

The Research of Service Failure and Customer to Customer Interaction

洪威寧、張景旭

E-mail: 9901062@mail.dyu.edu.tw

ABSTRACT

This study examines the relationship between service failure and customer to customer interaction(CCI). In addition, by quoting existing literatures and reasoning sensible logics, it is likely necessary to clarify the linkage between both of them. The research fields of this paper include restaurant, retail, medical and tourism industries, which collecting relative angry stories form participants. Altogether has collected 137 piece of stories, while removed 76 which have no relation to CCI, 61 useful stories were left over. The recycling availability percentage was 45%. This study induces eight sorts of typical CCI: (1)competition of resources between customers. (2)other customers advise the failure of service side. (3)other customers play the roles of enhanced evidences of service failure. (4)other customers help customer to confirm the focus of problem. (5)by observing and gathering the faults of servers, the existing and response of other customer cause the customer ' s lasting secret investigation of customer. (6)following the faults, comes the conflict between customers. (7)after the service side ' s failure, bringing on the lost of status of customers to other customer. (8)other customers ' instruction on customer with consumer-decision making and exprence process to customer. In addition, these typical CCI sorts could effect service side ' s aspects: dealing, service, product, setting and response, and creates following negative appraisals on service personnels and organization.

Keywords : service failure ; customer to customer interaction ; consumer decision making ; consumer experience

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