

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 撰 .-

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ABSTRACT

It was more popular to eat out, therefore, customer satisfaction became an important factor for customers while making decision. The purpose was to investigate the elements of customer satisfaction of restaurants through service encounter. Moreover, look for the positive experience of specific situations and clues in service delivery aspect. Interviews the attendants who provided the positive customer experience in 18 exotic restaurants and local restaurants. Analyze the content by Situation-Clue Technique (SCT) to find the elements of customer satisfaction

Service encounter process of restaurants includes service environment , interaction between staffs and customers and quality of meals. Except servicescape, there are more other elements of restaurants ' environment such as using customized music or reserve natural resource to retain the old building by adding new elements, and Internet Ads to make more contact with customers. Second, interaction is the key to customer satisfaction, such as observing body language that included hidden message which would create a higher level of customer satisfaction. Third, in the quality of meals, local restaurants use local seasonal ingredients to create a more delicate flavor, or even create new tastes form traditional dishes. On the contrary, the exotic restaurants supply authentic cuisine that immersing people in the environment.

Keywords : service encounter、 customer experiences management、 customer satisfaction、 restaurants

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