

ANALISIS *SERVICE RECOVERY*
BERDASARKAN PERSEPSI PELANGGAN TERHADAP KEADILAN
PADA PT PUTRADUTA BUANASENTOSA (INDOARSIP)
KOTA KARAWANG

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Abstrak

Penelitian ini bertujuan untuk menganalisis *service recovery* berdasarkan persepsi pelanggan terhadap keadilan pada PT Putraduta Buanasentosa (Indoarsip) Kota Karawang. Jenis penelitian ini menggunakan analisis data kuantitatif. Sumber data yang digunakan dalam penelitian ini adalah data primer yaitu dengan menyebarkan kuesioner. Teknik yang digunakan dalam pengambilan sampel adalah Teknik *nonprobability sampling* dengan *purposive sampling* yang berjumlah sebanyak 89 sampel responden. Analisis data dalam penelitian ini menggunakan uji validitas, uji reliabilitas, dan *arithmetic mean*. Dari hasil analisis *service recovery* yang diketahui berdasarkan nilai *arithmetic mean* dari ketiga tipe keadilan yaitu *distributive justice*, *procedural justice*, *interactional justice* yang memiliki 12 indikator. Indikator ini mencakup *equity*, *equality*, *needs*, konsisten, bebas dari bias, akurasi, *correctability*, *representativeness*, *ethicality*, respek, kesopanan dan kejujuran. Keadilan *distributive justice* memiliki nilai *arithmetic mean* sebesar 2,37 (TS), keadilan *procedural justice* memiliki nilai *arithmetic mean* sebesar 3,06 (S), dan keadilan *interactional justice* memiliki nilai *arithmetic mean* sebesar 2,86 (S). Maka *service recovery* memiliki nilai *arithmetic mean* sebesar 2,76 (S). Dari hasil analisis tersebut yang menunjukkan bahwa pengguna jasa setuju dengan penerapan *service recovery* yang diterapkan perusahaan.

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

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**SERVICE RECOVERY ANALYSIS
BASED ON PERCEPTIONS OF FAIRNESS AT PT PUTRADUTA
BUANASENTOSA (INDOARSIP)
KARAWANG CITY**

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Abstract

This research aims to analyze service recovery based on customer perceptions of justice at PT Putraduta Buanasentosa (Indoarsip) Karawang City. This research uses quantitative data analysis. The data source used in this research is primary data obtained by distributing questionnaires. The technique used in sampling was a nonprobability sampling technique with purposive sampling, totaling 89 sample respondents. Data analysis used in this research is validity test, reliability test, and arithmetic mean. From the results of the service recovery analysis, the arithmetic mean value of the three types of justice, namely distributive justice, procedural justice, interactional justice, has 12 indicators. These indicators include equity, equality, needs, consistency, freedom from bias, accuracy, correctability, representativeness, ethicality, respect, politeness and honesty. Distributive justice has an arithmetic mean value of 2.37 (D), procedural justice has an arithmetic mean value of 3.06 (A), and interactional justice has an arithmetic mean value of 2.86 (A). So service recovery has an arithmetic mean value of 2.76 (A). From the results of this analysis, it shows that service users agree with the implementation of service recovery implemented by the company.

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