

Outpatient customer experience and customer experience management : from a perspective of two-factor theory / 陳麗雲 撰

陳麗雲、張景旭, 謝龍發, 范垂爐

E-mail: 354511@mail.dyu.edu.tw

ABSTRACT

This case study was undertaken as a qualitative research. From the customers' perspectives, we explored the outpatient customers with positive experiences on their satisfaction and negative experiences on their dissatisfaction during the process of medical care. The back-grounds of these Interviewees were friends, colleagues, and MBA, EMBA in Da-Yeh University. We collected 38 positive-experienced stories and 38 negative-experienced stories. The data were analyzed with (Situation-Clue Technique, SCT) which included situation concept to investigate all the full and detailed communication process and context from the service encounter. Two-factor theory was adopted to generalize the exclusive motivators with positive experiences, the exclusive hygiene factors with negative experiences and the common factors of customer satisfaction / dissatisfaction. A total of thirty-six exclusive motivators with positive experience, sixteen exclusive hygiene factors with negative experience and twenty-two common factors were presented. We hope this study could provide the practical implications for outpatient managers to keep going or improve.

Keywords : Outpatient、Situation-Clue Technique、Service Encounter、Two-Factor Theory、Customer Experience Management

Table of Contents

內容目錄封面內頁簽名頁中文摘要	iii	英文摘要	iii
iv 誌謝辭	iv	v 內容目錄	v
vi 表目錄	vi	viii 圖目錄	viii
xi 第一章 緒論	xi	1 第一節 研究背景與動機	1
1 第二節 研究目的	1	5 第二章 文獻探討	5
7 第一節 門診顧客就醫經驗相關研究	7	7 第二節 服務接觸	7
16 第三節 雙因子理論	16	21 第四節 顧客經驗管理	21
27 第三章 研究設計	27	35 第一節 研究方法	35
35 第二節 研究對象與資料蒐集	35	36 第三節 信度與效度分析	36
42 第四節 情境線索技術	42	45 第四章 研究分析與結果	45
57 第一節 門診各階段名稱定義	57	59 第二節 門診各階段雙因子分析	59
91 第二節 門診各階段模型分析	91	103 第三節 門診各階段模型分析	103
120 第四節 研究發現	120	120 第五章 結論與未來研究建議	120
122 第一節 研究結論	122	126 第二節 實務意涵	126
129 第三節 研究限制與未來研究建議	129	141 參考文獻	141
173 附錄A 情境線索技術分析表	173	176 附錄B 正面模型分析表	176
1 表 1-1 依型態分醫療院所數	1	7 表 2-1 中華民國行業標準分類第Q大類細項內容	7
10 表 2-2 國內門診顧客就醫經驗相關研究之重要構面因素彙整	10	14 表 2-3 國外門診顧客就醫經驗相關研究重要構面因素彙整	14
19 表 2-4 服務接觸的三大構面	19	20 表 2-5 服務接觸的第四構面	20
39 表 2-6 服務接觸的第五構面	39	40 表 3-1 正面經驗故事資料分析表	40
41 表 3-2 正面案例資料統計表與代表意涵	41	42 表 3-3 負面經驗故事資料分析表	42
48 表 3-4 負面案例資料統計表與代表意涵	48	48 表 3-5 單一故事分析表之架構	48
50 表 3-6 單一故事分析表	50	51 表 3-7 單一階段正面經驗聯集表	51
51 表 3-8 情境聯集表：領藥的接觸模型	51	53 表 3-9 候診接觸情境服務失誤模型	53
54 表 3-10 顧客正面經驗延伸表	54	54 表 3-11 顧客情境線索分析表	54

.....	55 表 4-1 門診顧客就醫各階段名稱定義	57 表 4-2 事前階段 情境線索分析表	59 表 4-3 事前階段雙因子分類表	60 表
4-4 進門階段情境線索分析表	61 表 4-5 進門階段雙因子分類表	62 表 4-6 掛號階段情境線索分析表	62 表 4-7 掛號階段雙因子分類表
.....	64 表 4-8 候診階段情境線索分析表	65 表 4-9 候診階段雙因子分類表	68 表 4-10 看診階段的情境線索分析表	70 表 4-11 看診階 段雙因子分類表
.....	84 表 4-12 批價階段情境線索分析表	85 表 4-13 批價階段雙因子分類表	86 表 4-14 領藥階段情境線索分析表	86 表 4-15 領藥階段雙因子分類表
.....	87 表 4-16 事後階段情境線索分析表	88 表 4-17 事後階段雙因子分類表	91 表 4-18 進門接觸情境的 正面模型	92 表 4-19 掛號階段服務人員接觸印象負面模型
.....	93 表 4-20 候診接觸情境正面模型	94 表 4-21 候診接觸情境負面模型	95 表 4-22 候診接觸情境服務失誤模型	96 表 4-23 顧客詢問、醫生傾聽正面模型
.....	97 表 4-24 顧客詢問、醫生反應的負面模型	99 表 4-25 醫生用藥細節及生活的 叮嚀正面模型	100 表 4-26 因應病徵醫生順勢提供祕方知識的正面模型	101 表 4-27 領 藥接觸正面模型
.....	102 表 4-28 各階段激勵因子歸納總表	104 表 4-29 正面模型歸納總表	105 表 4-30 激勵因子與文獻比較對照表	108 表 4-31 各階段保健因子歸納總表
.....	110 表 4-32 負面模型歸納總表	111 表 4-33 保健因子與文獻對照表	112 表 4-34 各階段共同因子的歸納總表	115 表 4-35 門診顧客就醫雙因子歸納總表
.....	116 表 4-36 門診顧客就醫模型歸納總表	118 表 4-37 情境、類別、特徵及模型數量統 計表	119 附錄 A 情境線索技術分析表	141 附錄 B 正面模型分析 表
.....	173 附錄 C 負面模型分析表	176 圖 目錄 圖 1-1 歷年醫療院所家數	2	

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