Pengaruh persepsi keadilan pada pemulihan layanan peritel online terhadap kepuasan pada pemulihan keinginan membeli kembali dan word-of-mouth = The impact of perceived justice of online retailer s service recovery on recovery satisfaction repurchase intention and word-of-mouth

Ira Iriyanty, author

Deskripsi Lengkap: https://lib.ui.ac.id/detail?id=20390157&lokasi=lokal

----

Abstrak

[ABSTRAK

Pemulihan yang efektif pada kegagalan layanan, telah dikenal sebagai cara strategis yang penting bagi peritel online karena pesatnya pertumbuhan di sektor bisnis online. Studi ini meneliti tentang respon pelanggan terhadap kegiatan pemulihan layanan dari peritel online setelah terjadinya kegagalan layanan. Selain itu studi ini juga mengeksplorasi efek utama dan efek interaksi dari dimensi keadilan pada pemulihan layanan (keadilan distributif, keadilan prosedural, keadilan interaksional) terhadap kepuasan pada pemulihan, keinginan membeli kembali, WOM positif dan negatif. Berdasarkan teori keadilan.

Dengan melaksanakan scenario-based experiment, hasil dari penelitian ini menunjukkan bahwa keadilan distributif, keadilan prosedural dan keadilan interaksional memliki pengaruh positif yang signifikan terhadap kepuasan pada pemulihan, keinginan membeli kembali dan WOM positif. Diantara ketiga dimensi keadilan pada pemulihan layanan hanya keadilan distributif dan keadilan interaksional yang memiliki pengaruh positif yang signifikan terhadap WOM negatif.

Temuan dari penelitian ini akan membantu peritel online dalam mengembangkan strategi untuk mencegah kegagalan layanan dan meningkatkan kepuasan pelanggan, keinginan membeli kembali, WOM positif serta menurunkan WOM negatif. Studi ini memberikan konttribusi bagi pemahaman respon pelanggan terhadap pemulihan layanan peritel online setelah terjadinya kegagalan layanan dan memberikan pemahaman yang berharga bagi para peritel online untuk mengembangkan kebijakan dan prosedur pemulihan layanan yang efektif.

<hr>

ABSTRACT

Effective service failure recovery has been recognized as an important strategic tool for online retailer due to the dramatic growth of the online retail sector. This study investigate consumer responses to online retailer?s service recovery remedies following a service failure and explores the main and interaction effects of the various dimensions of service recovery justice (i.e. distributive justice, procedural justice and interactional justice) on recovery satisfaction, repurchase intention, positive word-of-mouth and negative word-ofmouth

based on the justice theory.
By conducting a scenario-based experiment, the result show that
distributive justice, procedural justice and interactional justice have a significant
positive influence on recovery satisfaction, repurchase intention and positive
WOM. Among the three dimensions of service recovery justice, only distributive
justice and interactional justice has a significant negative influence on negative
WOM. Additionally, interaction between distributive and procedural justice is
found to significantly influence negative WOM.
The findings will allow online retailers to develop more effective
strategies for preventing service failure to improve customer satisfaction,
repurchase intention, positive WOM and decreasing negative WOM. This study
contributes to the understanding of consumer responses to online retailer?s service
recovery after a service failure and provide valuable insight for online retailers to
develop effective service recovery policies and procedures;Effective service failure recovery has been recognized as an important
strategic tool for online retailer due to the dramatic growth of the online retail
sector. This study investigate consumer responses to online retailer?s service
recovery remedies following a service failure and explores the main and
interaction effects of the various dimensions of service recovery justice (i.e.
distributive justice, procedural justice and interactional justice) on recovery
satisfaction, repurchase intention, positive word-of-mouth and negative word-ofmouth
based on the justice theory.
By conducting a scenario-based experiment, the result show that
distributive justice, procedural justice and interactional justice have a significant
positive influence on recovery satisfaction, repurchase intention and positive
WOM. Among the three dimensions of service recovery justice, only distributive
justice and interactional justice has a significant negative influence on negative
WOM. Additionally, interaction between distributive and procedural justice is
found to significantly influence negative WOM.
The findings will allow online retailers to develop more effective
strategies for preventing service failure to improve customer satisfaction,
repurchase intention, positive WOM and decreasing negative WOM. This study
contributes to the understanding of consumer responses to online retailer?s service
recovery after a service failure and provide valuable insight for online retailers to
develop effective service recovery policies and procedures, Effective service failure recovery has been recognized as an important
strategic tool for online retailer due to the dramatic growth of the online retail
sector. This study investigate consumer responses to online retailer?s service
recovery remedies following a service failure and explores the main and
interaction effects of the various dimensions of service recovery justice (i.e.
distributive justice, procedural justice and interactional justice) on recovery
satisfaction, repurchase intention, positive word-of-mouth and negative word-ofmouth

based on the justice theory.
By conducting a scenario-based experiment, the result show that
distributive justice, procedural justice and interactional justice have a significant
positive influence on recovery satisfaction, repurchase intention and positive
WOM. Among the three dimensions of service recovery justice, only distributive
justice and interactional justice has a significant negative influence on negative
WOM. Additionally, interaction between distributive and procedural justice is
found to significantly influence negative WOM.
The findings will allow online retailers to develop more effective
strategies for preventing service failure to improve customer satisfaction,
repurchase intention, positive WOM and decreasing negative WOM. This study
contributes to the understanding of consumer responses to online retailer?s service
recovery after a service failure and provide valuable insight for online retailers to
develop effective service recovery policies and procedures]