

顧客經驗線索分類框架之研究：正面消費故事的質性分析

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摘要

具有高度人際接觸特性的餐飲業，開始從生產者導向的管理層面轉變成為消費者導向。然而，服務工作者如何在服務過程中透過舞台進行表演，使顧客留下深刻的印象並且創造顧客再次上門消費的意願就變的非常重要。本研究採取主觀順序事件技術(Subjective Sequential Incidents Technique, SSIT)方法(張景旭，張馨華，2006；張景旭，朱寶青，范垂爐，張馨華，2006)，其技術所設定出的階段完全遵循消費者的全面經驗，可以補抓顧客在消費過程中的情緒性線索。本研究根據十四個餐飲業案例，建構出消費者的九個主觀遞送藍圖，分別為一、搜尋與決策階段；二、門口印象階段；三、進門等待階段；四、帶位階段；五、入座後階段；六、點餐階段；七、第一次送餐階段；八、用餐及後續送餐階段；九、臨別結帳階段。並且找出四個劇場(舞台式劇場、搭配式劇場、街頭式劇場以及即興式劇場)的舞臺路徑。

關鍵詞：主觀順序事件技術；總體顧客經驗；線索管理；戲劇論；顧客經驗管理；體驗經濟

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