

Analisis hubungan antara buruknya kegagalan jasa, keadilan pemulihan jasa, dan persepsi biaya peralihan dengan loyalitas pelanggan : studi kasus pada Indosat IM3 = The relationship between service failure severity, service recovery justice and perceived switching costs with customer loyalty: case study on Indosat IM3

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Abstrak

Tujuan dilakukannya penelitian ini adalah untuk mengetahui dan menganalisis bagaimana hubungan antara buruknya kegagalan jasa, keadilan pemulihan jasa (keadilan distributif, prosedural, dan interaksional), dan biaya peralihan dengan loyalitas pelanggan serta hubungan moderasi antara buruknya kegagalan jasa dan loyalitas studi kasus pada Indosat IM3. Data penelitian diperoleh dari 200 orang responden dengan menyebarkan kuesioner dan diolah menggunakan pendekatan Partial Least Square dengan software SmartPLS.

Hasil penelitian menunjukkan bahwa variabel buruknya kegagalan jasa memiliki pengaruh negatif signifikan terhadap loyalitas pelanggan, keadilan interaksional dan persepsi biaya peralihan memiliki pengaruh positif signifikan terhadap loyalitas pelanggan. Variabel keadilan distributif dan keadilan prosedural tidak memiliki pengaruh positif terhadap loyalitas pelanggan. Selain itu, variabel keadilan distributif, keadilan prosedural, keadilan interaksional dan persepsi biaya peralihan tidak memoderasi hubungan negatif antara buruknya kegagalan jasa dan loyalitas pelanggan.

The objective of this research is to find out and analyze the relationship between service failure severity, service recovery justice (i.e., distributive justice, procedural justice and interactional justice), and perceived switching costs with customer loyalty, and the moderating relationship of service recovery justice and perceived switching costs on the link between service failure severity and customer loyalty case study on Indosat IM3. Data collected from 200 useful respondents are tested against the research model using the partial least squares (PLS) approach.

The results indicate that service failure severity has a significant negative influence with customer loyalty, interactional justice and perceived switching costs have a significant positive influence with customer loyalty. Distributive justice and procedural justice do not have a positive influence with customer loyalty. The results also indicate that distributive justice, procedural justice, interactional justice and perceived switching costs can not mitigate the negative relationship between service failure severity and customer loyalty.