

Analisis pengaruh service recovery strategy terhadap satisfaction recovery melalui perceptions of justice studi kasus pada service recovery pelanggan trac astra rent a car = The analysis of service recovery strategy that affect satisfaction recovery via perceptions of justice dimensions case study in service recovery to customer trac astra rent a car rental jakarta branch

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Abstrak

Saat ini, perusahaan perlu melakukan service recovery kepada para pelanggannya yang merasa kecewa dengan pelayanan. Service recovery memainkan peranan penting dalam kepuasan pelanggan. Tujuan utama skripsi ini adalah untuk mengetahui pengaruh dari strategi service recovery yang dilakukan perusahaan (compensation, apology, promptness, empathy, effort, facilitation, dan reparation) terhadap perceptions of justice pelanggan dalam penanganan keluhan, dan bagaimana persepsi tersebut mempengaruhi satisfaction recovery. Penelitian ini dilakukan dengan metode Structural Equation Modeling, mengambil sampel sebanyak 175 orang, dengan unit analisis pelanggan TRAC-ASTRA Rent a Car cabang Rental Jakarta. Hasil dari penelitian ini membuktikan bahwa sebagian besar strategi service recovery mempengaruhi satisfaction recovery melalui tiga dimensi perceptions of justice (distributive justice, procedural justice, dan interactional justice).

.....Today, the company needs to do service recovery for customers who feel disappointed with the services. Service recovery plays an important role in customer satisfaction. The main purpose of this paper is to investigate the influence service recovery strategy (compensation, apology, promptness, empathy, effort, facilitation, dan reparation) of perceptions of justice customer in handling complaint, and how that perceptions to influence satisfaction recovery. The research was conducted by the method of Structural Equation Modeling, take a sample of 175 people, with customers of TRAC-ASTRA Rent a Car Rental Jakarta Branch as the unit of analysis. The results of this study concluded that mainly service recovery strategy influence satisfaction recovery via three dimensions perceptions of justice (distributive justice, procedural justice, and interactional justice).