

## Analisis service recovery behavioral outcome dan recovery paradox pelanggan telkomsel

Karmila Sari, author

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### Abstrak

This summary has been provided to allow managers and executives a rapid appreciation of the content of the article. Those with a particular interest in the topic covered may then read the article to take advantage of the more comprehensive description of the research undertaken and its results to get the full benefit of the material present. Customer satisfaction is crucial to the success of any business. A dissatisfied customer relates his or her bad experience with a service provider to, on average, between 10 and 20 other people. Service recovery - the action the service provider takes in response to poor service quality - must therefore be carried out effectively in order to pacify the dissatisfied customer and reduce the damage in the relationship. Researcher examines service recovery in Telkomsel' s customers. Analysis on 137 respondents have proved that service recoveries effect 3 perceived justice. They are procedural justice, interactional justice and distributive justice. Procedural justice makes the strongest contribution, while interactional justice contributes less. Moreover, customers who are satisfied with the service recovery are more likely to trust the firm, less likely to make harmful comments about it to family and friends and, to a lesser extent, are more likely to be loyal and committed to the firm. Satisfied complainants show significantly higher ratings for trust, word of mouth and loyalty than their counterparts who are dissatisfied with the service recovery. Ordinary, satisfied customers are more likely to trust the firm and talk positively about it to family and friends than are the satisfied complainants. Dissatisfied complainants are less likely to trust the firm and more likely to criticize it to family and friends than are dissatisfied non-complainants, but there is no significant difference between dissatisfied complainants and dissatisfied non-complainants in their level of loyalty and WOM intentions to the firm. complainant jauh lebih tinggi dibandingkan dengan trust pada satisfied non-complainant. mi mengindikasikan adanya recovery paradox. Sementara WOM dan loyalty pada satisfied complainant dan satisfied non-complainant memiliki nilai yang tidak terlalu berbeda. Dari penelitian mi, penulis menilai dalam pandangan pelanggan Telkomsel bahwa service recovery berhasil jika awal dari dari tahap sistem tersebut (procedural justice) dilakukan dengan benar. Sementara penanganan yang sangat baik pada pelaksanaan service recovery menjaga citra perusahaan dari dampak WOM negatif. Dan adanya indikasi recovery paradox, menunjukkan bahwa Telkomsel masih mempunyai peluang dalam peningkatan kepuasan konsumen. Pelayanan terhadap pelanggan yang komplain haruslah dipertahankan untuk membantu mengetahui kebutuhan pelanggan yang selalu berubah dan penilaian kinerja perusahaan selarna mi.

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be carried out effectively in order to pacify the dissatisfied customer and reduce the damage in the relationship. Researcher examines service recovery in Telkomsel' s customers. Analysis on 137 respondents have proved that service recoveries effect 3 perceived justice. They are procedural justice, interactional justice and distributive justice. Procedural justice makes the strongest contribution, while interactional justice contributes less. Moreover, customers who are satisfied with the service recovery are more likely to trust the firm, less likely to make harmful comments about it to family and friends and, to a lesser extent, are more likely to be loyal and committed to the firm. Satisfied complainants show significantly higher ratings for trust, word of mouth and loyalty than their counterparts who are dissatisfied with the service recovery. Ordinary, satisfied customers are more likely to trust the firm and talk positively about it to family and friends than are the satisfied complainants. Dissatisfied complainants are less likely to trust the firm and more likely to criticize it to family and friends than are dissatisfied non-complainants, but there is no significant difference between dissatisfied complainants and dissatisfied non-complainants in their level of loyalty and WOM intentions to the firm. Researcher examines Telkomsel that service recovery should be done on the right way. It could be helped the others justice such as interactional justice and distributive justice run successfully. The management of the procedure of service recovery and deployment of trained and skilled personnel to handle customer complaints are important to ensure satisfaction with the service recovery. On the other hand, good treatment on the service recovery is extremely maintained the company image from negative impact, such as WOM (Words of Mouth). Indicated recovery paradox showed that Telkomsel is still has the opportunity to improve customer satisfaction. Telkomsel should have a system to handle any kind of complaints. It is help Telkomsel to know customer's need well and Telkomsel performance be assessed.