Exploring the Perceptions of Students to Service Failure of Course Registration Affairs in DAYEH University　A Case ...

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ABSTRACT

The service failure and the service recovery are paid much attention on the current studies. This study is to discuss the service failure perspective of courses registration affairs among the Da-Yeh University students. It is adopted the Subjective Sequential Incidents Techniques (SSIT) from Dr. Chang through interpreting the subjective service deliver blueprint further to investigate the service failure of the University from the perspective of students. To establish the blueprint that mentioned above, there are eight processes to be conducted: first, the pre-registration; second, the course information inquiry; third, course registration; forth, registration confirming on the internet; fifth, registration dis-puting; sixth, course duration; seventh, manual switching registration; eighth, appeal solution. The results demonstrate two types of service failures which are comprise cause af-fairs and the inappropriate response.

Keywords : customer experience management ; service failure ; service recovery ; subjective sequential incidents technique

Table of Contents

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