

旅遊業服務失誤與服務補救之探討:以顧客經驗管理之觀點

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摘要

休閒旅遊愈來愈被重視，但旅遊業在服務過程中卻經常導致顧客負面情緒的產生。本研究從顧客經驗觀點，探討旅遊業之服務失誤內容，以質性研究，收集14位顧客的生氣故事資料後，用「主觀順序事件技術」(Subjective Sequential Incidents Technique, SSIT)方法研究分析。本研究發現以SSIT分析抽取的服務失誤概念，比CIT更能清楚發現失誤的脈絡特徵，而且以隱性氣點、回應不當氣點、戲劇論氣點、提醒性氣點與引發事件氣點等五大氣點詮釋服務失誤，並且發現某些服務失誤會有專屬階段的現象，也發現到以往旅遊業不曾注意的疏失。

關鍵詞：服務失誤；服務補救；顧客經驗管理；服務遞送藍圖；劇場理論；主觀順序事件技術

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