

# Service Encounter and Customer Relationship : 異國餐廳與本土餐廳顧客經驗之探討 / 吳品儀 撰 .

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## ABSTRACT

In recent years, due to the economic development and social style have been changed, a lots of people decide to dine outside, as a result, restaurant industry has been increased significantly; besides, people have changed their eating habit due to the raising health consciousness, as a consequent, there are more and more different types of multicultural food, not only local restaurants but also exotic restaurants can be chosen by those eating out customers nowadays. In order to understand how restaurant industry can be developed a long term relationship with customers, this study will focus on customer's experience toward both local restaurant and exotic restaurant. Based on 19 attendants in the 15 local and exotic restaurants in central Taiwan provided several positive experiences with customers, in this study I discussed the importance of "service encounters", as well as use "Situation Clues Technique, SCT" to analyze positive experience clues and situations of customers' positive experiences for indicating how to please and improve the relationship with customers during the "service encounters". Finally, I generalized three classifications with using the "Clue" theory. These three classifications are "human interaction", "meals contact", and "restaurant scene impression". To sum up, in this research I found the most important factor to maintain a good customer relations is the "human interaction", follow by "meals contact" and "restaurant scene impression".

Keywords : Restaurant、Service Encounter、Customer Relationship、Situation、Clue

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