

Analisis service recovery type dan recovery speed terhadap positive word-of-mouth dan repurchase intention pada e-commerce: marketplace = Analysis of service recovery type and recovery speed on positive word-of-mouth and repurchase intention in e-commerce marketplace

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Abstrak

Skripsi ini dilakukan dalam konteks e-commerce: marketplace dengan melihat bagaimana pengaruh dari kecepatan respon perusahaan atau recovery speed immediate dan delay dan service recovery type compensation dan apology terhadap perceived distributive justice, perceived procedural justice, dan perceived interactional justice. Ketiga perceived justices tersebut kemudian dilihat pengaruhnya terhadap post-recovery satisfaction, positive word-of-mouth, dan repurchase intention. Selain itu, penelitian ini juga melihat hubungan langsung antara recovery speed dan tipe service recovery terhadap post-recovery satisfaction, positive word-of-mouth, dan repurchase intention.

Hasil dari penelitian ini menunjukkan adanya pengaruh langsung antara recovery speed dan service recovery type terhadap post-recovery satisfaction, positive word-of-mouth, dan repurchase intention yang dilihat melalui uji beda menggunakan ANOVA. Selain itu, terbukti adanya pengaruh tidak langsung recovery speed dan service recovery type terhadap positive word-of-mouth, dan repurchase intention dari hasil uji regresi dengan mediasi post-recovery satisfaction.

Kesimpulan penelitian ini yaitu, respon terbaik didapat dari memberi respon kurang dari 30 menit dan memberi kompensasi 50 dari harga produk. Sementara untuk permintaan maaf kurang dari 30 menit dan kompensasi yang diberikan melebihi 1 hari tidak memiliki perbedaan yang signifikan.

.....This thesis is conducted in the context of e commerce marketplace to see the effect of recovery speed immediate and delay and service recovery type compensation and apology on perceived distributive justice, perceived procedural justice, and perceived interactional justice. And then to see the impact of all three perceived justices on post recovery satisfaction, positive word of mouth, and repurchase intention. This research also test direct effect of recovery speed and service recovery type on post recovery satisfaction, positive word of mouth, and repurchase intention.

The result of this research shows that there is direct effect between recovery speed and service recovery type on post recovery satisfaction, positive word of mouth, and repurchase intention, which is being tested with ANOVA. The research also shows the significant indirect effect of recovery speed and service recovery type on positive word of mouth and repurchase intention, which is tested by regression, with post recovery satisfaction as mediation variable.

This research found that the best reaction came from giving respond within 30 minutes and compensation 50 of the product price. Meanwhile, apology that is being given within 30 minutes do not differ significantly with compensation given in more than a day.