ANALISIS SERVICE RECOVERY PADA BEST CITY HOTEL YOGYAKARTA

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Abstrak

Penelitian ini dilakukan di Best City Hotel Yogyakarta. Penelitian ini bertujuan untuk mengetahui *service recovery* yang telah diterapkan pada Best City Hotel Yogyakarta. Indikator pada penelitian ini yaitu *Distributive Justice, Procedural Justice, Interactinal Justice.* Teknik pengambilan sampel menggunakan *purposive sampling* sejumlah 50 responden. Pengumpulan data primer dilakukan dengan metode kuesioner yang telah diuji validitas dan reliabilitasnya. Setelah semua data diperoleh, kemudian penulis melakukan perhitungan data menggunakan *Statistical Package For The Social Scienses* (SPSS) windows versi 2022. Berdasarkan uji validitas yang dilakukan pada penelitian ini dinyatakan valid. Berdasarkan uji reliabilitas yang dilakukan pada penelitian ini dinyatakan *reliabel.* Berdasarkan analisis *arithmetic mean* yang dilakukan pada penelitian ini, memperoleh nilai rata-rata seluruh indikator yaitu sebesar 4,34 yang artinya nilai rata-rata tersebut dikategorikan setuju. Terdapat nilai rata-rata terendah yaitu sebesar 4,2 rata-rata tersebut dikategorikan setuju.

Kata Kunci: *Pemulihan Jasa*

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Abstract

This research was conducted at the Best City Hotel Yogyakarta, which aims to determine the service recovery that has been implemented at Best City Hotel Yogyakarta. The indicators in this study are distributive justice, procedural justice, and interactive justice. The method used in data collection is using a questionnaire where the data collection is through consumer complaint data at Best City Hotel Yogyakarta. The analysis in this study uses validity test analysis, reliability test, arithmetic mean test. In conducting this research, the sample used was 50 respondents. After all the data was obtained, the authors calculated the data using the Windows version 2022 Statistical Package For The Social Sciences (SPSS). Based on the validity test conducted in this study, it was declared valid. Based on the reliability test conducted in this study, it was declared reliable. Based on the arithmetic mean test conducted in this study, the average value of all indicators was 4,34 which means that the average value is categorized as agree. There is the lowest average value of 4,2 the average is categorized as agree.

Keywords: *Service Recovery*