

**ANALISIS *SERVICE RECOVERY* PENANGANAN KOMPLAIN
PENGGUNA JASA PADA PT GARDA TOTAL SECURITY
YOGYAKARTA**

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Abstrak

Penelitian ini dilakukan di PT Garda Total Security Yogyakarta yang bertujuan untuk menganalisis pelaksanaan *service recovery* yang sudah berjalan pada perusahaan. Jenis penelitian ini menggunakan analisis deskriptif kuantitatif. Pengumpulan data primer dilakukan dengan menggunakan kuesioner. Metode yang digunakan dalam pengambilan sampel adalah teknik *sampling total*, dengan jumlah sampel sebanyak 31 orang yang pernah melakukan komplain dan sudah ditangani oleh perusahaan. Data penelitian ini diolah menggunakan aplikasi SPSS versi 22. Uji instrumen yang digunakan adalah uji validitas, uji reliabilitas dan aritmatik *mean*. Hasil analisis data *service recovery* dapat diketahui berdasarkan nilai rata-rata dari tiga tipe keadilan *service recovery* yaitu *distributive justice*, *procedural justice* dan *interactional justice* yang memiliki 12 indikator yaitu *equity*, *equality*, kebutuhan, konsisten, bebas dari bias, akurasi, *correctability*, *representativeness*, *ethicality*, respek, kesopanan dan kejujuran. Dimensi *distributive justice* memiliki nilai rata-rata sebesar 3,95 (S/B), dimensi *procedural justice* memiliki nilai rata-rata sebesar 3,89 (S/B) dan dimensi *interactional justice* memiliki nilai rata-rata sebesar 4,13 (S/B). Sehingga *service recovery* memperoleh nilai rata-rata sebesar 3,99 (S/B). Maka dapat disimpulkan bahwa pengguna jasa setuju dengan penerapan *service recovery* yang dilakukan perusahaan.

Kata Kunci: *Service Recovery*, *Distributive Justice*, *Procedural Justice* dan *Interactional Justice*


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**ANALYSIS OF SERVICE RECOVERY HANDLING OF SERVICE USER
COMPLAINTS AT PT GARDA TOTAL SECURITY YOGYAKARTA**

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Abstract

This research is conducted in PT Garda Total Security Yogyakarta which aims to analyze the implementation of service recovery that's been running on the company. This type of research uses quantitative descriptive analysis. Primary data collection is done using a questionnaire. The method used in sampling is a total sampling technique, with a sample of 31 people who have complained and have been handled by the company. The research data was processed using a version 22 SPSS application. The test of instruments used is the validity tests, reliability tests and arithmetic mean. The results of the service recovery data analysis can be known by the average value of the three types of service recovery justice that is distributive justice, procedural justice and interactional justice which have 12 indicators, that is equity, equality, need, consistency, free from bias, accuracy, correctability, representativeness, ethicality, respect, courtesy and honesty. The dimension of distributive justice has an average value of 3.95 (S/B), the dimension of procedural justice has an average value of 3.89 (S/B) and the dimension of interactional justice has an average value of 4.13 (S/B). So service recovery gets an average value of 3.99 (S/B). So it can be concluded agree with the implementation of service recovery by the company.

Keyword: *Service Recovery, Distributive Justice, Procedural Justice and Interactional Justice*