

Pengaruh service failure severity service recovery justice dan perceived switching costs terhadap customer loyalty studi kasus PT. Telkom speedy = The relationship of service failure severity service recovery justice and perceived switching costs with customer loyalty case study PT. Telkom speedy

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Abstrak

Skripsi ini membahas tentang pengaruh service failure severity service recovery justice dan perceived switching costs terhadap customer loyalty di wilayah Jabodetabek Penelitian ini berhasil mengumpulkan 157 responden dan menguji hubungan antar variabel yang diobservasi Metode pengolahan data dalam penelitian ini menggunakan Structural Equation Modeling.

Hasil penelitian ini menunjukkan bahwa distributive justice interactional justice dan perceived switching costs memiliki hubungan positif terhadap customer loyalty Selain itu hasil penelitian menunjukkan distributive justice dan interactional justice mempengaruhi hubungan service failure severity dan customer loyalty.

*This research aims to study the relationship of service failure severity service recovery justice and perceived switching costs with customer loyalty in Jabodetabek area This research succeeded to collect 157 respondents and examine the relationship between the observed variables Methods used to process the data on this research is by using the Structural Equation Modeling.*

The results of research shows that distributive justice interactional justice and perceived switching costs is positively related to customer loyalty Moreover the results of research shows that distributive justice and interactional justice affects the relations service failure severity and customer loyalty.