

## **ABSTRAKSI**

Penelitian ini adalah penelitian dengan metode kuantitatif yang bertujuan untuk mengetahui pengaruh dimensi persepsi keadilan terhadap kepuasan atas upaya pemulihan dan kepuasan atas upaya pemulihan terhadap niat membeli ulang penumpang maskapai penerbangan dengan rute domestik di Indonesia. Terdapat tiga dimensi keadilan yang dianalisis di dalam penelitian ini, yaitu keadilan distributif, keadilan prosedural, dan keadilan interkasional. Peneliti berfokus pada upaya pemulihan layanan yang diharapkan oleh konsumen ketika mengalami kegagalan layanan. Dimana, upaya pemulihan sangat penting untuk mempertahankan penumpang agar tetap menggunakan jasa maskapai tersebut.

Penelitian ini menggunakan metode *non-probability sampling*. Responden penelitian ini adalah penumpang maskapai penerbangan dengan rute domestik di Indonesia. Peneliti mendapatkan data 103 responden melalui kuisioner *online* dan kuisioner berbasis kertas. Penelitian ini menggunakan analisis regresi berganda dan analisis regresi sederhana dengan menggunakan perangkat lunak SPSS versi 22. Hasil penelitian ini menunjukkan bahwa ketiga dimensi persepsi keadilan (keadilan distributif, keadilan prosedural, dan keadilan interaksional) berpengaruh positif signifikan terhadap kepuasan atas upaya pemulihan. Kemudian, kepuasan atas upaya pemulihan positif mempengaruhi niat membeli ulang.

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

## **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 the repurchase intention of Indonesian domestic airline passengers. There are three dimensions of perceived justice oriented in this research, which are distributive justice, procedural justice, and interactional justice. The researcher focuses on the passengers' service recovery expectation when they suffered from the service failure. However, service recovery effort is really important to retain the customers in order to keep them to repurchase the service.

The sampling method used in this research is non-probability sampling method. The respondents of this research are domestic airline passengers in Indonesia. The researcher collects 103 respondents through online questionnaire and paper based questionnaire. Multiple liner regression and simple linear regression are used in this research to analyse the data by using SPSS for Mac version 22. The result of this research conclude that all of the three dimensions (distributive justice, procedural justice, and interactional justice) are positively influencing satisfaction with recovery. In addition, it is also found that satisfaction with recovery is positively influence repurchase intention.

**Keywords:** Service Marketing, Procedural Justice, Interactional Justice, Distributive Justice, Kepuasan Pelanggan, Niat Membeli Ulang.