
The Effect of the Service Gap-Filling Strategies on Customer Experience, Overall Satisfaction, and Revisit Intention in Taiwanese Drugstore Chains

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Abstract:

This study aims to explore customer experience and service gap-filling strategies in Taiwanese drugstore chains. And, the study adopts a four-phase research process, such as exploration, definition, development, and evaluation. First, we categorized the current customer experience and key service gaps. Then, we tested the effectiveness of the proposed service gap-filling strategies. The main findings of the study are: (1) Negative reviews mainly relate to the "Affective," "Cognitive," and "Relational" dimensions in the selected drugstore chains; (2) A total of 21 major service gaps were identified, with the most prevalent being the "Performance" gap, followed by the "Communication" gap; (3) Five key service gap-filling strategies, such as consistent drug information, smooth service process, fair customer interaction, professional pharmacist service, and customer relationship building, have significant effects on customer experience, overall satisfaction, and revisit intention. Finally, this study suggests that drugstore chains should specifically enhance customer perceptions across both the "Affective" and "Cognitive" dimensions, ensure service consistency, and build customer trust through professional interactions.

Keywords:

Drugstore Chain, Customer Experience, Service Design, Service Gap-Filling Strategy.