

學生對大葉大學選課服務失誤認知之研究：以顧客經驗管理觀點

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摘要

服務失誤及服務補救是目前研究者相當重視的議題。本研究是探討學生對大葉大學選課服務失誤認知之研究，採用學者張景旭(2006)提出以主觀順序事件技術方法(Subjective Se-quential Incidents Technique, SSIT)，從學生主觀經驗的中去推演「主觀服務遞送藍圖」，從而研究主觀服務遞送藍圖中所產生的學校服務失誤。建置學生的選課主觀服務遞送藍圖共分為八個階段，分別為一、選課前狀況階段；二、查詢開課資訊階段；三、選課階段；四、上網確認選課是否有誤階段；五、選課爭議階段；六、上課階段；七、人工選課階段；八、申訴階段。本研究於個案故事中發現二個服務失誤氣點類型，分別為引發事件氣點及回應不當氣點。

關鍵詞：顧客經驗管理；主觀順序事件技術；服務失誤；服務補救

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