



## ABSTRAK

Penelitian ini adalah penelitian dengan metode kuantitatif yang bertujuan untuk mengetahui pengaruh dimensi Perceived Justice Oriented terhadap kepuasan pemulihan dan pengaruh kepuasan pemulihan terhadap loyalitas konsumen Bank BUMN di Indonesia. Perceived Justice Oriented memiliki tiga dimensi yaitu Procedural Justice, Interactional Justice dan Distributive Justice. Masing-masing dimensi dianalisis pada penelitian ini. Peneliti focus pada masalah yang dihadapi oleh Bank BUMN dalam menangani kegagalan layanan. Usaha pemulihan yang dilakukan oleh bank sangat penting untuk para konsumen.

Responden penelitian ini adalah konsumen Bank BUMN di Indonesia. Metode Non-Probability Sampling digunakan dalam penelitian ini. Peneliti memperoleh data primer melalui kuisisioner online dan kuisisioner paper-based. Terdapat 153 responden yang berpartisipasi dalam penelitian ini.

Selain itu, data analisis yang digunakan dalam penelitian ini adalah regresi dengan bantuan menggunakan SPSS versi 22 untuk menguji 4 hipotesis dalam penelitian ini. Hasil dari penelitian ini menunjukkan bahwa ketiga dimensi yaitu Procedural Justice, Interactional Justice dan Distributive Justice dengan positif mempengaruhi kepuasan pemulihan konsumen. Terlebih lagi, Distributive Justice memiliki pengaruh terbesar terhadap kepuasan pemulihan layanan. Penemuan lain adalah kepuasan pemulihan layanan mempengaruhi loyalitas konsumen secara positif.

Kata kunci: Service Marketing, Procedural Justice, Interactional Justice, Distributive Justice, Kepuasan Pelanggan.



## ABSTRACT

This research is a quantitative study aimed to find out the influence of perceived justice oriented dimensions to the recovery satisfaction and the influence of that recovery satisfaction on customer's loyalty of State-owned banks in Indonesia. There are three dimensions of perceived justice oriented which are Procedural Justice, Interactional Justice, and Distributive Justice. Each dimension is being analyzed in this study. The researcher focuses on the problem faced by State-owned banks in handling service failure. The recovery effort done by the banks is very important for the customers.

The respondents are customers of state-owned banks in Indonesia. Non-probability sampling method is used in this study. The researcher obtained primary data through online questionnaire and paper-based questionnaire. A total of 153 respondents had participated in this study.

Furthermore, data analysis used is regression with the help of SPSS 22.0 to test 4 (four) hypotheses. The result of this research reveals that all of the three dimensions in perceived justice oriented which are Procedural Justice, Interactional Justice and Distributive Justice are positively influence Recovery Satisfaction of the customers. More precisely, Distributive Justice is the strongest influence to Recovery Satisfaction. Another finding is that the recovery satisfaction is positively influence customer's loyalty.