

# 服務接觸與顧客關係 = Service Encounter and Customer Relationship : 異國餐廳與本土餐廳顧客經驗之探討

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## 摘要

近??,由於經濟與社會型態改變,外食人口大增,餐飲業逐漸蓬勃發展,加上國人飲食習慣的改變,飲食文化越來越多元,除了本土餐廳之外,異國餐廳也是外食人口會選擇用餐之場所,因此本研究目的將探討本土與異國餐廳的顧客經驗,以了解餐飲業如何與顧客發展長期關係。研究者透過15間中部異國與本土餐廳的19位服務端人員所提供的顧客正面經驗故事,探討顧客用餐過程中與餐廳的服務接觸;再以「情境線索技術」(SCT)分析顧客正面經驗故事,找出每個正面經驗故事中的正面經驗線索以及其所對應的情境,探究在餐飲服務接觸過程中,使顧客感到愉悅滿意,增進顧客關係之因子;最後運用線索理論將正面經驗線索分類,歸納出「人員互動」、「餐食接觸」以及「餐廳場景印象」三大類。研究發現維持顧客關係最重要的因素是「人員互動」,再者是「餐食接觸」,最後才是「餐廳場景印象」。

關鍵詞:餐廳、服務接觸、顧客關係、情境、線索

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