

Perceived Justice, Post Recovery Satisfaction Pelanggan Online serta Pengaruhnya terhadap Behavioral Intention, dengan Moderasi Customer Assertiveness dan Service Failure Severity = The Effect of Online Customer Perceived Justice, Post Recovery Satisfaction On Behavioral Intention, The Role of Customer Assertiveness And Service Failure Severity

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Abstrak

Untuk menjelaskan service recovery pada transaksi online, belum banyak ditemukan penelitian yang memasukkan informational justice sebagai dimensi keadilan. Padahal, dalam proses pemulihan layanan, perusahaan harus memberikan informasi yang beralasan, tepat waktu dan jelas kepada pelanggan. Ditambah dengan keterbatasan saluran komunikasi yang digunakan, upaya membangun hubungan dengan pelanggan online menjadi lebih sulit. Penelitian ini akan dimulai dengan menggali persepsi pelanggan online mengenai interactional dan informational justice, kemudian melihat pengaruhnya terhadap post recovery satisfaction, dengan dimoderasi oleh customer assertiveness. Selanjutnya akan diteliti pengaruh post recovery satisfaction terhadap behavioral intention dari pelanggan, yakni repurchase intention dan positive e-word-of-mouth intention yang dimoderasi oleh service failure severity. Dengan metode penelitian kuantitatif, analisa data akan menggunakan Structural Equation Modeling (SEM). Penelitian ini diharapkan dapat memberi kontribusi bagi ilmu pemasaran, khususnya mengenai service recovery dan justice theory dalam transaksi online. Kontribusi praktis diberikan dalam hal strategi pemulihan layanan yang baik, guna menghasilkan kepuasan pelanggan dan dampak lanjutnya.

.....To explain service recovery on online transactions, there has not been much research that includes informational justice as a dimension of justice theory. In fact, in the service recovery process, the company is needed to provide reasonable, timely and clear information to the customer. Unfortunately, it becomes a limitation in online communication that makes the effort to build relationships with online customers become more difficult. Therefore, this research starts with exploring online customer perceptions of interactional and informational justice, then looking at its effect on post-recovery satisfaction that will be moderated by customer assertiveness. Furthermore, we will examine the effect of post-recovery satisfaction on customer behavior intention, including repurchase intention and positive e-word-of-mouth intention, and will be moderated by service failure severity. Structural Equation Modeling (SEM) will be used as the quantitative research methods. This research is expected to contribute to marketing science, especially in online transactions.