

# Construction of Service Delivery Blueprint in 3C Industry - Application of The Ideal Type Method

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## ABSTRACT

This study was intended to probe into sorts of failures and to build consumer sub-jectively service blueprint by SSIT method. The interviewers were the junior college students and the professional college students in Chang-Hua area, to proceed the stories data collecting in consumption fail-ures. There are five major points of anger were found(including inappropriate response, failures of appeasement, prompt, service calamity lasting, and secret reconnaissance ), based on the research findings, the anger points of secret reconnaissance, service calam-ity lasting, recovery failure, cost of repeat description and prompt were the perception gaps between service providers and customers.

Keywords : service failure、service recovery、service blueprint

## Table of Contents

內容目錄 中文摘要	iii	英文摘要	iii
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
ix 第一章 緒論	1	第一節 研究背景與動機	1
1 第二節 研究問題	1	第二章 文獻探討	1
2 第一節 產業特性	2	2 第二節 服務失誤相關研究	2
2 第三節 服務補救	9	第四節 服務遞送藍圖	9
10 第五節 理想型方法	12	第三章 研究方法	12
14 第一節 研究對象	14	14 第二節 研究設計	14
16 第四章 研究結果	21	21 第一節 氣點類型定義	21
21 第二節 服務遞送藍圖	22	22 第三節 和員工觀點之比較	22
31 第四節 和Bitner服務失誤之比較	38	第五章 結論與建議	38
45 第一節 結論	45	45 第二節 研究限制與建議	45
47 參考文獻	49		49

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