

Pengaruh service recovery terhadap customer satisfaction pada PT Primajasa Perdanaraya Utama = The effect of service recovery on customer satisfaction at PT Primajasa Perdanaraya Utama

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Abstrak

Penelitian ini dilakukan untuk menganalisa customer satisfaction dalam konteks service recovery di PT. Primajasa Perdanaraya Utama. Melaksanakan service recovery menjadi suatu kewajiban bagi perusahaan apabila perusahaan tersebut melakukan kegagalan layanan kepada customer. Responden dalam penelitian ini berjumlah 130 orang, yaitu pelanggan yang pernah merasakan kegagalan layanan jasa dari PT. Primajasa dan melakukan complain. Customer satisfaction antecedents ini terdiri dari recovery expectation, perceived recovery quality, interactional justice, procedural justice, distributive justice, dan disconfirmation. Dengan menggunakan metode penelitian SEM, hasil penelitian ini menemukan bahwa recovery expectation tidak memiliki pengaruh yang signifikan kepada perceived recovery quality, disconfirmation, dan juga satisfaction. Perceived recovery quality juga tidak berpengaruh yang signifikan kepada disconfirmation, namun memiliki pengaruh yang signifikan terhadap satisfaction. Disconfirmation juga memiliki pengaruh yang signifikan terhadap satisfaction. Interactional dan procedural justice memiliki pengaruh yang signifikan kepada perceived recovery quality, namun distributive justice tidak memiliki pengaruh yang signifikan terhadap perceived recovery quality. Interactional dan distributive justice memiliki pengaruh yang signifikan kepada satisfaction, namun procedural justice tidak memiliki pengaruh yang signifikan terhadap satisfaction.

This study was conducted to analyze customer satisfaction in the context of service recovery in PT. Primajasa Perdanaraya Utama. Implement the service recovery are the main thing for the company when the company did service failure to the customer. Respondents in this research were 130 people, who have ever felt the failure of PT Primajasa services and did complain. Customer satisfaction antecedents consist of recovery expectation, perceived recovery quality, interactional justice, procedural justice, distributive justice, and disconfirmation. By using the method of SEM studies, the results of this study found that recovery expectation has no significant effect to the perceived recovery quality, disconfirmation, and satisfaction. Perceived recovery quality also has no significant effect to disconfirmation; however, it has a significant effect on satisfaction. Disconfirmation has a significant effect on satisfaction. Interactional and procedural justice have a significant effect to the quality perceived recovery, yet distributive justice has no significant effect on perceived recovery quality. Interactional and distributive justice has a significant effect to the satisfaction; however, procedural justice has no significant effect on satisfaction.