連續服務經驗對消費者決策之影響

The Impact of Consecutive Service Encounters (Success vs.

Failure) on Customer Responses

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國立交通大學管理科學系

碩士論文

A Thesis
Submitted to Department of Management Science
College of Management Science
National Chiao Tung University
in partial Fulfillment of the Requirements
for the Degree of
Master
In

Management Science

June 2010 Hsinchu, Taiwan, Republic of China

中華民國九十九年六月