

服務失誤與顧客間互動之研究

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摘要

本研究為探討服務失誤與顧客間互動之關係，經由現有文獻之引用及邏輯之推理，發現兩者之關係有必要進一步釐清。本研究透過受訪者撰寫消費生氣故事的方式，以餐飲業、零售業、醫療業、旅遊業等四種產業為研究範疇。總共收集了137則故事，去除與顧客間互動無關的故事76則，可用相關故事為61則，回收可用率為45%。本研究歸納出八種顧客間的互動型態：(1)顧客間資源的競爭；(2)其他顧客指點當事人服務端的缺失；(3)其他顧客成為服務失誤的補強證據；(4)其他顧客協助顧客確認問題焦點；(5)觀察蒐集服務人員的罪狀，其他顧客的存在與反應引發當事人後續的秘密偵查；(6)服務端失誤後，誘發其他顧客衝突；(7)服務端發生失誤後，使顧客在其他顧客中失去地位；(8)其他顧客對消費決策或經驗的指點。另本研究發現，顧客間互動的影響型態對服務端所造成的失誤可分為對服務端處理、服務、產品、場景、反應五個關係構面，並後續造成對於服務人員及服務機構兩個構面的負面評價

關鍵詞：服務失誤；顧客間互動；消費決策；消費經驗

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