Service Failure and Service Recovery in Apparel Retailing:Dramaturgical Analysis

E-mail: 9606751@ mail.dyu.edu.tw

ABSTRACT

Service failure and service recovery are important issues for researcher. Based on customer experience management, the study is devoted to the possibility of extending the traditional research of service failure. Besides, SSIT method will be introduced by this research and we will discuss the possible way of the SSIT method for some other research. To improve the Critical Incident Technique, the work utilizes Subjective Sequential Incidents Technique to the discussion of service failure. Accordingly, the traditional CIT in the compressed operation mode of complicated information can be replaced by the detailed conceptualization of customer emotion experience. The study establishes the subjective service deliver blueprint in apparel retailing research using SSIT, which is an extension path form of negative motion with particular industry consumer. Such a form in the dress retail includes ten stages remarkable. Moreover, the work presents a concept framework with seven kinds of classification, such as comprise cause affairs, recessive, the appropriate response, dramaturgy, recovery, link, and admonish. Finally, we compare Bitner's categorization of service failure. We find some types of service failure cannot be found in Bitner's categories.

Keywords : service failure ; service recovery ; subjective sequential incidents technique ; customer experience management ; critical incident technique

Table of Contents

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