

The effects of service failure on consumers' switching intention : 以服務補救為調節變數 / 林素幸 撰 .- 彰化縣大

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ABSTRACT

This study investigated the effects of service failure and service recovery on consumers' switching intention in an oversea package tour context. This study expected to obtain some findings that could help tourism agencies improve their service quality and total service standard. The main findings were as follows: (1) the effect of service failure before tour on consumers' switching intention was not significant; the effect of service failure during tour on consumers' switching intention was significant; (2) service recovery had positive influence on consumers' switching intention; (3) service recovery did not moderate the relationship between service failure and consumers' switching intention. Study concludes that: (1) tourism agencies should be more cautious in dealing with the travel failures in tour (2) When a service failure, tourism agencies should be given redress in order to reduce the t switching of consumers (3) tourism agencies can use lower-cost way remedy and enhance the services. Based on research results, this study also proposed suggestions for the practice and future research.

Keywords : Service Failure、Service Recovery、Consumers' Switching Intention

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