

Pengaruh respon organisasi atas service failures terhadap brand credibility Indihome = The effect of organizational responses to service failures on Indihome brand credibility

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Abstrak

Penelitian ini menggambarkan bagaimana respon suatu perusahaan dalam penanganan gangguan akan berpengaruh terhadap perceived justice of service recovery, recovery satisfaction, overall satisfaction, dan brand credibility serta pengaruh task motivational orientation dan relation motivational orientational yang akan menjadi moderator antara respon organisasi (acknowledge dan prompt action) terhadap perceived justice of service recovery. Pada penelitian kali ini akan mengambil studi pada brand indihome dengan 225 responden yang berada di daerah Telkom Regional 2 (Jakarta, Banten, Bogor, Tangerang, Depok, dan Bekasi) dan pernah mengalami gangguan. Hasil penelitian didapatkan informasi bahwa acknowledgement dan prompt action mempengaruhi secara positif terhadap perceived justice yang dapat berpengaruh secara positif pula terhadap recovery satisfaction, overall satisfaction, dan brand credibility. Selain itu relation motivational orientation dapat memoderasi pengaruh antara acknowledgement terhadap perceived justice sedangkan task motivational orientation tidak menjadi moderasi antara prompt action terhadap perceived justice.<

.....This research describes how organizational response on service failures will affect perceived justice of service recovery, service satisfaction, overall satisfaction, and brand credibility with task motivational orientation and relation motivational orientational as a moderator among organizational response (acknowledge and prompt action) towards perceived justice of service recovery. The research will take a study on indihome brand with 225 respondents in Telkom Regional 2 area (Jakarta, Banten, Bogor, Tangerang, Depok, and Bekasi) and have experienced with service failure. The research found that acknowledgement and prompt action positively affects to perceive justice which in turn affects to recovery satisfaction, overall satisfaction, dan brand credibility. Moreover relation motivational orientation moderated acknowledgement to perceive justice while task motivational orientation is not moderated prompt action to perceive justice.