

# 服務失誤對消費者轉移傾向之研究 = The effects of service failure on consumers' switching intention : 以服務補救為調節變數

林素幸、李德治

E-mail: 354535@mail.dyu.edu.tw

## 摘要

本研究旨在瞭解分析海外套裝旅遊的服務失誤及服務補救對消費者轉移傾向的影響，希望透過這項研究能增進業者對服務品質的加強，進而提升旅行社服務水準。主要的研究結果包括：(1)行程前服務失誤對消費者轉移傾向無顯著性影響；行程中服務失誤對消費者轉移傾向有顯著性影響。(2)服務補救會正向影響消費者轉移傾向。(3)服務補救對於服務失誤與消費者轉移傾向間不具調節效果。研究結論為：(1)旅行業者應審慎處理行程中的旅遊失誤(2)當發生服務失誤時，企業應給予補救，以減少消費者的轉移(3)旅行社可以用成本較低的方式進行補救，並且加強服務。本研究亦針對理論與實務及未來的研究方向提出討論與建議。

關鍵詞：服務失誤、服務補救、消費者轉移傾向

## 目錄

中文摘要	iii	英文摘要	iii
iv 誌謝辭	vi	內容目錄	vi
vii 表目錄	ix	圖目錄	ix
x 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究目的	4	第二章 文獻探討	4
5 第一節 服務失誤	5	第二節 旅行社的服務失誤	9
第三節 服務補救	11	第四節 旅行社服務補救	18
轉移傾向	19	第五節 轉	19
研究架構	22	第一節 研	22
研究假說	28	第二節 變數之操作性定義與衡量	23
分析方法	29	第三節 研	29
度分析	34	第四節 研究對象與抽樣方法	29
描述性統計分析	40	第五節 資料分	34
論與建議	49	第一節 信	34
第三節 研究限制與未來研究方向	51	第二節 效度分析	35
錄A 初測問卷	63	第三節 描	40
		第四節 階層迴歸分析	43
		第五節 結	49
		第一節 研究結論與建議	49
		第三	51
		節 參考文獻	53
		錄B 正式問卷	66

## 參考文獻

一、中文部份 中華民國旅行業品質保障協會(2010)。旅遊糾紛案例統計表。任維廉、呂棠榮(2004)，國道客運乘客知覺之服務品質、滿意度與移轉障礙對其行為意向之影響。呂貴蘭(2007)，國際旅遊業領隊之服務失誤、服務補救與顧客滿意之關係，淡江大學管理科學研究所碩士論文。吳慧(2008)旅遊企業管理，東北財經大學旅遊管理專業碩士論文。吳錦棉(2002)，國內醫療服務缺失及服務補救現況之探討-以桃園縣區域醫院為例，元智大學管理研究所碩士論文。李慈慧(2004)，旅遊糾紛處理，揚智文化事業股份有限公司。沈信志(2010)，海外套裝旅遊的服務失誤與服務補救對消費者忠誠度與滿意度之影響，國立高雄大學經營管理研究所碩士論文。李元恕(2009)服務失誤情境、服務補救與顧客認知公平對顧客關係回應之影響。周冰玲(2004)，不同服務補救策略之服務失誤對顧客反應的影響-以國道長途客運為例，真理大學管理研究所碩士論文。凌儀玲(2000)，服務接觸中認知腳本之研究，國立中山大學企業管理研究所博士論文，高雄。殷亞平(2008)，基於收益率的旅行社服務補救研究，南京師範大學碩士學位論文。張景旭，姚惠忠和李淑儀，(2009)以顧客經驗探討旅行業服務失誤，明新學報，35(2)，175-192 游恆山譯(1993)，Strongman, K. T. (1987)，情緒心理學，五南，台北。鄭紹成(1997)，服務業服務失誤、挽回服務與顧客反應之研究，文化大學國際企業管理研究所。輝偉偉(1996)，顧客抱怨處理與顧客滿意關係之研究，國立中央大學企管所碩士論文。劉志忠(1997)，服務業服務品質與消費者行為意圖關係之研究-以高雄市六家百貨公司為例，國立中山大學，碩士論文，企業管理研究所。鄭紹成(1999)，服務失誤、服務補救與購買意圖之研究。東吳經濟商學學報。鄭紹成(2006)，團體套裝旅遊服務失誤和服務補救期望之探索研究-兼以航空業和餐飲業驗證之。戶外遊憩研究。賴其助(1997)，消費者抱怨行為、抱怨後行為及其影響因素之研究，國立台灣大學商學研究所未出版之碩士論文。韓維中(2001)

, 服務補救、顧客歸因與補救回復之滿意度模式, 國立台灣大學商學研究所碩士論文。二、英文部份 Albrecht, K. & R. Zemke, (1985). *Serve America: Doing Business In The New Economy*, Dow-Jones Irwin, Homewood, IL, 129. Andreassen, T. W., (1998), Antecedents to satisfaction with service recovery, *European Journal of Marketing*, Vol. 34(1), 156-175. Berry, L., & Parasuraman, A. (1991). *Marketing Service*. New York: The Free Press. Bitner, M. J., Boom, B. M., & Tetreault M. S. (1990). The Service Encounter: Diagnosing Favorable and Unfavorable Incidents. *Journal of Marketing*, 54(1), 71-84. Bitner, M. J., B. H. Booms & L. A. Mohr, (1994). Critical Service Encounters: The Employee's Viewpoint, *Journal of Marketing*, 58(10): 95-106. Bitner, M. J., (1990). Evaluating Service Encounters: The Effect of Physical Surroundings and Employee Responses, *Journal of Marketing*, 54 (2): 69-82. Blodgett, J. G., Granbois, D. H., & Walters, R. G. (1993). The effects of perceived justice on negative word-of-mouth Intentions. Boulding, W., Richard, S., & Zeithaml, V. A. (1993). A dynamic process model of service quality: From expectations to behavioral intentions. *Journal of Marketing Research*, 30(2), 7-27. Boshoff C. (1997). An Experimental Study of Service Recovery Options *International Journal of Service Industry Management*, 8(2), 110-130. Boshoff, C., (1999). An Instrument to Measure Satisfaction With Transaction-Specific Service Recovery, *Journal of Service Research*, 1(3): 236-249. Blodgett J.G., Hill D.J., & Tax, S.S. (1997). The effects of distributive, procedural and interactional justice on post-complaint behavior. *Journal of Retailing*, 73(2), 185-210. Chung, B., & Hoffman D.K. (1998). Critical incidents. *Cornell Hotel and Restaurant Administration Quarterly*, 39(3), 66-71. Christo, B. (1997), An Experimental Study of Service Recovery Options. *International Journal of Service Industry Management*, 8, 110-130. Conlon, D. E., & Murry, N. M. (1996). Consumer perceptions of corporate responses to product complaining: The role of explanations *Academy of Management Journal*, 39(4), 1040-1056. Davidow, M., (2000), The Bottom Line Impact of Organizational Responses to Customer Complaints, *Journal of Hospitality & Tourism Research*, 24(4), 473-490. Engel, J. F., R. D. Blackwell, P. W. Miniard (1995), *Consumer Behavior*, 8th ed., New York: The Dryden, pp. 368. Ernest C. R., Heriyadi K. (2008). Service Recovery Strategies in Western Based Fast Food Restaurants: A Structural Equation Model Test. *International Journal of Business and Society*. Sarawak: Jul 2008. 9(2), 33. Etzel, M. J., & Silverman, B. I. (1998). A Managerial Perspective on Directions for Retail Customer Dissatisfaction Research, *Journal of Retailing*, 57(3), 124-136. Folkes, V. S., (1984), Consumer Reactions to Product Failure: An Attribution Approach, *Journal of Consumer Research*, 10(4), 398-409. Folkes, V. S., Koletsky, S. & Graham, J. L. (1987), A field study of causal inferences and consumer reaction: The view from the airport, *Journal of consumer Research*, 13(Mar), 534-539. Fornell, C., & Wernerfelt, B. (1987). Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis. *Journal of Marketing Research*, 24(4), 337-346. Gilly, M. C. (1987). Post complaint processes: From organizational response to purchase behavior. *Journal of Consumer Affairs*, 21(2), 293-313. Goodwin C., & Ross I. (1992). Consumer Responses to Service Failure: Influence of Procedural and Interactional Fairness Perceptions. *Journal of Business Research*, 25(2), 149-153. Goodman (1989) The Nature of Customer Satisfaction Quality Progress. Gronroos C. (1988). Service Quality: The Six Criteria Of Good Perceived Service Review of Business; Winter 1988; 9(3). Hart, C. W. L., Heskett J. L., & Sasser W. E. (1990). The Profitable Art of Service Recovery. *Harvard Business Review*, 148-156. Hoffman, K. D., Kelley S. W., & Rotalsky H. M. (1995). Tracking Service Failure and Employee Recovery Efforts. *Journal of Services Marketing*, 9(2), 49-61. Huang, J.H., Huang, C.T., & Wu, S. (1996). National Character and Response to Unsatisfactory Hotel Service. *International Journal of Hospitality Management*, 15(3), 229-43. Kelley, S. W. & M. A. Davis, (1994). Antecedents to Customer Expectations for Service Recovery. *Journal of the Academy of Marketing Science*, 22(1): 52 – 61. Johnston, T. C., & Hewa, M. A. (1997). Fixing Service Failures. *Industrial Marketing Management*, 26, 467-473. Kelley, S. W., K. D. Hoffman & M. A. Davis, (1993). A Typology of Retail Fairs and Recoveries, *Journal of Retailing*, 69(4): 429-452. Keaveney, S. M. (1995). Customer Switching Behavior in Service Industries: An Exploratory Study. *Journal of Marketing*, 59(2), 71-82. Maxham III, J.G & Netemeyer, R.G. (2002) Longitudinal Study of Complaining Customers' Evaluations of Multiple Service Failures and Recovery Effort. *Journal of Marketing*, 66 (October), 57-71. McCollough, M. A., & Bharadwaj S. G. (1992). The Recovery Paradox: An Examination of Consumer Satisfaction in Relation to Disconfirmation, Service Quality, and Attribution-Based Theories. *Marketing Theory and Application*, 65(4), 102-107. Miller, J. L., Craighead C. W., & Karwan K. R.. (2000). Service Recovery: A Framework and Empirical Investigation. *Journal of Operations Management*, 18(4), 387-400. Oliver, R. L. & W. S. DeSarbo (1988), Response determinants in satisfaction judgment, *Journal of Consumer Research*, 14(4), 495-507. Parasuraman, A., Zeithaml, V.A., & Berry, L.L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12-40. Reichheld, F. F. and W. E. Sasser (1990), Zero defection: Quality comes to services, *Harvard Business Science*, 25(2), 127-137. Richins, M. L. (1983). Analysis of consumer interaction styles in the market place. *Journal of Consumer Research*, 1, 73-82. Ross, I. (1999). Switching Processes in Customer Relationship. *Journal of Service Research*, 1, August, 68-85. Smith, A. K., Bolton, R. N. and Wanger, Janet, A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery, *Journal of Marketing Research*, Vol.6, No. August, 1999, pp. 356-372. Spreng, R.A., Harrell, G.D., & Mackoy, R.D. (1995). Service Recovery: Impact on Satisfaction and Intentions. *Journal of Services Marketing*, 9(1), 15-23. Tax, S. S., W. B. Brown, & M. Chandrashekar, (1998). Customer Evaluations of Service Complaint Experiences: Implications for Relationship Marketing. *Journal of Marketing*, 62(4): 60-77. Tax, S. S. and Brown, S. W. (1998). Recovering and Learning from Service Failure. *Sloan Management Review*, 40, 75-88. Terrence J., Levesque Gordon and H. G.. McDougall, Service Problems and Recovery Strategies: An Experiment, *Revue Sciences de Administration; Montreal, Canadian Journal of Administrative Sciences*, Vol. 15, No. March, (2000), pp. Webster, C., & Sundaram, D. S. (1998), Service consumption criticality in failure recovery, *Journal of Business Research*, 41(2), 153-159. Weun, S., Beatty, S. E., & Jones, M. A. (2004). The Impact of Service Failure Severity on Service Recovery Evaluations and Post-recovery Relationships. *Journal of Services Marketing*, 18(2), 133-146. Wirtz, J. (1998), Development of a service guarantee model, *Asia Pacific Journal of Management*, 15(1), 51-75. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1993), The nature and determinants of customer

