

餐飲業服務失誤和服務補救：一個理想類型方法的研究

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摘要

關於餐飲業的「服務失誤」與「服務補救」，以往文獻大多以「關鍵性事件」法來探討相關議題。自從有人應用「主觀順序事件技術」法，從顧客的觀點，以餐飲業的總業態，來探討「服務失誤」與「服務補救」之後，確實令人耳目一新。本研究於是借助「主觀順序事件技術」法，並以餐飲業的一個細項，即自助餐廳的業態，作為研究標的，應用串列理想類型模組，來探討各種可能發生或已經存在的服務失誤，並謀求補救之道。初步研究發現，以串列理想類型模組來分析顧客負面情緒的發展脈絡，會呈現多組不同的連續性模組。進一步將此研究結果一一列出，並與相關文獻所臚陳的「服務失誤」與「服務補救」案例進行對照比較。最後以此研究心得，針對事業人力資源管理，提出管理學上的些許粗淺見解。

關鍵詞：主觀順序事件技術，主觀服務遞送藍圖，服務失誤，服務補救，自助式餐廳

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