

A Study of Restaurant over Service from the Starbucks in Taiwan

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Abstract

The so-called over-service refers to the service provided by the service staff to achieve the customer's expectations. So many food and beverage industry to meet those few people who picky fault, more stringent check the training of service personnel, and continuously improve the quality of service, has exceeded the expectations of the guests, making the service staff to provide more unnecessary services, resulting in "excessive service" phenomenon. In this study, a case study was conducted. The domestic chain coffee star was used as the material. In response to the present market trend, the content of Starbucks consumers was set up, and the oral contents of all the interviews were compiled, analyzed and summarized. To collect more Starbucks coffee over service phenomenon. The study found that Starbucks coffee shop over-service category can be attributed to "too frequent", "too warm", "excessive attention." The cause may arise from the customer itself, or because of "improper staff judgment", "company specification", "supervisor requirements", resulting in excessive service.

Key words: Over service, Starbucks

1. INTRODUCTION

1.1 Motivation

In today's catering industry, the competition can be said to be quite fierce. Especially in the coffee industry, which has lower barriers than other catering industries, it can be said that it is a battleground for military strategists. This has caused many cafes to have one. At the same time, the chain coffee industry has also been expanding its branches in recent years. In today's society, there are as many coffee shops as convenience stores. When the competition continues to grow, a coffee shop only provide for coffee and meals. The deliciousness has become the basic living conditions in this industry. Secondly, consumers will continue to rely on their meal price, meal quality, environmental sanitation, dining space decoration facilities and service quality. Among the reference conditions described above, too many operators have been able to reach a certain level, even exceeding customer requirements and expectations. However, with the changes in today's society and the improvement of consumers' living standards, the requirements for service quality are also different from the past. The quality of service has a profound impact on consumers, which may indirectly affect customers' consumption. Willingness; Sun Luhong and Zhang Xiuyan (2011) pointed out that 14% of customers who have had excessive service will complain or respond and 36% of customers will not be over-serviced, willing to dine at the restaurant again. In addition, 64% of customers will tell their relatives and friends their experiences after experiencing the transition service, which will lead to negative word-of-mouth publicity. Therefore, the negative impact caused by excessive service is a phenomenon that must be taken seriously by the catering industry.

In the prevailing Internet era, consumers can simply spread negative reviews on major websites, which is a very important issue for the industry. However, the industry also found that the cost of developing a new customer is far greater than retaining the original customer.

In order to attract new consumers and to take care of existing customers, the company is constantly pursuing "services that exceed customer expectations" and continues to surprise customers. The concept of "Beyond Customer Expectations" comes from the "Quality of Service Model" proposed by Parasuraman, Zeithaml and Berry in 1985. Parasuraman et al. define service quality as the difference between the expected service and the perceived service. In other words, the quality of service that consumers expect will be the same as the perceived quality of service to get the desired result; however, if the quality of service is far beyond what consumers expect, this means The high quality of service is the ideal quality of service: the quality of service that is perceived by consumers is lower than that expected by consumers.

Today's chain of coffee and catering brands have their own standard service processes in order to attract customers and retain existing customers, the goal is to meet customer needs. The industry is based on the theory proposed by Parasuraman et al., which is based on the quality of management services. The service of "beyond customer expectations" is intended to make all consumers who are eager to consume feel the service quality beyond their imagination and let consumers feel Surprise, intimacy, warmth and anticipation of the next consumption, these methods are some means used by the industry to improve consumer satisfaction and increase customer repurchase rate.

However, such services do not make all customers feel Happy and satisfied, some customers even think that these services are too intimate and welcoming, which makes them feel uncomfortable and wasted time. However, the set of service processes envisaged by the operators to improve customer

satisfaction has caused consumers to resent and have a heart the negative idea is the so-called "over service."

1.2 Study Purpose

This study explores the Starbucks over-service behavior in Taiwan, and uses Starbucks consumers as research objects to analyze and summarize their over-service behaviors based on actual cases. The purpose of this study is as follows:

1. Understand the situation of excessive service in Starbucks coffee chain industry
- 2 To sum up the corresponding situation of Starbucks coffee chain industry over-service.
3. Analysis of the causes of excessive service caused by Starbucks coffee chain industry.

1.3 Research Process

In this research process, first understand the background of the theme, think about the research motivation, and establish the research purpose, then carry out related literature review, search and organize the relevant papers for over-service and service negligence in the catering industry over the years, and choose a suitable research method.

Next, after using the network to transmit the designed questionnaire website, analyze, integrate and summarize the collected data, and finally put forward the conclusions of this study.

2. LITERATURE REVIEW

2.1 Over-service definition

Excessive service means that some customers accept certain products or services, but some features or functions of the products or services are not used at all, but these features or functions increase their purchase costs (Jia Changrong, 2008). Zhang Xiuling (2011) defines over-service as the service provided to exceed customer expectations and make customers feel negative.

2.2 Over-service Research

According to Sun Luzhen and Cai Yazhen (2013), the analysis results of the first-line service personnel interview data of W Chain Steak House were divided into fourteen over-service behaviors according to their categories: frequent collection, excessive inquiry, and fast meals. Expropriate take-out, over-entertainment, over-inquiry about dining, over-enthusiasm for celebration, over-concern with customers, frequent water additions, lengthy repetition of order/meal explanations, repeated rendezvous of discounts/activity messages, excessive conversation, enthusiastic familiarity, and salutation Improper waiting. Sun Luzhen and Qiu Yuming (2012) directly cut in from the perspective of service personnel, collected the causes of over-service, and summarized the causes of over-service as "judgment", "communication is not good", "revenge customers", "convenient self", "Seven items of company specifications, "competition requirements" and "past experience". The results of this research show that services that are too frequent or lengthy have long been a bad feeling for customers. Liu Xiuhui and Lin Biao (2016) consolidated the survey results of 160 first-time patrons, listing the negative feelings caused by the following excessive behaviors. (1) The service is too formal: giving people some too formalized or It is a cold, non-standard service process that should have more memory points, (2) service too over-standard: the service is quite satisfactory, if there are more surprises, it should be better, (3) the service is too kind: supervisor Greetings make people a little stressed, the service is a bit too thoughtful to interrupt

the guests, do not like to always be disturbed, (4) service too fast, too much: too frequent greetings or services, excessively positive greetings, excessive concern about the guests trend

According to Sun Luzhen and Zeng Binhui (2012), the over-service behaviors discussed under the direction of the director of the international sightseeing hotel restaurant are divided into seven types, the types are as follows:

First, too frequent-Refers to the service provided by the service staff during the meal, which has disturbed the customer. This type is also the one that occurs the most.

Second, too detailed-When the service staff explained the product content, the explanation was too careful to provide the information that the customer did not need, which made the customer unable to clearly know what they wanted to know, or affected the conversation with the customer.

Third, too fast-It means that the service provided by the service staff is too fast, mainly when the restaurant is busy, such as when the group is on a trip or when the restaurant is full.

Fourth, too passionate-Only when the customer arrives at the restaurant, the service staff greets or talks fiercely, but it makes people feel negative.

Five, care too much-The service staff wants to understand the customer's dining experience. In addition to the numerous concerns during the meal, after the meal is left, the service personnel call the customer's idea and cause the customer to be troubled.

Six, too modified-Refers to the use of professional terminology or body language when the service personnel communicate content to the customer, causing the customer to feel uncomfortable and produce an overly sensational look.

Seven, pay too much attention-Refers to the service staff during the customer's meal, excessive gaze makes the guests feel oppressed, or face the customers who complained before, the service personnel pay special attention to this, so that the guests feel uncomfortable.

In recent years, consumer awareness has soared, which in turn has caused many consumers to ask for excessive service requirements. This group of consumers is what we call "Okto". In November 2015, Vision Magazine published a survey on the service quality of first-line service personnel in the service industry this year. The annual theme is to discuss the issue of Ao Ke. They wrote: "With the high awareness of consumption, many service industry employees responded, and more and more The more consumers are unreasonable, the others are unsatisfactory, they are arrogant at the counter, and they are forced to call the manager out. The trained guests are always the right service personnel. It seems that they can only continue to be hip-hop and lose." Go home After writing on the Internet, "The most beautiful scenery in Taiwan is people, but Oke Ao is really not a person." The United Daily News reported that Taiwan's restaurant service is six evils. The evil one is: hip-hop waist 90 degrees - when my nouveau riche returns to Tianqiao, some guests' feel that 90 degrees are very good, have face, and even bring customers and friends when they visit. Such a restaurant, but this kind of "service" has been done for a long time, making the waiter become a servant, and it is easy to develop the guest into a slap-up. Evil 2: Reciting the word robot - ask questions but can't answer it. This kind of phenomenon is also easy to happen in the chain restaurant with complicated menu and standard service training. The waiter can recite the menu thoroughly, but the speed is too fast and there is no speech. I changed my breath and said that the guests were still confused because they didn't understand. Evil 3: Forced to sell ghosts to hit the wall - Are you listening to me, and arguing with the guests for ordering food, it is no longer the purpose

of service. Evil 4: The food is crowded with the table all the time - can't put it too late to eat, this situation most often happens in the restaurant where the table is served. Evil 5: Do not stop disturbing satisfaction - Do not interrupt the table conversation, some restaurants in order to express the care of the guests, will send the waiter to the table to ask for help, but I do not know but annoyed the guests. Evil 6: Happy birthday is good - it is to punish the birthday star, it is not impossible to celebrate the birthday of the guests, but the waiter sings cheerfully and hearty, the volume is so large that the birthday star is being watched by the whole restaurant, it is very embarrassing (can't help but feel It should be offended friends to be punished.) The guests of other tables were also irritated, because the conversation was covered up by the song and it was quite annoying. According to ETtoday's report on the Easton News, according to statistics from British food critics, respondents said that the "over-service" waiter was the most annoying and the imminent marking of people could not relax.

3. RESEARCH METHOD

Gronroos (1990) is widely recognized for the definition of services, which is defined as: "Services are processes that contain a series of more or less intangible activities. This process is usually, but not always, required by customers and service personnel. The physical resources provided by the service provider, and/or the interaction of the goods, and the operation of the system, and the service provided by the service provider is to solve the problem for the customer." Therefore, successful services can be accepted and recognized by customers. Using interviews and online questionnaires, the researchers used objective analysis to analyze six over-service situations as part of the questionnaire survey, and finally used the online questionnaires to conduct more in-depth investigations. Analyze and explore the over-service events that exist in the famous chain coffee shop Starbucks.

3.1 Research Objects and Sampling Methods

This study takes the Starbucks consumers as the research object.

Firstly, using the interview method, sorting out and summarizing the interview content, then designing the questionnaire and using the method of filling out the questionnaire to understand the truth of the Starbucks consumers after receiving the services of Starbucks staff and feeling.

11 interviewees: 5 males and 6 females. A total of 200 questionnaires were held, of which 97 were men and 103 were women. Age: 0 to 18 years old, 8 people, 19 to 25 years old, 120 people, 26 to 35 years old, 39 people, 36 to 45 years old, 26 people, 46 to 55 years old, 7 people, 55 years old and above. The highest education: 6 in the middle school (small), 48 in high school (job), 126 in colleges and universities, 14 in research institutes. The monthly income portion: 74 people fewer than 180,000 yuan, 53 people from 18,001 to 25,000 yuan, 46 people from 25,001 to 40,000 yuan, and 27 people with more than 4000 yuan. Consumption experience: Some people accounted for 196 people, no one accounted for 4 people, consumption frequency (months/times): 0 times for 44 people, 1~5 times for 100 people, 6~10 times for 31 people, 11~20 times for 12 people, 11 to 21 people in 21 to 30 times, and 2 people in more than 30 times.

3.2 Data Collection

The interview method is mainly to use the process of talking with the interviewee to obtain the respondent's thoughts, beliefs and attitudes. It is a face-to-face interaction process. Google Forms is a very useful tool to help users plan activities, create questionnaires, help students take exam questions, or

collect other information. This research method is to use a web-based questionnaire to collect forms and collect form responses via Google Cloud Drive or any off-the-shelf spreadsheet.

Interviews and questionnaires-Based on the purpose of the study, this study reviews the interviews and questionnaires related to over-service related literature, and uses face-to-face interviews with respondents and online questionnaires. The use of 3C products to fill out questionnaires is not limited to environmental or time constraints. The way the answer is taken, the person who fills in can also provide comments other than the option. The answers from the 11 interviewers are as follows:

"When I walked into Starbucks that morning, Starbucks, who was on the way, welcomed the good morning slogan. Because of my unpleasant state, I was scared by their enthusiastic staff, and I personally belonged to it. People who don't like talking in the morning, so they have a lot of words, which makes me, feel a little annoyed." (20170403-M1)

"I still remember that the day was when Starbucks bought one get one free. The crowd was crowded and lined up on the main road. It was finally easy to move forward into the room. There was cool air but I was angrier. I thought In this special preferential day, the crowd has been much more than usual. Why do Starbucks employees continue to chat with guests during the meal, do you not know that the people behind are very hard? Especially outside the sun. Other consumers of the sun should not feel good in their hearts." (20170403-F2)

"In fact, I am born with a personality that is more afraid to talk to people. Starbucks clerk often makes me feel particularly uncomfortable, because they ask me a lot of questions when I order a drink." (20170405-M2)

"I used to go to a certain store to consume. Because the clerk left some greetings on each guest's cup, I wasted a lot of time in the queue. I hope they can increase their observations and don't let consumers wait for nothing. Delay each other's time." (20170405-M4)

"Every time I buy a Starbucks drink, I don't ask the clerk for a paper bag. I want to say it in my own bag. I remember that once my bag was just white, it just happened to rub with the strange pen ink on the cup. The bags can not be washed by the strange pens and inks, I hope they can improve this." (20170402-F1)

"In fact, I really like Starbucks. If you want to ask me if they have over-service, I think they should shorten the unnecessary waste time, such as leaving a message on the cup, etc." (20170402-F6)

"I am a Starbucks clerk who just resigned recently. What I want to say is that our company actually has a lot of over-services. But what makes me most unacceptable is that we have to use the melon cloth to brush the toilets we used. It makes me feel unsanitary. After all, our hands are still used to make coffee for the guests, and it is not necessary to use a brush to clean them. I want to make other tools such as toilet brushes." (20170402-M5)

"I once went to a Starbucks Gate in the Sanmin District of Kaohsiung. I wanted to say that I wanted to pick a friend's birthday present and pick it in front of the shelf. Then the clerk came to me and asked me about it. I just started to sell them to me. The high-end thermos cup, I have clearly told him that I have not had so many preliminaries, and I have been constantly selling them. I feel that they are doing their best for performance."(20170403-F3)

"In fact, Starbucks' overall service made me feel comfortable, but the only thing that is in the ointment is that whenever I stand in the merchandise display area, there will be clerk rushing out to sell me, often in my heart. I can say that I can give my customers more space." (20170402-F5)

"One time I went to Starbucks for a coffee party with my family and sat in the sofa area. At this time, there was a clerk who took a tray and went to each table to sell their own handmade biscuits to them. I was praying not to go. Come over, don't come over, he has quietly approached us, and asked us about the willingness to buy. We all refused. Instead, we started to sell children. The children have no financial ability. How to sell them, not to pay for adults, let me From then on, the impression of that store was broken." (20170402-M3)

"I just sat in the guest area and had a friendly waiter with a few cups of seasonal drinks for me to try. After a while, I sold my own dessert cakes. I didn't want to buy it. I just tried it. Their drinks have made me feel like being forced to consume." (20170402-F4)

"I happen to be a member of Starbucks. Every time I go to consume, I will bring a membership card collection point, but I really hate that every time they say that they are 15 yuan, they can have one more star. Do you want to bring more cookies? Usually I will answer no thanks, then they will ask you very quickly if you want to bring a cake, let me feel that this is forcing me to buy?" (20170402-F1)

"After a while, Starbucks was full of stamps to send a flash drive, but I already knew that the flash drive had already been exchanged, but when I went to spend that day, Starbucks clerk told me that it would cost \$10 to cover a chapter. Hey!! Do you want to bring a little thing, then I will ask if the clerk's flash drive has not been replaced? The store's face is dry and I'm sorry, I'm sorry, I'll help you confirm it, then turn around and turn it over. Tell me that I am sorry that I have already exchanged it. My OS is why I want to collect it??"(20170402-F2)

The questionnaire questions are as follows:

- I would like to ask the warm greetings from the service staff and ask you to feel warm...
- Ask the clerk to write a greeting or graffiti in the cup to make you feel...
- What do you think about Starbucks clerk's hand holding a melon cloth to brush the toilet?
- When you are shopping for goods on the shelf, the service staff close to you at this time will start selling to you, you think...
- During the meal, the clerk took the initiative to ask if they need to buy our dessert. At this time, you think...
- At the checkout, the clerk will not ask if he wants to purchase the goods because the amount of the coupon is not full. Even if he refuses, he will continue to ask, you think...

3.3 Data Analysis

After completing the interview, firstly, the interview content will be made into a verbatim draft, and then the interview content will be analyzed and classified into the problem. The question will be used as the content of the network design questionnaire, and the online questionnaire will be used to obtain the response. The following describes the content of the classified interview and the analysis of the survey data.

Write a verbatim draft

During the interview process, the researchers first recorded it by handwriting, and then used the computer to write a verbatim draft.

After obtaining the research content of the respondents, the researcher interprets and analyzes the content conveyed by the first-time visitors with an objective attitude, and does not make any opinions or expressions.

Participate in and summarize the concept of core issues

From the perspective of objective understanding, the researchers summarized the following six core questions to be designed as a network questionnaire.

Researcher interpretation

- I would like to ask the warm greetings from the service staff and ask you to feel warm...
- Ask the clerk to write a greeting or a graffiti in the cup to make you feel...
- What do you think of Starbucks clerk's hand holding a melon cloth to brush the toilet?
- When you are shopping for goods on the shelf, the service staff close to you at this time will start selling to you, you think...
- During the meal, the clerk took the initiative to ask if they needed to buy our dessert. At this time, you think...
- At the checkout, the clerk will not ask if he wants to purchase the goods because the amount of the coupon is not full. Even if he refuses, he will continue to ask, you think...

4. RESEARCH RESULTS

The study was based on 200 online questionnaires. The questionnaire was based on random interviews with 11 consumers to interview whether Starbucks chain coffee companies were over-serviced and over-serviced. The interviews were conducted by 11 consumers. The following six questionnaires designed for over-service are summarized as follows: "I would like to ask the warm greetings from the service staff and ask you how you feel." "Please ask the staff to write greetings or graffiti in the cup to let you I feel, "What do you think about Starbucks clerk's hand holding a melon cloth to brush the toilet?" "When you buy goods on the shelves, the service staff close to you at this time will start selling to you, you think "When dining, the clerk took the initiative to ask if I need to buy our dessert. At this time, you think", "At the time of checkout, the clerk will not ask if he wants to purchase the goods because the amount of the coupon is not full. Even if you refuse, you will continue to ask, you feel." Then collect the questionnaires to collect more effective materials.

4.1 Over-service event

Hey, I would like to ask the warm greetings of the service staff and the warmth of the cold, let you feel...

"When I walked into Starbucks that morning, Starbucks, who was on the way, welcomed the good morning slogan. Because of my unpleasant state, I was scared by their enthusiastic staff, and I personally belonged to it. People who don't like talking in the morning, so they have a lot of words, which makes me feel a little annoyed." (20170403-M1)

"I still remember that the day was when Starbucks bought one get one free. The crowd was crowded and lined up on the main road. It was finally easy to move forward into the room. There was cool air but I was more angry. I thought in this special preferential day, the crowd has been much more than usual. Why do Starbucks employees continue to chat with guests when they order, do not know if the people behind are very hard, especially outside other consumers of the sun should not feel good in their hearts." (20170403-F2)

"In fact, I am born with a personality that is more afraid to talk to people. Starbucks clerk often makes me feel particularly uncomfortable, because they ask me a lot of questions when I order a drink." (20170405-M2)

Hey, ask the clerk to write a greeting or graffiti in the cup to make you feel...

"I used to go to a certain store to consume. Because the clerk left some greetings on each guest's cup, I wasted a lot of time in the queue. I hope they can increase their observations and don't let consumers wait for nothing. Delay each other's time." (20170405-M4)

"Every time I buy a Starbucks drink, I don't ask the clerk for a paper bag. I want to say it in my own bag. I remember that once my bag was just white, it just happened to rub with the strange pen ink on the cup. The bags can not be washed by the strange pens and inks; I hope they can improve this." (20170402-F1)

"In fact, I really like Starbucks. If you want to ask me if they have over-service, I think they should shorten the unnecessary waste time, such as leaving a message on the cup, etc." (20170402-F6)

What do you think about the Starbucks clerk's hand holding a melon cloth to brush the toilet?

"I am a Starbucks clerk who just resigned recently. What I want to say is that our company actually has a lot of over-services. But what makes me most unacceptable is that we have to use the melon cloth to brush the toilets we used. It makes me feel unsanitary. After all, our hands are still used to make coffee for the guests, and it is not necessary to use a brush to clean them. I want to make other tools such as toilet brushes." (20170402-M5)

Hey, when you are shopping for goods on the shelves, the service staff close to you at this time will start selling to you, you think...

"I once went to a Starbucks Gate in the Sanmin District of Kaohsiung. I wanted to say that I wanted to pick a friend's birthday present and pick it in front of the shelf. Then the clerk came to me and asked me about it. I just started to sell them to me. High-end thermos cup, I have clearly told him that I have not had so many preliminaries, and I have been constantly selling, I feel that they are doing nothing for performance." (20170403-F3)

"In fact, Starbucks' overall service made me feel comfortable, but the only thing that is in the ointment is that whenever I stand in the merchandise display area, there will be clerk rushing out to sell me, often in my heart. I can say that I can give my customers more space." (20170402-F5)

During the meal, the clerk took the initiative to ask if they needed to buy our dessert. At this time, you think...

"One time I went to Starbucks for a coffee shop with my family and sat in the sofa area. At this time, there was a clerk who was pushing a plate and going to each table to sell their own handmade biscuits to them. My heart is praying not to Come over, don't come over, he has quietly approached us, and asked us about the willingness to buy. We all refused. Instead, we started to sell children. The

children have no financial ability, and how to sell them is not to pay for adults. I have since lost the impression of that store." (20170402-M3)

"I just sat in the guest area and had a friendly waiter with a few cups of seasonal drinks for me to try. After a while, I sold my own dessert cakes. I didn't want to buy it. I just tried it. Their drinks have made me feel like being forced to consume." (20170402-F4)

At the time of checkout, the clerk will not ask if he wants to purchase the goods because the amount of the coupon is not full. Even if he refuses, he will continue to ask, you think...

"I happen to be a member of Starbucks. Every time I go to consume, I will bring a membership card collection point, but I really hate that every time they say that they are 15 yuan, they can have one more star. Do you want to bring more cookies? Usually I will answer no thanks, then they will ask you very quickly if you want to bring a cake, let me feel that this is forcing me to buy?" (20170402-F1)

"After a while, Starbucks was full of stamps to send a flash drive, but I already knew that the flash drive had already been exchanged, but when I went to spend that day, Starbucks clerk told me that it would cost \$10 to cover a chapter. Hey!! Do you want to bring a little thing, then I will ask if the clerk's flash drive has not been replaced? The store's face is dry and I'm sorry, I'm sorry, I'll help you confirm it, then turn around and turn it over. Tell me that I am sorry that I have already exchanged it. My OS is why I want to collect it??"(20170402-F2)

4.2 Analysis of over-service events

Based on the interview results, this study analyzes the contents of the six questionnaires and collects more analytical data by means of web forms. The following analysis is based on the data obtained from 200 forms of the network. The six over-service methods will be analyzed. Has it gradually affected consumers' impression of the image of Starbucks chain companies?

Hey, I would like to ask the warm greetings of the service staff and the warmth of the cold, let you feel...

The total number of questionnaires was 200. Among them, 70 were impatient, 34 were unconscious, and 93 were very warm, and the other 3 were.

In the results of the 200 surveys, it can be clearly seen from the above data that consumers' enthusiasm for the Starbucks chain coffee service staff and their views on the cold, 46.5% of consumers' enthusiasm for the service staff and it's very warm, but 35% of consumers are impatient with this move. Of course, 17% of consumers feel that they don't feel good about this move, which means that consumers who feel warm are still the majority. However, it is not difficult for most consumers to feel annoyed, and consumers who are impatient with 35% will be disgusted with this company and may no longer visit Starbucks chain coffee consumption.

Hey, ask the clerk to write a greeting or a graffiti in the cup to make you feel....

The total number of questionnaires was 200. Among them, 72 were consumers who felt that my time was wasted, 24 were consumers who felt no sense, and 99 were consumers who were full of expectations, and the others accounted for 5.

In the results of the 200 surveys, it can be clearly seen from the above data that consumers have a view on Starbucks chain coffee service staff writing greetings on small words or graffiti, and 49.5% of consumers are serving The staff is full of expectations in writing a greeting about whispers or graffiti, but 36% of consumers feel that my time is wasting my time. Of course, 12% of consumers feel that they feel

nothing about this move. That is to say, although consumers are still full of expectation, consumers still have a majority, but most consumers feel that they are wasting my time, and then 36% of consumers who feel that my time is wasted will be disgusted with this company and may therefore no longer Visit Starbucks chain coffee consumption. The intimate greetings written on the cups are the tradition of Starbucks chain coffee makers and one of the characteristics of the company. However, after the investigation, it is gradually found that many consumers do not need this move.

What do you think about the Starbucks clerk's hand holding a melon cloth to brush the toilet?

The total number of questionnaires is 200. Among them, 117 consumers think that their practical toilet brush is very clean. They think that each company has 60 consumers, and 18 consumers think that this method is very clean. The other accounted for 5.

In the results of the 200 surveys, it can be clearly seen from the above data that consumers are very uncomfortable with the Starbucks chain coffee service staff that use the hand-washed cucumber to brush the toilet. 58.5% of consumers, that is, more than half of the consumers, are unbelievable. This may change the image of the company in the minds of consumers, and the problem that may be faced is the recruitment of employees.

Hey, when you are shopping for goods on the shelves, the service staff close to you at this time will start selling to you, you think...

The total number of questionnaires is 200, which is very noisy! The number of consumers who were disturbed during the meal accounted for 88, and the number of consumers who felt it was okay was 73. The number of consumers who felt good was 38, and the others accounted for 1.

In the results of the 200 surveys, it can be clearly seen from the above data that consumers have a 44% opinion on the Starbucks chain coffee service staff who took the initiative to ask if they need to buy our desserts. The service staff took the initiative to ask if they needed to buy our desserts. During the meal, I was disturbed. However, the behavior of the service staff may be due to the pressure of the store performance, or it may be in response to the requirements of the supervisor.

At the time of checkout, the clerk will not ask if he wants to purchase the goods because the amount of the coupon is not full. Even if he refuses, he will continue to ask, you think...

The total number of questionnaires is 200. Among them, 87 are consumers who are wasting my time, and 41 are consumers who think that they are good. It is okay. After all, this is also the number of consumers who are responsible for 68, and the other 4.

In the results of the 200 surveys, it can be clearly seen from the above data that when the checkout is completed, the clerk will not ask if he wants to purchase the goods because the amount of the coupon is not full, even if he refuses, Constantly asking, most consumers feel that the clerk is wasting my time, or because the service staff's move makes the majority of consumers feel that the service staff blindly sells, just for performance, and so on. The sense of production has brought negative voices to the company.

4.3 Causes of Over-service

Sun Luhong and Zeng Binhui (2013) pointed out that among the interviewees in the in-depth interviews, 3-5 over-service events were provided, and in the incident, it was found that not all over-service behaviors were caused by service personnel in order to exceed customer expectations. of. The

study found that the causes of over-service were mainly from the four categories of “employee misjudgment”, “company regulation”, “supervisor requirements” and “organizer or team leader requirements”.

I would like to ask the warm greetings of the service staff and the warmth of the cold, let you feel...

According to the corporate philosophy of Starbucks official website (2017) Starbucks is service-oriented and values the interaction with customers. Starbucks has always used a cordial attitude to face each guest, hoping to make customers feel Starbucks' heart and intimacy, a delicious cup of coffee, a bright smile, and a heartfelt service, all in order to look forward to the customer's renewed Come. Therefore, we have summarized their events into company specifications and employee misjudgments.

Ask the clerk to write a greeting or graffiti in the cup to make you feel.....

According to the Human Life Report (2015), there is a 17-year unified Starbucks, with a comprehensive development goal of “innovative service and experience upgrade”, and the most sensational “writing cup blessing” and free wireless Internet access are equivalent. A service that can have people's hearts. Therefore, we have summarized their events into company specifications.

What do you think about the Starbucks clerk's hand holding a melon cloth to brush the toilet?

"I am a Starbucks clerk who just resigned recently. What I want to say is that our company actually has a lot of over-services. But what makes me most unacceptable is that we have to use the melon cloth to brush the toilets we used. It makes me feel unsanitary. After all, our hands are still used to make coffee for the guests, and it is not necessary to use a brush to clean them. I want to make other tools such as toilet brushes." (20170402-M5)

Based on the events described by the Starbucks employees above, we have summarized their events into company specifications.

when you are shopping for goods on the shelves, the service staff close to you at this time will start selling to you, you think...

Regular job performance evaluation each business district manager and district manager will visit the store from time to time. Most of the visits to the store are observed by each partner, the words of the cash register process, the paging of drinks, whether the beverages produced by the bar partners meet the standard process, etc. Transaction within. BRAVO! Award BRAVO! The award is used to recognize the following achievements of the partners - increase turnover - save costs - enhance customer relationships - significantly contribute to the company's operations BRAVO! The winner will receive a BRAVO! Badge, two BRAVO! Volume with BRAVO! Certificate. Therefore, we have summarized their events into company specifications and employee misjudgments.

During the meal, the clerk took the initiative to ask if they needed to buy our dessert. At this time, you think...

Regular job performance evaluation each business district manager and district manager will visit the store from time to time. Most of the visits to the store are observed by each partner, the words of the cash register process, the paging of drinks, whether the beverages produced by the bar partners meet the standard process, etc. Transaction within. BRAVO! Award BRAVO! The award is used to recognize the following achievements of the partners - increase turnover - save costs - enhance customer relationships - significantly contribute to the company's operations BRAVO! The winner will receive a BRAVO! Badge,

two BRAVO! Volume with BRAVO! Certificate. Therefore, we have summarized their events into company specifications and employee misjudgments.

At the time of checkout, the clerk will not ask if he wants to purchase the goods because the amount of the coupon is not full. Even if he refuses, he will continue to ask, you think...

Regular job performance evaluation each business district manager and district manager will visit the store from time to time. Most of the visits to the store are observed by each partner, the words of the cash register process, the paging of drinks, whether the beverages produced by the bar partners meet the standard process, etc. Transaction within. BRAVO! Award BRAVO! The award is used to recognize the following achievements of the partners - increase turnover - save costs - enhance customer relationships - significantly contribute to the company's operations BRAVO! The winner will receive a BRAVO! Badge, two BRAVO! Volume with BRAVO! Certificate. Therefore, we have summarized their events into company specifications and employee misjudgments.

5. CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

Restaurant over service phenomenon

Based on 200 Internet survey data, the first point is "Welcome to the warm greetings of the service staff and the warmth of the cold." The number of people who choose to be warm is 93, which is higher than the number of people who are impatient. Therefore, it is not a situation of excessive service. The second point, "I would like to ask the staff to write a greeting or graffiti in the cup." The number of people who are full of expectations is higher than the number of people who chose to waste my time, so 72 is not established as an over-service. The third point, "For Starbucks clerk to pick up the toilet with a hand-washed melon cloth", the number of people who choose their practical toilet brush is very clean. The number of people who are very clean is 18, which is why I think this method is very clean. The situation. The fourth question "When you are shopping for goods on the shelf, the service staff close to you at this time will start to sell to you." I choose to be so annoyed. I want to be quiet and can't see it. The number of people is 116. The number of people who are great is 43, so the situation of over-service is established. The fifth question, "During the meal, the clerk took the initiative to ask if I need to buy our dessert." The number of people who were disturbed by the noisy meal time was 88. The choice was not bad. Maybe the number of people I was really hungry at that time 38 Bit, so the situation of over-service is established. "At the time of checkout, the clerk will not ask if he wants to purchase the goods because the amount of the coupon is not full. Even if he refuses, he will continue to ask." I think the number of people who waste my time is 87. It doesn't matter. After all, this is the 68th job clerk's job responsibilities, so the situation of over-service is established. The above six incidents of analyzing Starbucks over-service have four acts of over-service, and two of them have not established excessive service. Although the proportion does not constitute an excessive service standard, it cannot be ignored.

5.2 restaurant over-service cause structure

According to the actual situation of the interviews with the 11 respondents, the objectively designed 200 online questionnaire survey results divided the service motivation into "positive motivation" and "no motivation". Big class. The positive motivation is excessive service caused by "inappropriate employee judgment". The clerk misjudges the actual needs of the customer with subjective consciousness, or

performs excessive services to exceed customer expectations. The reason for the lack of motivation may be due to the "company standard", which provides over-service to meet the company's requirements without the knowledge of the clerk.

6. SUGGESTIONS

The study found that there are two major categories of four types of over-service causes, most of which are due to "inappropriate employee judgment" and "company specifications." In order to surpass the expectations of customers, employees continue to give customers a lot of services and show their enthusiasm for service, but too many services have caused a bad perception of customers. Or because of the compliance with the company's specifications, excessive emotional expression, and the feeling of discomfort or interference, we believe that in this part, managers can moderately adjust the company's specifications, so that employees can be moderate without pressure. Show enthusiasm; don't cause customers to resent because of deliberate service.

References

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