

餐飲業服務失誤與服務補救：管理者觀點與消費者比較

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摘要

為迴避CIT 的缺失，本研究從管理者與消費者經驗觀點，探討餐飲業之服務失誤內容，以質性研究，收集20位管理者、20位消費者的生氣故事資?與5位管理者的焦點團體訪談資料後，用「主觀順序事件技術」(subjective sequential incidents technique, SSIT)方法研究分析。其目的是要以詳盡「概?化」顧客情緒經驗的方法後，進行管理者觀點與消費者觀點之比較，?取代傳統CIT 那種「壓縮」複雜資訊的操作模式。

本研究以SSIT 建構餐飲業「管理者與消費者的主觀服務遞送?圖」，研究發現管理者在描述的服務失誤的故事中，易採取CIT「抓取關鍵」的特性，將服務失誤的問題歸於單一因子，再針對失誤進行解釋和補救，從消費者的經驗發現，服務失誤都是由一個主要事件，伴隨數個回應不當氣點、秘密偵察或補助氣點而組成串列模組，其中獲得的服務失誤概念，存在「光環效應」(halo effects)與「多米諾骨牌效應」(domino effect)，亦能延伸服務缺口理論的框架訊息，並提供相關業者教育訓練運用。

關鍵詞：主觀順序事件技術、主觀服務遞送?圖、服務失誤、服務補救、餐飲業

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