

PENERAPAN *SERVICE RECOVERY* PADA MANAGEMENT OF MONUMEN YOGYA KEMBALI YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui penerapan *service recovery* pada Management of Monumen Yogya Kembali Yogyakarta. Penelitian ini menggunakan analisis deskriptif. Metode yang digunakan dalam pengambilan sampel adalah *purposive sampling* sejumlah 59 responden. Pengumpulan data primer dalam penelitian ini dilakukan dengan metode kuesioner. Management of Monumen Yogya Kembali berupaya untuk menerapkan *service recovery* dengan baik dan bijaksana. Hasil analisis data diperoleh rata-rata penanganan pemulihan layanan yang adil sebesar 3,44. Rata-rata dari pengunjung menerima yang sepantasnya adalah sebesar 3,44. Rata-rata pengunjung memperoleh yang dibutuhkan sebesar 3,42. Rata-rata pengunjung menerima hasil yang tepat sebesar 3,39. Tepat waktu dalam mengatasi masalah memperoleh rata-rata sebesar 3,17. Rata-rata fleksibilitas sebesar 3,41. Rata-rata perhatian sebesar 3,41, rata-rata rasa respek sebesar 3,42, upaya yang tepat memperoleh rata-rata sebesar 3,29 dan rata-rata komunikasi yang baik sebesar 3,42. Dalam indikator *distributive justice* berarti Management of Monumen Yogya Kembali mampu memberikan pemulihan layanan yang adil dan tepat bagi pengunjung. Dalam indikator *procedural justice*, Management of Monumen Yogya Kembali dinilai sudah menggunakan waktu yang sesuai untuk mengatasi masalah dan fleksibilitas dalam menangani masalah pengunjung. Pada indikator *interactional justice*, Management of Monumen Yogya Kembali dinilai mampu memberikan perhatian dan komunikasi kepada pengunjung dengan baik. Hal ini berarti bahwa Management of Monumen Yogya Kembali telah dinilai mampu mengimplementasikan *service recovery* dengan baik. Berharap Management of Monumen Yogya Kembali mampu mempertahankan pelayanan maupun pemulihan layanan yang sudah dinilai baik oleh pengunjung. Management of Monumen Yogya Kembali memperhatikan dan memperbaiki hal-hal yang pernah dikomplain, mengkomunikasikan pentingnya pemulihan jasa kepada karyawan dan melatih pengunjung mengenai cara menyampaikan komplain.

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

IMPLEMENTATION OF SERVICE RECOVERY IN MANAGEMENT OF MONUMEN YOGYA KEMBALI

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Abstract

This study aims to determine the implementation of service recovery at the Management of Monumen Yogya Kembali. This research uses descriptive analysis. The method used in sampling was purposive sampling with a total of 59 respondents. Collecting data primary using questionnaires. Management of Monumen Yogya Kembali seeks to implement service recovery properly and wisely. The results of data analysis obtained an average fair handling of service recovery of 3.44. The average number of visitors deservedly received was 3.44. The average visitor gets the required amount of 3.42. The average visitor received the correct result of 3.39. Being on time in overcoming the problem obtained an average of 3.17. The average flexibility is 3.41. The average attention was 3.41, the average respect was 3.42, the right effort got an average of 3.29 and the average good communication was 3.42. In the indicators of distributive justice, it means that the Management of Monumen Yogya Kembali is able to provide fair and appropriate service recovery for visitors. In procedural justice indicators, the Management of Monumen Yogya Kembali is considered to have used the appropriate time to solve problems and flexibility in dealing with visitor problems. On the indicators of interactional justice, the Management of Monumen Yogya Kembali is considered to be able to provide good attention and communication to visitors. This means that the Management of Monumen Yogya Kembali has been considered capable of implementing service recovery properly. We hope that the Management of Monumen Yogya Kembali will be able to maintain services and restore services that have been assessed well by visitors. Management of Monumen Yogya Kembali pays attention to and fixes things that have been complained, communicates the importance of restoring services to employees and trains visitors on how to submit complaints.

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