

Service Failures Identification: The Involvement of the Interrelation
Effect in Service Practices

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Abstract

The emergence of new information technologies (IT) changes the way organizations carry out their day-to-day operations. In view of the significant capital investments and expenditures with the IT service, organizations are concerned about what the impact of investment will be on the performance. Thus, drawing up a service failure recovery program with the consideration of cost-effectiveness is the primary concern in order to maintain a sustainable competition. In response, the purpose of this study is to develop a new decision-making model by integrating the Importance-Performance-Gap model and DEMATEL approach to understand the customers' perceptions and the managers' opinions to help identify the critical service failures. The study validates the model by using data collected from an online tax declaration service in Taiwan. The results indicate that the consideration of multiple perceptions/opinions may be beneficial for extracting more critical service failures. Some practical implications from the empirical case are also discussed.

Keyword : service failures, customers' perceptions, managers' perceptions, DEMATEL, importance-performance-gap analysis, IT/IS service