

# 服務接觸與顧客經驗管理 = Service Encounter and Customer Experiences Management : 異國餐廳與本土餐廳顧客經驗之探討

蕭伊蝶、張景旭、謝龍發、范垂爐

E-mail: 352628@mail.dyu.edu.tw

## 摘要

近年來國際交流頻繁，連帶地帶動餐飲業外溢效果，高度服務接觸的餐飲業也成為我國服務業主要收入來源。本研究探討餐廳因服務接觸所產生的顧客滿意因子，進而尋找服務遞送流程中形成的正面顧客經驗具體情境與線索，供餐飲業者從事服務與員工訓練參考。本研究透過訪談方式訪問中部地區18家本土與異國餐飲業服務人員，並以「情境線索技術」分析由服務人員所提供之正面顧客經驗，透過Carbone「線索群組」概念，將餐廳服務接觸分為餐廳環境、人員互動與餐食品質三大項目。同時發現本土與異國餐廳環境除服務場景外，尚有其他因子，如善用音樂，融入客製化元素、結合自然資源生態保育提升餐廳公益貢獻形象、保留老建築加入新風貌，並且融合餐廳周邊環境等有益於餐廳社會關懷層面、透過網際網路創造餐飲接觸機會以及宣傳廣度，藉此吸引顧客深層體驗等；人員互動是滿意的重要關鍵因素，透過觀察肢體語言，了解隱晦於其中的真正訊息，並積極處理顧客意外，以創造更高層次的顧客滿意等等，都是影響顧客滿意的線索。餐食品質方面，本土餐廳結合當地當令食以及在傳統口味基礎上創新，讓顧客除品嚐熟悉的口味外，亦顛覆傳統印象，而異國餐廳則以地道風味感，讓顧客宛如親臨當地，滿足味蕾需求。

關鍵詞：服務接觸、顧客經驗管理、顧客滿意、餐廳

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