

Analisis pengaruh Service Recovery terhadap Customer Loyalty : studi kasus Carwash-Bengkel Autoklin = Analysis the effect of service recovery toward customer loyalty : case study on Carwash workshop-Autoklin

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Abstrak

Penelitian ini bertujuan menganalisis pengaruh interactional, distributive, procedural justice terhadap recovery satisfaction, overall satisfaction dan berakhir pada customer loyalty di dalam pasar jasa cuci mobil. AutoKlin dipilih sebagai tempat dilakukan penelitian oleh Peneliti. Penelitian ? penelitian sebelumnya menunjukkan Recovery Satisfaction tidak secara signifikan mempengaruhi customer loyalty. Yang mempengaruhi secara signifikan adalah Overall satisfaction (Yu ? Wei Chang et.al, 2010). Penelitian ini juga menganalisis apakah interactional justice, procedural justice, distiributive justice berpengaruh signifikan kepada Recovery Satisfaction dan Overall Satisfaction dan berujung pada customer loyalty. Penelitian ini menggunakan model yang telah dikembangkan oleh Yu-We Chang et.al (2010).

This study aims to analyze the effect of interactional, distributive, procedural justice towards recovery satisfaction, overall satisfaction and customer loyalty at the car wash service markets. AutoKlin chosen as the research conducted by the researcher. Research - Recovery Satisfaction previous study showed no significantly affect customer loyalty. Which significantly affect is Overall satisfaction (Yu - Wei Chang et.al, 2010). The study also analyzed whether interactional justice, procedural justice, justice distiributive significant toward Recovery Satisfaction and Overall Satisfaction and lead to customer loyalty. This study uses a model that has been developed by Yu-Wei Chang et.al (2010).