

The effects of service failure on consumers' switching intention : 以價格意識為調節變數 / 宋
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ABSTRACT

Due to the inseparability of services, service provision and consumption occur concurrently, making service failure unavoidable in the service process. Therefore, service providers should be prepared with proper coping measures so as to reduce customer dissatisfaction with service failure and avoid decline in customer trust, customer loss, and negative word-of-mouth. This study focused on tourist agencies and used three simulated contexts of service failure to investigate the effects of service failure on consumers' switching behavior and the relationship between consumers' price consciousness and switching intention. Besides, this study also examined the moderating effect of price consciousness on the relationship between service failure and consumers' switching intention. Results indicated that perceived severity of service failure had positive effect on consumers' switching intention; consumers' price consciousness was negatively related to their switching intention; the relationship between service failure and consumers' switching intention was not moderated by price consciousness.

Keywords : service failure、switching intention、price consciousness

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