

## INTISARI

PT. Telekomunikasi Indonesia (Persero) Tbk. atau Telkom merupakan perusahaan yang bergerak di bidang usaha penyelenggara jaringan dan jasa telekomunikasi, informatika, serta optimalisasi pemanfaatan sumber daya perseroan. Pada segmen Consumer, Telkom meningkatkan pangsa pasar serta profitabilitas pada layanan *fixed broadband* melalui produk IndiHome, dan berupaya memberikan pelayanan terbaik kepada pelanggan. Namun, kegagalan tidak dapat dihilangkan secara sempurna oleh perusahaan. Suatu perusahaan harus melakukan pemulihan pelayanan untuk mengubah ketidakpuasan menjadi kepuasan bagi pelanggan dan mempertahankan pelanggan. Produk IndiHome milik PT. Telkom Witel Madiun masih menjadi *market leader* atau mendominasi di pasar *fixed broadband* di daerah telekomunikasi (Datel). Penelitian ini bertujuan untuk mengetahui pengaruh pemulihan pelayanan terhadap kepuasan pelanggan, mengetahui pengaruh pemulihan pelayanan dan kepuasan pelanggan terhadap loyalitas pelanggan, mengetahui pengaruh pemulihan pelayanan terhadap loyalitas pelanggan melalui kepuasan pelanggan, serta penilaian dan harapan pelanggan terkait pemulihan pelayanan produk IndiHome PT. Telkom Witel Madiun.

Penelitian ini menggunakan metode campuran tidak berimbang (*concurrent embedded design*). Metode kuantitatif sebagai metode primer yaitu Regresi Linear Berganda atau *Ordinary Least Square* (OLS) dengan instrumen penelitian program SPSS versi 20.0 berdasarkan data dari kuesioner oleh 130 responden. Terdapat Uji Validitas dan Uji Reliabilitas, Uji Asumsi Klasik, dan Uji Analisis Jalur. Metode kualitatif sebagai metode sekunder menggambarkan penilaian dan harapan pelanggan berdasarkan data dari wawancara oleh informan karyawan Plasa Telkom, pelanggan telah berhenti berlangganan, dan pelanggan yang sedang berada dan membutuhkan layanan Plasa Telkom atau melalui kuesioner pertanyaan semi terbuka.

Hasil penelitian ini adalah terdapat pengaruh pemulihan pelayanan terhadap kepuasan pelanggan, terdapat pengaruh pemulihan pelanggan dan kepuasan pelanggan terhadap loyalitas pelanggan, dan terdapat pengaruh pemulihan pelanggan terhadap loyalitas pelanggan melalui kepuasan pelanggan produk IndiHome PT. Telkom Witel Madiun. Penilaian dan harapan pelanggan terkait pemulihan pelayanan keadilan interaksional sudah baik. Namun, perlu ditingkatkan terutama keadilan prosedural dan keadilan distributif.

*Kata kunci : Pemulihan Pelayanan, Kepuasan Pelanggan, Loyalitas Pelanggan*

## **ABSTRACT**

PT. Telekomunikasi Indonesia (Persero) Tbk. or known as Telkom is a state-owned enterprise of networking provider and telecommunications, informatics, and resource optimization service. On the Consumer segment, Telkom increases its market share and profitability on fixed broadband service by using IndiHome and striving to give excellent services to its customers. However, every company always has its failure, which should not be entirely overlooked. A company should recover its services to turn customers' dissatisfaction into satisfaction and to maintain its customer. IndiHome, which is a product by PT. Telkom Witel Madiun, remains to be the market leader or dominating the fixed broadband market in telecommunication region (Datel). This research aimed to understand the effect of service recovery on customer satisfaction, understand the effect of service recovery and customer satisfaction on customer loyalty, and understand the effect of service recovery on customer loyalty through customer satisfaction, also customer assessment and expectancy regarding service recovery of IndiHome product by PT. Telkom Witel Madiun.

This research used a concurrent embedded design method. The quantitative method used as the primary method of this research is Multiple Linear Regression or Ordinary Least Square (OLS) with SPSS 20.0 version as the research instrument program based on the data from the questionnaire with 130 respondents. There is a Validity Test, Reliability Test, and Path Analysis Test. The qualitative method as the secondary method describes the customers' assessment and expectation based on the interview data, with Plasa Telkom staff, customers who had stopped subscribing and customers who came to and needed the services from Plasa Telkom as the informants or based on the questionnaire with semi-open ended questions.

The results of this research shows the effect of service recovery on customer satisfaction, the effect of service recovery and customer satisfaction on customer loyalty, and the effect of service recovery on customer loyalty through customer satisfaction of the IndiHome product by PT. Telkom Witel Madiun. The customer assessment and expectancy regarding interactional justice is excellent. However, it still needs to be improved, especially on the procedural justice and distributive justice.

*Keywords: Service Recovery, Customer Satisfaction, Customer Loyalty*