

# Service Failure and Service Recovery in Restaurant:A Study of Ideal Type Method

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## ABSTRACT

In relation to “ service failure and service recovery ” in food service industry, most articles published in the previous literature thereby explored these issues by means of “ Critical Incident Technique, CIT ”. Since some researchers applied “ Subjective Se-quential Incident Technique, SSIT ” in similar studies, and explored these issues aiming at the food service industry as a whole, the technique surely has given us a completely new impression. Although this research also adopted SSIT, we explored these issues aiming at a de-tailed branch in food industry, buffet restaurants, through a series of ideal typical molds. This research has found that if we analyze the developing sequence of customers ’ negative feelings, we can get many different sequential emotional experience molds. Then, we compared these results to the cases of service failure and service recovery presented in the related literature. Finally, we applied what we gained form this research in the study of human power resource management in business, and submitted some crude ideas about business management.

Keywords : Subjective Sequential Incidents Tecnique, Subjective Service Delivery Blueprint, Service Failure, Service Recovery, Buffet Restaurants

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