**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？

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