explore. In order to explore the experience and feature of the consumer service process(both positive and negative side) from the customer 's perspective, in this research, this study use the concepts of Subjective Sequential Incidents Technique (SSIT) and analysis induction method to analyze 51 negative and 59 positive stories of customers dining experience, this research attempts to figure out managerial clue fits for the principles of customer experience management through customers past experiences. The results show that positive and negative experiences have their own unique situation, while the factors that trigger negative emotions occur, service side may be able to turn the tide with active remediation, on the contrary, will lead to a series of emotional set-backs experience.

Keywords : subjective sequential incidents technique、analytic induction method、customer experience management、experience economy

Table of Contents

| | | | |
|-----------------------|-----|-----------------------|-----|
| 內容目錄 中文摘要 | iii | 英文摘要 | iii |
| iv 誌謝辭 | | v 內容目錄 | |
| vi 表目錄 | | vii 第一章 緒論 | |
| 1 第一節 研究背景 | 1 | 第二節 研究動機與目的 | 1 |
| 2 第二章 文獻探討 | 4 | 第一節 體驗行銷 | 4 |
| 5 第二節 顧客經驗管理相關研究 | 7 | 第三章 研究方法 | 7 |
| 20 第一節 研究對象 | 21 | 第二節 分析步驟 | 21 |
| 21 第三節 信、效度分析 | 30 | 第四章 研究結果 | 30 |
| 32 第一節 正面資料分析 | 32 | 第二節 負面資料分析 | 32 |
| 35 第三節 正、負面經驗比較 | 37 | 第五章 結論與建議 | 37 |
| 42 第一節 理論意涵 | 42 | 第二節 實務意涵 | 42 |
| 41 參考文獻 | 46 | 表目錄 | 46 |
| 表2-1CEM研究研究方法分類表 | 12 | 表3-1單一故事SSIT分析表格(負面) | 22 |
| 表3-1單一故事SSIT分析表格(正面) | 24 | 表3-2單一故事SSIT分析表格(正面) | 24 |
| 表3-3單一階段情節聯集表 | 25 | 表3-4-1氣點串列模型(建構初期模型) | 26 |
| 表3-4-2氣點串列模型(擴充模型) | 27 | 表3-4-3氣點串列模型(理論飽和) | 28 |
| 表3-5喜點串列模型 | 29 | 表3-6正、負面情緒延伸表之信度表 | 31 |
| 表3-7串列模型表格之信度表 | 31 | 表4-1顧客情緒延伸合併表(餐食問題串列) | 39 |
| 表4-2顧客情緒延伸合併表(意外事件串列) | 41 | | |

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