

Service Failure and Service Recovery in Restaurant Service: A Comparison of Expectation Disconfirmation Theory and ...

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ABSTRACT

The purpose of this study is for research the problems of the Subjective Sequential Incidents Technique(SSIT)method that is used in the service failures of personal context restaurant industry . And deeply, we try to analysis the processing models of service failures in the restaurant industry with the Expectation Disconfirmation Theory and Dramaturgical Theory . At last, we will discuss the management meaning that each models represented

Keywords : service failures ; service recovery ; expectation disconfirmation theory ; Dramaturgical theory ; SSIT

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