

網路購物服務失誤與服務補救:自覺控制感取向之研究

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摘要

本研究以網路購物消費者生氣的故事為研究資料，從消費者親身的網路購物認知經驗中，探討服務端的服務失誤及其失誤的分類方式，與相關的服務失誤補救措施，進而了解消費者於網路購物過程中，消費者經驗與自覺控制感之相關性。本研究以主觀順序事件技術(Subjective Sequential Incidents Technique, SSIT)分析方法來探討服務失誤。而研究對象以具有網路購物相關經驗者為主，研究資料以當事人自述性的故事文本為主，訪談對象為彰化地區大專與技職院校(含研究所)學生，從故事敘述資料中，抽取出消費者自身經歷的經驗(負面經驗)。以SSIT 建構出「網路購物產業主觀服務遞送藍圖」，並與以傳統CIT 方法研究出之相關服務失誤進行比較；SSIT 方法明顯呈現出以顧客主觀經驗之服務失誤認知，並能具體表現出歷程補救之效益。而透過「網路購物產業主觀服務遞送藍圖」與「自覺控制理論」構面相對照，提供網路購物業者經營管理建議。

關鍵詞：主觀順序事件技術；主觀服務遞送藍圖；網路購物；服務失誤；自覺控制感；服務補救

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