

餐飲業員工不當行為特徵之研究

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摘要

服務接觸研究學者始終強調員工與顧客的互動過程，以及脈絡歷程對於研究議題的重要性；但在服務管理的研究文獻中，總是缺乏較完整而詳細的互動過程探究。本研究以顧客經驗加入線索管理觀點，對於故事性的資料運用「主觀順序事件技術」(Subjective Sequential Incidents Technique, SSIT)鞏固其歷程脈絡，藉以探討員工不當行為特徵。研究發現，以歸納法分析各個服務階段的氣點類型，有引發事件氣點、回應不當氣點、隱性氣點、秘密偵察氣點、補救氣點、提醒性氣點等六類；以理想型法建立氣點模組，分析顧客負面情緒發展脈絡，則呈現多組不同的連續情緒經驗模組。在結論中，將研究結果與以往對於「服務失誤」與「服務補救」等文獻進行對話，可供企業針對這些線索的發展路徑，進行一系列的線索管理，對於人力資源管理系統，提供更為豐富的探索性發現和管理意涵。

關鍵詞：服務管理；服務失誤；員工不當行為；顧客經驗；人力資源管理

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