

The Service Failure in Home Stay: A Comparison of Positive Story and Negative Story

陳雅惠、張景旭

E-mail: 9901064@mail.dyu.edu.tw

ABSTRACT

Leisure travel is getting to be part of modern life. Accommodation is not only the essential requirement but also the basic recreational facility when travelling. But during the process of lodging service delivery, there are some service failures incurred by the difference of perception and obstacle of communication. Based on customers' positive and negative accommodation experience, this research adopt subjective sequential incidents technique(SSIT) on narrative data with the concept of time sequence which helps consolidating the course context to explore all the complete course of interaction during service encounter. Based on the results, a comprehensive emotional lingering form of domestic travelling related industry was generated. Besides, KANO model was carried out to induce positive emotional factors, negative emotional factors and common factors which make customers satisfied or unsatisfied. All the factors could be references for guesthouse owners to maintain or improve service quality.

Keywords : service failure ; customer satisfaction ; subjective sequential incidents technique

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 第一章 緒論	
1 第一節 研究背景與動機	1	第二節 研究問題與目的	
3 第二章 文獻探討	5	第一節 服務失誤的相關研究	
5 第二節 服務補救的相關研究	9	第三節 顧客滿意的相關研究	
10 第三章 研究方法	13	第四章 研究結果與發現	
21 第一節 行前互動情節	22	第二節 訂房、住房登記情節	
24 第三節 初次接觸情節	28	第四節 正式用餐情節	
32 第五節 換房情節	35	第六節 其他設施	
使用情境	38	第七節 住宿經驗：使用中情節	40
住宿經驗：出發前情節	43	第九節 景點活動情節	45
住宿經驗：回來後情節	47	第十一節 事後情節	48
結論	50	第一節 理論意涵	50
管理意涵	55	第三節 研究限制與建議	56
文獻	58	附錄A 服務失誤相關研究文獻 - 以Bitner服務構面為主分類架構	
	65	附錄B 國內旅遊住宿相關產業文獻(草稿)	67
	81	附錄C 國內旅遊住宿相關產業文獻(彙整)	
		附錄D 正負面經驗與文獻綜合比較表	85

REFERENCES

- 一、中文部份 交通部觀光局(2008), 1990~2008觀光統計資料:觀光市場調查摘要[線上資料], 來源: <http://admin.taiwan.net.tw/indexc.asp> [2008, October 20]。王昭正, 張真堯, 龔聖雄(2002), 國際觀光旅館服務失誤關鍵影響因素之研究, 私立朝陽科技大學休閒事業管理研究所未出版之碩士論文。巫喜瑞, 凌儀玲, 吳貞宜(2003), 實體環境管理、員工績效線索與顧客反應間關係之實證研究, 觀光研究學報, 9(1), 61-77。林士彥(2005), 休閒旅遊服務之產品層次探討 - 以渡假民宿為例, 顧客滿意學刊, 1(1), 145-168。洪瑞英(2004), 顧客導向、服務品質、顧客價值與顧客滿意度之關聯性研究 - 以花蓮地區國際觀光旅?為例, 國立東華大學企業管理研究所未出版之碩士論文。梁家祐, 鄭錫欽, 李謀監(2009), 澎湖民宿遊客投宿動機與滿意度之研究, 運動與遊憩研究, 3(4), 117-136。徐韻淑, 黃紹顏(2004), 民宿遊客市場區隔分析之研究, 餐旅暨家政學刊, 1(1), 67-86。陳淑芬, 邱天佑(2006), 民宿旅客消費者行為之研究 - 以花蓮地區為例, 大漢學報, 21, 155-173。張景旭, 張馨華(2006), 服務經濟轉型下的「重要事件技術」爭議與對策:「主觀順序事件技術」之提出, 關係管理研究, 3, 49-76。黃榮吉, 鄭紹成(2003), 服務疏失類型與補救滿意因素之研究 - 以台灣地區旅遊業與航空業為例, 光武學報, 26, 1-20。褚麗絹, 劉秀端, 林經富(2007), 休閒民宿消費者之住宿動機與體驗關聯性研究, 管理實務與理論研究, 1(2), 89-109。鄭紹成, 王雪?(2006), 台灣地區旅遊業服務補救對顧客補救滿意度影響之研究 - 以服務補救等待時間為干擾變數探討之, 服務業管理評

論, 2(2), 83-114。鄭紹成, 陳鈺達, 黃仁俊(2006), 服務保證、價格與企業可信度對消費者購買意願之影響 - 以團體套裝旅遊業為例, 旅遊管理研究, 6(1), 83-100。歐聖榮, 姜惠娟(1997), 休閒農業民宿旅客特性與需求之研究, 觀光研究學報, 3(1), 1-14。賴其勛, 游志青, 楊靜芳(2005), 旅館業服務接觸中顧客滿意與不滿意之來源 - 關鍵事件法之應用, 顧客滿意學刊, 1(1), 31-50。賴其勛, 楊靜芳, 邴傑民, 邱金蓮(2005), 旅館業服務接觸之研究 - 顧客、員工、管理者之比較, 企業管理學報, 65, 101-128。謝玲芬, 黃婷筠, 劉淑梅(2007), 以顧客關係管理構建內外部顧客滿意度之評估模式 - 以台灣連鎖飯店業為例, 績效與策略研究, 4(1), 49-70。薛景慈, 康桓甄, 何若絮(2008), 澎湖民宿消費者住宿決策因素之研究, 運動休閒餐旅研究, 3(3), 168-185。二、英文部分 Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, 27(3), 785-804. Berry, L. L., & Parasuraman, A. (1991). *Marketing Sciences: Competing Through Quality*. New York: The Free Press. Bigne, L. (2001). Image segmentation: The case of a tourism destination. *Journal of Service Marketing*, 15(1), 49-66. Bitner, M. J., Booms, B. H., & Tetreault, M. S. (1990). The service encounter: Diagnosing favorable and unfavorable incidents. *Journal of Marketing*, 54(1), 71-84. Bitner, M. J., Booms, B. H., & Mohr, L. A. (1994). Critical service encounters: The employee's viewpoint. *Journal of Marketing*, 58(4), 95-106. Bitner, M. J., Brown, S. W., & Meuter, M. L. (2000). Technology infusion in service encounters. *Journal of the Academy of Marketing Science*, 28(1), 138-149. Cadotte, E. R., Woodruff, R. B., & Jenkins, R. L. (1987). Expectations and norms in models of consumer satisfaction. *Journal of Marketing Research*, 24(3), 305-314. Coverly, D. E., Holme, N. O., Keller, A. G., Mattison, T. F. H., & Toyoki, S. (2002). Service recovery in the airline industry: Is it as simple as failed, recovered, satisfied. *Marketing Review*, 1(3), 21-37. Goodwin, C., & Ross, I. (1992). Consumer responses to service failures: Influence of procedural and interactional fairness perceptons. *Journal of Business Research*, 25(2), 149-153. Gronroos, C. (1988). Service quality: The six criteria of good perceived service quality. *Review of Business*, 9(3), 10-13. Herzberg, F., Mausner, B., & Snyderman, B. B. (1959). *The Motivation to Work*. New York: John Wiley. Hoffman, K. D., Kelley, S. W., & Rotalsky, H. M. (1995). Tracking service failures and employee recovery efforts. *Journal of Service Marketing*, 9(2), 49-61. Kano, N., Seraku, N., Takahashi, F., & Tsuji, S. (1984). Attractive quality and Must-be quality. *Journal of Japanese Society for Quality Control*, 14(2), 39-48. Keaveney, S. M. (1995). Customer switching behavior in service industries: An exploratory study. *Journal of Marketing*, 59(2), 71-82. Kelley, S. W., & Davis, M. A. (1994). Antecedents to consumer expectation for service recovery. *Journal of the Academy Marketing Science*, 22(1), 52-61. Kelley, S. W., Hoffman, K. D., & Davis, M. A. (1993). A typology of retail failures and an Assessment of a reassessment. *Journal of Marketing*, 58(1), 132-139. Kenney, M. J., (1995). Antecedents to customer expectations for service recovery. *Journal of Academy of Marketing Science*, 22(1), 52-62. Kotler, P. (1999). *Marketing Management*. Englewood, New Jersey: Prentice Hall. Maxham, J. G. (2001). Service recovery's influence on consumer satisfaction, positive word-of-mouth, and purchase intentions. *Journal of Business Research*, 54(1), 11-24. Miller, J. L., Craighead, C. W., & Karwan, K. R. (2000). Service recovery: A framework and empirical investigation. *Journal of Operations Management*, 18(1), 387-400. Mohr, L. A., & Bitner, M. J. (1995). The role of employee effort in satisfaction with service transaction. *Journal of Business Research*, 32(3), 239-252. Oliver, R. L. (1981). Measurement and evaluation of satisfaction processes in retailing setting. *Journal of Retailing*, 57(3), 25-48. Power, C. (1992). Smart selling: How companies are winning over today's tougher customer. *Business Week*, 327(3), 46-52. Reicheld, F. F., & Sasser, W. E. (1990). Zero defections: quality comes to services. *Harvard Business Review*, 68, 105-110. Smith, A. K., Bolton, R. N., & Wagner, J. (1999). A model of customer satisfaction with service encounters involving failure and recovery. *Journal of Marketing Research*, 36(1), 356-372. Swan, J. E., & Combs, L. J. (1976). Product performance and consumer satisfaction: A new concept. *Journal of Marketing*, 40, 25-33. Westbrook, R. A. (1987). Product/consumption-based affective responses and postpurchase processes. *Journal of Marketing Research*, 24(8), 258-270.