**影響服務失誤及補救後之再購意願與口碑的因素探討- 以餐廳為例**

指導老師：王崇昱 老師

組 員：陳鈺隆、劉雅芬、施淑雯

**摘 要**

過去有關服務失誤的研究相當多，但這些研究探討的重點不一且缺乏

一個整合性觀點，且未能同時檢測影響再購意願及口碑之因素是否不同?

因此本研究嘗試整合了服務失誤後承諾、補救滿意度及認知公平等因素來

探討其對於再購意願及口碑的影響性，本研究以大高雄地區曾有過餐廰服

務失務並有採取服務補救的經驗之消費者消費者進行施測，利用實體通路

及網路等管道來發放問卷，總共發放200份問卷，有效問卷192份。

根據本研究統計分析之驗證結果，歸納下列結論：1. 承諾對再購意願

有正向影響。2. 承諾對口碑有正向影響。3. 服務補救滿意度對口碑有正

向影響。4. 認知公平對再購意願有正向影響。5. 認知公平對口碑有正向

影響。根據分析結果，本研究提出行銷管理上的建議。

關鍵詞：服務失誤、承諾、服務補救滿意度、認知公平、再購意願、口碑

第壹章　緒　　論

1.1　研究動機

根據行政院主計處「國民所得統計」，並以95年為物價基期修正資料，依各種產業來源對於GDP成長率的貢獻來看，服務業自87年至99年第四季為止，服務業對於GDP的貢獻度均大於工業和農業，99年度的GDP成長率為9.03%中，農業貢獻0.14%、工業貢獻2.83%，而服務業則貢獻6.06%。服務業占GDP比重，99年度的資料顯示為67.08%，遠超過工業的31.34 %和農業的1.58%。由經濟部所發表的總體經濟統計資料可明顯看出，服務業對於現今台灣地區經濟影響力己占相當大的地位，瞭解顧客對於服務的複雜反應是越顯重要。然而因為「服務」本身的特殊性，包括無形、不可分割、易逝與變異性，造成服務與生產同時發生，從服務時間之縱斷面來看，服務失誤發生，將可能是在顧客與服務提供者的任何接觸時間(Kelly & Davis ,1994)，由於這樣獨特特性，使得服務失誤的產生為難以避免，無論公司對服務流程、員工訓練如何嚴密與精確，或者科技如何先進，「零失誤」仍是一個難以達成的目標(Hart et al., 1990)，因此服務失誤可以說是必然，只是嚴重程度的不同。

服務失誤與顧客更換商家行為有直接關係(Keaveny,1995)，服務提供者該如何在失誤發生的第一時間進行處理，化危機為轉機，考驗企業對於其基本信念的執行與能耐。好的服務補救措施可以協助企業保留住優質的顧客，若企業針對服務失誤的發生而願意彌補顧客的損失，則顧客滿意度將有顯著的增加，有效的服務補救不但可以留住原先對服務不滿的顧客，還能增強顧客對企業的形象認知(Gary, 1992)。

好的服務補救重要性學術界己有許多研究背書確立，Brown(2000)認為服務補救不僅可以使顧客感到滿意，並且對企業本身而言也有益處，可以改善服務失誤的問題。Goodman(1989)指出若顧客抱怨能被妥善處理，可以維持住95%之不滿意的顧客；相對的，若沒有妥善的處理顧客提出之抱怨，則只能維持住64%的顧客。Jones et al.(1995)由於服務補救措施的不同而產生不同的服務補救滿意度，而瞭解在不同的服務補救滿意度會影響再購意願的發生。

Garbarino及Johnson(1999)在研究中指出，對於高度關係顧客而言，承諾與未來意向間具有正向關係。Jones et al.(2007)也指出在承諾的三種成分當中，情感性承諾與消費者的正負情緒以及再購意願有著正向相關存在，並且與負面口碑有著負面相關，這表示若消費者對於品牌的情感性承諾提升，則不但會使得消費者的正負情緒與再購意願提高，還會降低消費者散佈負面口碑的可能性。

王揚新(2005)認知公平中得知，顧客是因為受到服務補救滿意之行為，才會有再惠顧意願，正確的運用認知公平程序及成功的服務補救方式，才能真正獲得顧客再惠顧之意願。同時，馮淑美(2005)實證的結果知無論是結果公平、程序公平或是互動公平，皆與口碑、再使用意願與滿足，呈正向因果關係。而認知公平中的結果公平較能影響抱怨後行為的口碑及滿足的程度，互動公平較能影響抱怨後行為的再使用意願。

過去有關服務失誤的研究相當多，但這些研究缺乏一個整合性觀點，此外，未能同時檢測影響再購意願及口碑之因素是否不同?如鍾佩君(2009)少了對口碑及承諾、認知公平對再購意願的關係探討；李愷文(2009)少了對再購意願及認知公平對口碑的關係探討；王偉權(2010)少了口碑及承諾對再購意願的關係探討。因此本研究嘗試整合了服務失誤後承諾、補救滿意度及認知公平等因素來探討其對於再購意願及口碑的影響性，證實上述關係結果可提供業者參考。

1.2　研究目的

根據上述的研究背景與動機，本研究希望以消費者的角度，探討承諾、服務補救滿意度及認知公平等因素，是否會對消費者再次消費的意願及口碑造成影響。因此本研究之目的是想瞭解：

一、承諾對再購意願與口碑是否有影響？

二、服務補救滿意度對再購意願與口碑是否有影響？

三、認知公平對再購意願與口碑是否有影響？

參考文獻

**英文部份**

|  |
| --- |
| Adams, J. Stacy (1965), “Inequity in Social Exchange,” in Advances in Experimental Social Psychology, 2, Leonard Berkowitz, ed. New York：Academic Press, Inc., 267-299 |
| Alexander, E. C.(2002)Consumer Reactions to Unethical Service Recovery Journal of Business Ethics, 36(3), 223-237 |
| Anderson, E. W., & Sullivan, M. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. Marketing Science, 12 (2), 125-143 |
| Andreassen, T. W. (2001). From Disgust to Delight: Do Customers Hold a Grudge? Journal of Service Research, 4(1), 39-49 |
| Athanassopoulos, Antreas；Gounaris, Spiros and Stathakopoulos, Vlassis, Behavioral responses to customer satisfaction：An empirical study, European Journal of Marketing；35, 5/6；pp. 687-707, (2001) |
| Austin, W. G. (1979) Justice, Freedom and Self-Interest in Intergroup Relations. In The Social Psychology of Intergroup Relations, William G. Austin and S. Worchel, eds. Belmont, CA：Brooks/Cole, 20-37 |
| Bell, C. R. & Zemke, R. E.(1987)“Service Breakdown the Road to Recovery. ” Management Review, 76(10), 32-35.  |
| Bell, C. R. (1992). Service recovery for trainers. Training and Development, 46(5), 58-63 |
| Berry, L. L., & Parasuraman, A. (1991). Marketing Services Competing Through Quality\_9, New York: Free Press |
| Bettencourt, L., 1997, “Customer Voluntary Performance: Customers as Partners in Service Delivery”, Journal of Retailing, Vol.73, No.3, pp.383-406.  |
| Bies, Robert J. (1987), “The Predicament of Injustice：The Management of Moral Outrage,” Research in Orangizational Behavior, 9, 289-319 |
| Bitner, M. J., Booms, B. H. & Tetreault, M. S.(1990)“The Service Encounter：Diagonosing 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, 95-106.  |
| Blodgett, Jeffrey G., Donna J. Hill and Stephen S. Tax (1997), “The Eeffects of Distributive, Procedural, and Interactional Justice on Postcomplaint Behavior,” Journal of Retailing, 73(2), 185-210 |
| Boshoff, C. (1997). “An Experimental Study of Service Recovery Options.” International Journal of Service Industry Management, 8(2), 110-130.  |
| Brown, S. W. (2000). Practicing Best-in- Class Service Recovery. Marketing Management, 9(2), 8-9 |
| Bruyn, A., & Lilien, G. L. (2008). A Multi-stage Model of Word-of-Mouth Influence througth Viral Marketing. Intern. J. of Research in Marketing, 25, 151-163. |
| Cardozo, N. R. (1965). An experiment study of consumer effort, expectations and satisfaction. Journal of Marketing Research, 2(3), 244-249 |
| Chiou, Jyh-Shen, Cornella Droge, and Sangphet Hanvanich, 2002, “Does Customer Knowledge Affect How Loyalty is Formed? ”, Journal of Service Research, Vol.5, No.2, pp.113-124.  |
| Clark, G. L., Kaminski, P. F., & Rink, D. R. (1992). Consumer complaints: advice on how companies should respond based on an empirical study. Journal of Services Marketing, 6(1), 41-50 |
| Clemmer, Elizabeth C. and Schneider¸ Benjamin (1996), “Fair Service,” in Advances in Services Marketing and Management, Vol. 5, Teresa A. Swartz, David E. Bowen and Stephen W. Brown, eds. Greenwich, CT：JAI Press, pp.109-26. |
| Conlon, Donald E. and Noel M. Murray (1996), “Customer Perceptions for Corporate Responses to Product Complaints：The Role of Expectations,”Academy of Management Journal, Vol.19 (4), pp.1040-1056 |
| Day, George S., 1969, “A Two-Dimensional Concept of Brand Loyalty: Toward an Integrated Conceptual Framework”, Journal of the Academy of Marketing Science, Vol.22, Spring, pp.99-113.  |
| Deutsch, M. (1985) Distributive Justice：A Social Psychological Perspective. New Haven, CT：Yale University Press. |
| Dick, A. and Kunal Basu, 1994, “Customer Loyalty: Toward an Integrated Framework”, Journal of the Academy of Marketing Science, Vol.22, No.2, pp.99-113.  |
| Etzel, M. J., & Silverman, B. I. (1988). A managerial perspective on directions for retail customer dissatisfaction research. Journal of Retailing, 57(4), 124-136 |
| Firnstahl, T. W. (1989). My employees are my service guarantees. Harvard Business Review, 24(4), 4-8 |
| Fornell, C., & Wernerfelt, B. (1987). Defensive marketing strategy by customer complaint management: A theoretical analysis. Journal of Marketing research, 24(1), 337-346 |
| Gilliand, Stephen W., (1993)“The Perceived Fairness of Selection Systems：An Organizational Justice Perspective,” Academy of Management Review, Vol. 18, No. 4 |
| Gilly, M. C. (1987). “Post Complaint Processes: From Organizational Response to Repurchase Behavior.” Journal of Consumer Affair, Vol.21 (4), pp.293-313 |
| Gilly, M. C., & Gelb, B. D.(1982). Post-Purchase Consumer Processes and the Complaining Consumer. Journal of Consumer Research, 9 (3), 323-328 |
| Goodman, J. A., & Malech, A. (1985). Using Complaints for Quality Assurance Decisions. Working Paper-TARP, April |
| Goodman, R. J. (1989). The uses of critical incident methodology applied to the development of waiter-waitress training programs. Journal of Business Research, 20(4), 132-141 |
| Goodwin, C. & Ross, I. (1992). “Consumer Responses to Service Failures：Influence of Procedural and Interactional Fairness Perceptions.” Journal of Business Research, 25(2), 149-163 |
| Harrison-Walker, L. Jean, 2001, “The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment |
| Hart, C. W., Heskett, J. L., & Sasser Jr., W. E. (1990). “The Profitable Art of Service Recovery. ” Harvard Business Review, 68(4), 148-156 |
| Hennig-Thurau, T., & Walsh, G. (2003). Electronic word-of-mouth: Motives for and consequences of reading customer articulations on the internet. International Journal of Electronic Commerce. 8(2), 51-74.  |
| Hoffman, K. D., Kelley, S. W., & Chung, B. C.(2003)“A CIT investigation of Servicescape Failures and Associated Recovery Strategies.” The Journal of Service Marketing, 17(4/5), 322-340 |
| Hoffman, K. D., Kelley, S. W., & Rotalsky, H. M. (1995). Tracking service failures and employee recovery efforts. Journal of Services Marketing, 9(2), 49-62 |
| Holloway, Betsy B and Sharon E Beatty (2003), “Service Failure in Online Retailing：A Recovery Opportunity,” Journal of Service Research, 6(1), 92-105 |
| Homans, George Casper (1961), “The Humanities and the Social Sciences：Joint Concern With "Individual" and Values The Arts Distinct From Social Science Distinctions of Social Status,” The American Behavioral Scientis, 4(8), 3-6 |
| Huppertz, John W., Sidney J. Arenson and Richard H. Evans (1978), “An Application of Equity Theory to Buyer-Seller Exchange Situations,” Journal of Marketing Research, 15(2), 250-260 |
| Johnston, T. C. & Hewa, M. A. (1997). “Fixing Service Failures.” Industrial Marketing Management, 26(5), 467-473 |
| Jones, M. A., Reynolds, K. E., Mothersbaugh, D. L., & Beatty, S. E. (2007). The positive and negative effects of switching costs on relational outcomes. Journal of Service Research. 9(4), 335-355.  |
| Jones, T. O., & Sasser, J. R. (1995). Why satisfied customer defect. Harvard business Review, 85(2), 88-99 |
| Keaveney, Susan M. (1995), “Customer Switching Behavior in Service Industries：An Exploratory Study,” Journal of Marketing, Vol.59 (4), pp.71-82 |
| Kelley, S. W., & Davis, M. A. (1994). Antecedents to customer expectation for service recovery. Journal of the Academy of Marketing Science, 22(1), 52-61 |
| Kelley, S. W., Hoffman, K.D., & Davis, M. A. (1993). A Typology of Retail Failures and Recoveries.” Journal of Retailing, 69(4), 429-454 |
| Kotler, P.(1991)Marketing management：Analysis, planning, implementation and control(7thed.) ,New Jersey , Prentice-Hall, 321-322 |
| Leong, S M, Ang, SH and Lin-Low, L H(1997),“ Effects of physical environment and locus of control on service evaluation,” Journal of Retailing and Consumer Service, Vol4, No.4, pp.231-237  |
| Lind, E. A., and Tyler, T. R., The Social Psychology of Procedural Justice. New York：Plenum Press, 1988 |
| Maxham III, James G. and Netemeyer, Richard G. (2003), “Firms Reap What They Sow：The Effects of Shared Values and Perceived Organizational Justice on Perceived Organizational Justice on Customers’ Evaluations of Complaint Handling,” Journal of Marketing, 67, 48-62 |
| Maxham, J. G., III (2001). Service Recovery's Influence on Consumer Satisfaction, Positive Word-of-Mouth, and Purchase Intentions. Journal of Business Research, 54 (1), 11-24 |
| McCollough, M. A., Berry, L. L., & Yadav, M. S. (2000).” An Empirical Investigation of Customer Satisfaction after Service Failure and Recovery. ”Journal of Service Research, 3(2), 121-137 |
| McCollough, M.A., & Bharadwaj, S.G. (1992). The Recovery Paradox: An Examination of Consumer Satisfaction in Relation to Disconfirmation, Service Quality, and Attribution Based Theories. AMA Winter Educators' Conference Proceedings, 3, 119 |
| Michael A. Mccollough, Leonard L. Berry and Manjit S. Yadav(2000),“An Empirical Inestigation of Customer Satisfaction After Service Failure and Recovery,” Journal of Service Research, Vol.3, No.2,(11), pp.121-137 |
| Miller, J. L., Craighead, C. W., & Karwan, K. R. (2000). Service Recovery: A Framework and Empirical Investigation. Journal of Operations Management, 18(4), 387-400 |
| Neal, W. D. (1999). Satisfaction is nice, but value drives loyalty. Marketing Research, 11(1), 20-23 |
| Oliver, Richard L. and John E. Swan (1989), “Consumer Perceptions of Interpersonal EquityAnd Satisfaction,” Journal of Marketing, 53(2), 21-35 |
| Oliver, Richard L. and Wayne S. DeSarbo (1988), “Response Determinants in Satisfaction Judgments,” Journal of Consumer Research, 14(4), 495-507 |
| Palmer, A., R. Beggs & C. Keown-McMullan, 2000.“Equity and repurchase intention following service failure,” Journal of Services Marketing, Vol.14 (6), pp.514 |
| Parasuraman, A., Zeithaml, V. A., & Berry, L. L.(1988)“SERVQUAL: A Multiple-Item Scale for Measuring Cus tomer Perceptions of Service Quality.” Journal of Retailing, 64(1), 12-40.  |
| Park, C., & Lee, T. M. (2009). Information Direction, Website Reputation and eWOM Effect: a Moderating Role of Product Type. Journal of Business Research, 62(1), 61-67 .  |
| Phelps, J. E., Lewis, R., Mobilio, L., Perry, D., & Raman, N. (2004). Viral marketing orelectronic word-of-mouth advertising: Examining consumer responses and motivations to pass along email. Journal of Advertising Research, 45(4), 333–348.  |
| Reicheld, F. F. & Sasser, W. E. Jr. (1990). Zero Defections: Quality Comes to Services. Harvard Business Review, 68 (5), 105-11 |
| Richins, M. (1983). “Negative Word-of-Mouth by Dissatisfied Consumers：A Pilot Study. ” Journal of Marketing, 47(4), 68-78 |
| Ronald L. Hess Jr. Shanker Gaesan, Noreen M. Klein, 2003, “Service Failure and Recovery：The Impact of Relationship Factors on Customer Satisfaction.” Journa of Academy of Marketing Science, Vol.31 (2), pp. 127-145 |
| Schweikhart, S. B., Strasser, S., & Kennedy, M. R. (1993). Service recovery in healthy service organizations. Hospital and Healthy Service Administration, 38(1), 3-21 |
| Seiders, K., & Berry, L.L.(1998)Service fairness：What it is and why it matters. The Academy of Management Executive, 12 (2), 8-20 |
| Smith, A. K., Bolton, R. N., & Wager, J. (1999) A Model of Customer Satisfaction with Service Encounters Involving Failure and Recovery. Journal of Management Research, 36(8), 356-372 |
| Spreng, R. A., Harrell, G. D., & Mackoy, R. D. (1995). Service Recovery: Impact on Satisfaction and Intentions. Journal of Services Marketing, 9 (1), 15-23 |
| Spreng, R.A., Harrell, G.D., & Mackoy, R.D. (1995). Service Recovery：Impact on Satisfaction and Intentions. Journal of Services Marketing, 9(1), 15-23 |
| Tax, S. S., and Brown, S. W., (1998)“Recovering and Learning from Service Failure,” Sloan Management Review, Vol. 39, No. 1, pp.75-88. |
| Tax, S. S., Brown, S. W., & Chandrashekaran, M.(1998)“Customer Evaluations of Service Complaint Experiences：Implications for Relationship Marketing.” Journal of Marketing, 62(2), 60-76 |
| Terrence J. L., Gordon H. G., and McDougall (2000), “Service Problems and Recovery Strategies：An Experiment,” Canadian Journal of Administrative 99Science, Vol.17 (3), pp.20-37 |
| Walker,H., Jean,L(2001)The Measurement of Word-of-Mouth Communication and an lnvestigation of Service Quality and Customer Commitment as Postential Antecedents.Journal of Service Research,Vo1.4,60-75. |
| Webster, C., & Sundaram, D. S. (1998). Service Consumption Criticality in Failure Recovery. Journal of Business Research, 41(2), 153-59 |
| Westbrook, R. A. (1987). Product /Consumption-Based Affective Responses and Postpurchases Processes. Journal of Marketing Research, 24(3), 258-270 |
| Widmier, S. & Jackson, D. W. (2002). “Examining The Effects of Service Failure, Customer Compensation, and Fault on Customer Satisfaction with Salespeople,” Journal of Marketing Theory and Practice, 10(1), 63-73 |
| Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1993). “The Nature and Determinants of Customer Expectations of Service.” Journa l of the Academy of Marketing Science, 21(1), 1-12.  |
| Zeithaml, V. A., Berry, L., & Parasuraman, A. (1996). The behavioral consequences of service quality. Journal of Marketing, 60(2), 31-46 |
| Zemke, R. & Bell, C.(1990).“Service Recovery：Doing Right the Second Time.” Training, 27(6), 42-48 |
| Zemke, R. (1994). Service recovery. Executive Excellence, 11(9), 17-18 |

**中文部份**

|  |
| --- |
| 王偉權(2010)網路購物服務補救對知覺公平、滿意度與再購意圖關係研究-聲譽為調節變數 |
| 王揚新(2005) 服務失誤嚴重性、服務補救認同度與認知公平關係之探討-以醫學中心為例 |
| 吳文緯(2006)。產品差異與口碑行為關係之研究 。未出版碩士論文，國立臺灣科技大學，台北市 |
| 吳柏勳(2011)，以期望理論及公平理論探討線上服務失誤補救，靜宜大學資訊管理系碩士論文。 |
| 李錦雲(2003)。「服務補救時間延遲對服務補救滿意度之研究-以航空業為例」。私立中國文化大學國際企業管理研究所碩士論文，臺北市，6-26。  |
| 周季穎(2005)電腦中介傳播對口碑行為的影響。未出版之碩士論文，私立東吳大學，臺北市 |
| 尚榮安、陳禹辰、周季穎(2007)。電腦中介傳播對消費者口碑行為的影響。Journal of e-Business，9(1)，27-48 |
| 林念慈(2004)以認知腳本理論探討人員接觸與顧客反應關係之研究-以高屏地區麥當勞為例 |
| 林建煌(2002)。消費者行為。台北市：智勝文化 |
| 林恩沛(2010)產品類型及評價正負性對消費者網路口碑接受度之影響一品牌承諾為干擾因素。國立台灣師範大學研究所碩士論文 |
| 林德國譯(2001)。口碑行銷。台北市：遠流 |
| 施柏均(2000) 服務失誤、服務補救、顧客滿意與購買意願之探討-以行動電話服務業為例 |
| 胡凱傑、任維廉與陳建元(2009)。服務保證與知覺等候經驗對旅客滿意度與再購意願之影響：以臺鐵為例。運輸學刊，21(4)，355-383 |
| 張宏生與林璐安(2007)。不同顧客價值傾向下旅館服務補救對顧客滿意的影響。行銷評論，4(2)，137-162 |
| 許雅媚 (2007)。「服務補救、認知公平與補救後滿意度之關係研究－以網路與實體通路為例」。國立成功大學國際企業研究所碩士論文，台南市，6-36 |
| 陳妙華(2000)服務補救、認知公平與顧客滿意、再購意願關係之研究--以I.S.P為例 |
| 陳鉦達(2006)服務失誤嚴重度、服務補救方式、顧客忠誠度與服務補救滿意度關係之研究。文大商管學報，11(2)，71-90 |
| 費翠(2001)網路市場行家理論驗證與延伸-其網路資訊搜尋、口碑傳播、線上購物行為及個人特質研究。未出版之碩士論文，國立政治大學，臺北市 |
| 馮淑美(2005)。「服務補救、認知公平與顧客行為意圖之探討:以信用卡持卡人為例」。私立銘傳大學管理學院高階經理碩士學程在職專班碩士論文，臺北市，9-21、25-38 |
| 黃麗惠(2004)。高雄巿緊急救護服務接觸體驗與口碑反應。未出版碩士論文，國立中山大學，高雄市 |
| 葉士菁(2012)。服務品質、知覺價值與再購意願關聯性研究-以逢甲夜市為例 |
| 廖淑伶(2007)。消費者行為。臺北縣：前程文化 |
| 劉季華(2005)。比較台灣與大陸遊客其環境屬性、遊憩滿意度與目的地口碑關係之研究：以阿里山。未出版碩士論文，國立嘉義大學，嘉義市 |
| 鄭清文(2002)台灣壽險業顧客滿意度、信任、承諾及其與購買意願間的關聯性研究。東吳大學商學研究所碩士論文 |
| 鄭紹成 (1997)。「服務業服務補救、挽回服務與顧客反應之研究」。私立中國文化大學國際企業管理研究所博士論文，臺北市，16-45 |
| 鄭凱元(2006)。網路口碑傳播媒介之比較。未出版之碩士論文，國立台灣科技大學，臺北市 |
| 賴其勛，「消費者抱怨行為、抱怨後行為及其影響因素之研究」，國立台灣大學商研所碩士論文，民國85年6月 |
| 韓維中(2001)，服務補救、顧客歸因與補救回復之滿意度模式，國立台灣大學商學研究所碩士論文 |
| 關復勇、楊雅琦、鄭尹惠(2005)。知覺品質與網路口碑溝通間關係之研究-以顧客承諾為中介角色之分析。行銷評論，2(2)，149-170 |