

# Research of The Restaurant Employee ' s Undue Behavior Characteristics

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## ABSTRACT

The scholars who researched the service failures always emphasized: The customer's experience, interactive process and sequential analysis are very important principles for the research of service failures. But, in the past research studies, there always not be found. This study is with the ' Subjective Sequential Incidents Technique' (SSIT) method to strengthen the materials formed with story ' s type, and analyze the anger points, interactive processes, and sequential relations of the service failures by the customer ' s interpretative view. Result of this study, build up the subjective delivery blueprint of service failures, and sort the anger points develop types and their sequential relations of triggers and im-proper responses of service failures. In the conclusion, we compare result of this paper with the past studies of the service failures, service blueprint, service failures in the restaurant, and service recovery. We try to develop the proper research methodology and more effective management in service failures course, the method should emphasize interactive process, sequential analysis, and customer's subjective experience.

Keywords : service management ; service failure ; employee ' s undue behavior ; customer experience ; human resource management

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