

ANALISIS IMPLEMENTASI *SERVICE RECOVERY* PADA PT UTILINDO JAYA PERSADA

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Abstrak

Penelitian ini dilakukan di PT Utilindo Jaya Persada yang bertujuan untuk menganalisis implementasi *service recovery* yang sudah berjalan pada perusahaan. Jenis penelitian ini menggunakan metode analisis data campuran yaitu analisis deskriptif kualitatif dan analisis kuantitatif deskriptif. Analisis deskriptif kualitatif menggunakan metode perolehan data melalui observasi dan wawancara secara *internal* dengan karyawan PT Utilindo Jaya Persada yang dinilai paling mengerti mengenai masalah yang akan penulis analisis dan analisis kuantitatif deskriptif menggunakan kuesioner guna menilai kualitas pelayanan *service recovery* dari persepsi konsumen. Hal ini untuk mengetahui seperti apa penerapan *service recovery* dalam menangani komplain konsumen apakah sudah sesuai dengan teori yang ada. Pada penelitian deskriptif kualitatif peneliti menggunakan dua responden yang terdiri dari direktur dan kepala bagian *marketing*. Sedangkan pada penelitian kuantitatif deskriptif sampel yang digunakan adalah teknik *sampling total*, dengan jumlah sampel 41 orang yang pernah mengalami kegagalan jasa dan sudah diperbaiki. Data penelitian ini diolah berdasarkan analisis statistik deskriptif menggunakan *software* SPSS versi 25. Uji *instrument* pada analisis kualitatif adalah reduksi data, penyajian data dan penarikan kesimpulan. Sedangkan uji *instrument* pada analisis kuantitatif deskriptif adalah uji validitas, uji reliabilitas dan uji *mean aritmatik*. Hasil analisis data pada penelitian ini berdasarkan hasil wawancara dan observasi, *service recovery* menerapkan tiga tipe keadilan yaitu *distributive justice*, *procedural justice* dan *interactional justice* dengan 12 alat yaitu *equity*, *equality*, *needs*, konsisten, bebas dari bias, akurasi, *correctability*, *representativeness*, *ethicality*, respek, kejujuran dan kesopanan. Sedangkan dari hasil analisis data berdasarkan hasil kuesioner diperoleh bahwa kualitas pelayanan *service recovery* pada PT Utilindo Jaya Persada berada pada kategori baik, dengan perolehan skor rata-rata 3,40. Dapat disimpulkan bahwa penerapan *service recovery* sudah sesuai teori dan dapat dikatakan sudah berjalan dengan baik.

Kata Kunci: *Service Recovery* dan Tiga Tipe Keadilan



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Abstract

This research was conducted at PT Utilindo Jaya Persada which aims to analyze the implementation of service recovery that has been running at the company. This type of research uses mixed data analysis methods which are descriptive qualitative analysis and descriptive quantitative analysis. Qualitative descriptive analysis using data acquisition methods through observation and internal interviews with employees of PT Utilindo Jaya Persada who are considered the most knowledgeable about the problems that will be analyzed by the authors and descriptive quantitative analysis uses questionnaires to assess the quality of service recovery services from consumer perceptions. This is to find out how the application of service recovery in handling consumer complaints is in accordance with the existing theory. In this qualitative descriptive study, the researcher used two respondents consisting of the director and the head of the marketing department. While in descriptive quantitative research the sample used is total sampling technique, with a sample of 41 people who have experienced service failures and have been repaired. The research data was processed based on descriptive statistical analysis using SPSS version 25 software. The instrument test for qualitative analysis was data reduction, data presentation and conclusion drawing. Meanwhile, the instrument test in descriptive quantitative analysis is validity test, reliability test and arithmetic mean test. The results of data analysis in this study are based on interviews and observations, service recovery applies three types of justice, which are distributive justice, procedural justice and interactional justice with 12 tools, which are equity, equality, needs, consistent, free from bias, accuracy, correctability, representativeness, ethicality, respect, honesty and courtesy. Meanwhile, from the results of data analysis based on the results of the questionnaire, it was found that the quality of service recovery services at PT Utilindo Jaya Persada was in the good category, with an average score of 3.40. It can be concluded that the application of service recovery is in accordance with the theory and can be said to have been running well.

Keywords: *Service Recovery and Three Type of Justice*

