

## **ABSTRACT**

The increasing competition in the telecommunications industry has pushed service providers to prioritize not only high service quality but also effective service recovery efforts when failures occur. Indihome, one of the largest internet providers in Indonesia, faces the ongoing challenge of maintaining customer satisfaction and loyalty amid service disruptions. This study aims to examine how Service Recovery Performance (SRP) influences Repurchase Intention (RPI) through the mediating role of Service Quality dimensions: Reliability, Assurance, Tangibility, Empathy, and Responsiveness.

Grounded in service marketing and customer satisfaction theory, this research utilizes a quantitative approach by distributing an online survey to 230 respondents who have previously experienced service failure and recovery with Indihome. Using SmartPLS and Partial Least Squares Structural Equation Modelling (PLS- SEM), the results show that Service Recovery Performance has a significant and positive effect on Repurchase Intention. Furthermore, all five dimensions of Service Quality significantly mediate this relationship, confirming their crucial role in shaping customer loyalty.

These findings highlight the importance of a comprehensive and quality-driven recovery process in retaining customers in the Indonesian telecommunications market. The results of this study are expected to serve as a practical reference for service providers in designing recovery strategies that enhance customer satisfaction and encourage repurchase behaviour.

**Key words:** Service Recovery Performance, Service Quality, Repurchase Intention.

## INTISARI

Persaingan yang semakin ketat di industri telekomunikasi telah mendorong penyedia layanan untuk memprioritaskan tidak hanya kualitas layanan yang tinggi, tetapi juga upaya pemulihan layanan yang efektif ketika terjadi gangguan. Indihome, salah satu penyedia layanan internet terbesar di Indonesia, menghadapi tantangan yang terus menerus untuk mempertahankan kepuasan dan loyalitas pelanggan di tengah gangguan layanan. Penelitian ini bertujuan untuk menguji bagaimana Service Recovery Performance (SRP) mempengaruhi Repurchase Intention (RPI) melalui peran mediasi dimensi Service Quality: Keandalan, Jaminan, Wujud, Empati, dan Daya Tanggap.

Berlandaskan pada teori pemasaran jasa dan kepuasan pelanggan, penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan survei online kepada 230 responden yang pernah mengalami kegagalan layanan dan pemulihan dengan Indihome. Dengan menggunakan SmartPLS dan Partial Least Squares Structural Equation Modelling (PLS- SEM), hasil penelitian menunjukkan bahwa Service Recovery Performance berpengaruh signifikan dan positif terhadap Repurchase Intention. Selain itu, kelima dimensi Kualitas Layanan secara signifikan memediasi hubungan ini, menegaskan peran penting mereka dalam membentuk loyalitas pelanggan.

Temuan ini menyoroti pentingnya proses pemulihan yang komprehensif dan berbasis kualitas dalam mempertahankan pelanggan di pasar telekomunikasi Indonesia. Hasil penelitian ini diharapkan dapat menjadi referensi praktis bagi penyedia layanan dalam merancang strategi pemulihan yang dapat meningkatkan kepuasan pelanggan dan mendorong perilaku pembelian ulang.

**Kata kunci:** : Service Recovery Performance, Service Quality, Repurchase Intention