

## **ABSTRAK**

Setiap perusahaan berusaha untuk memberikan kebutuhan bagi setiap konsumen agar memperoleh kepuasan. Dalam proses memenuhi kebutuhan konsumen, perusahaan tentu pernah mengalami suatu kegagalan atau kesalahan. Oleh karena itu perusahaan perlu melakukan *service recovery* untuk memberikan kepercayaan kembali dari konsumen untuk menggunakan jasa atau produk dari perusahaan. Penelitian ini bertujuan untuk menguji pengaruh *distributive justice*, *procedural justice*, dan *interactional justice* terhadap kepuasan konsumen secara simultan pada Warung Layar Sentuh.

Hasil analisis regresi linear sederhana menunjukkan bahwa variabel *distributive justice*, *procedural justice*, *interactional justice* berpengaruh positif dan signifikan. Pengujian penelitian ini menunjukkan bahwa variabel X (*Service Recovery*) memiliki pengaruh terhadap variabel Y (Kepuasan Konsumen) sebesar 51.2% dan 48.8% sisanya dioengaruhi oleh variabel lain.

**Kata Kunci:** *service recovery*, *distributive justice*, *procedural justice*, *interactional justice*, kepuasan konsumen

## ***ABSTRACT***

*Every company strives to provide the needs of every consumer in order to obtain satisfaction. In the process of meeting the needs of consumers, the company certainly has experienced a failure or error. Therefore, companies need to do service recovery to give back trust from consumers to use services or products from the company. This study aims to determine the effect of distributive justice, procedural justice, and interactional justice. to customer satisfaction in Touch Screen Stalls.*

*The results of simple linear regression analysis showed that the variables of distributive justice, procedural justice, interactional justice had positive and significant effects. Testing of this study shows that the variable X (Service Recovery) has an influence on the variable Y (Customer Satisfaction) of 51.2% and the remaining 48.8% is influenced by other variables.*

*Keywords: service recovery, distributive justice, procedural justice, interactional justice, customer satisfaction*