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Abstract
In the Hakka food culture, you can reveal the ancients using their knowledge and technology to create a lot delicious foods, cooking recipes and storage ways. And that's why we can enjoy the amazing Hakka taste. For business continuity, Hakka restaurant managers must know the quality of Hakka foods well. Moreover, the services of restaurant should also make customers satisfied. So that you can create a unique managing way of Hakka culture and let your customers feel special.
We used Critical Incident Technique (CIT) to analyze the data on this research. By filling the half structured question paper from the sampling Hakka restaurants on Meinung, we collected the opinions of service encounter, and Hakka cultural experience from customers. Besides, we also collected the opinions of service encountr from waiters. Then we classify the question papers using two standards which are "Dramaturgical theory" and Bitner's standard (BBM principle) developed by Bitner et al. Finally, we realized the interaction between costumers and waiters and found out the key factors of satisfying service and unstatisfying service in Hakka restaurants
Through inductive inference, this research concludes key factors of satisfying cultural experience services as listing: the quality of visible products, the placement of restaurants and the promotion actions of waiters. Besides, the key factors of satisfying service contact are as listing: service process,responses of unreachable services , real-time and costumers' favorite response and the attitude of waiters.
On the contrary, the key factors of unsatisfying cultural experience service are as listing: the promotion actions of waiters, the timeing processing service and the promise from waiters to costumers . And the key factors of unsatisfying service contact are also listing: the carelessness of waiters to communicating system , the response to costumers' need and the attitude of waiters.
Finally, in the process of driving local restaurant improvement and culture
continuation, we can take one step ahead to connect real and unreal resource which means restaurant and tourism resource and construct an open porch for tourists and local restaurants. So the local restaurant will become the foundation of lasting culture experiences.
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