

Service Failure and Service Recovery in Restaurant: Manager Center and Consumer Center

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ABSTRACT

In order to avoid the disappearance of CIT, this research is from manager and consumer's experience view, probe into the service failure content of the restaurant. Study with the quality, after collecting angry story materials and 5 managers' Focus materials of 20 managers, 20 consumers, use ' the incident technology of subjective order ' (Subjective Sequential Incidents Technique, SSIT) The method is researched and analysed. After its purpose wants by exhaustive ' deal in generality ' customer's mood experience method, carry on administrator view compared with consumer's view, come, replace traditional CIT that kind complicated operation mode of message.

This research builds and constructs the restaurant' the subjective service of manager and consumer sends the blueprint ' by SSIT method. Discover the manager, in the story of the service failure that is described, it is apt to adopt the characteristic of CIT ' picks the key ', belong to the question of serving the fault the single factor, and then explain and remedy to the fault. Find from consumers' experience, it is all by a main incident to serve faults, accompany by several react improper and angry a bit reconnoitering or subsidizing angry to make up bunch tabulate mould group a bit secretly. The service failure concept obtained among them, ' the effect of ring of light ' (halo effects) exists With the ' dominoes effect ' (domino effect) ,Can also extend the frame information of the gap theory of the service, the persons who offer relevant family property use education and training.

Keywords : subjective sequential incidents tecnique、 subjective service delivery blueprint、 service failure、 service recovery 、 restaurant

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