

ABSTRAKSI

Perkembangan industri jasa restoran di Indonesia yang semakin meningkat setiap tahunnya membuat ketatnya persaingan dalam industri tersebut. Perusahaan jasa yang identik dengan karakteristik *inseparability* dan *variability* membuat perusahaan tersebut sangat sulit untuk menghindari terjadinya kegagalan layanan. Penelitian mengenai perilaku pelanggan setelah terjadinya kegagalan layanan memang sudah banyak dilakukan, namun sejauh ini penelitian mengenai perilaku pelanggan setelah terjadinya kegagalan layanan restoran berdasarkan tingkat *perceived justice* masih terbatas. Penelitian ini dilakukan dengan desain eksperimental, sedangkan data diperoleh melalui kuesioner yang disebarakan kepada mahasiswa Universitas Airlangga jurusan S1 Manajemen. Total partisipan yang berpartisipasi dalam penelitian berjumlah 240 orang. Hasil jawaban responden dalam kuesioner tersebut selanjutnya akan direkap dan ditabulasi. Hasil Penelitian menunjukkan bahwa terdapat perbedaan *repatronage* dan *negative WOM intentions* pada pelanggan restoran berdasarkan tingkat *distributive* dan *interactional justice*. Penelitian ini menawarkan kontribusi untuk ilmu pengetahuan serta praktisi terkait perilaku pelanggan restoran setelah terjadinya kegagalan layanan berdasarkan tingkat *perceived justice*.

Kata kunci : *Service failure, perceived justice, repatronage intentions, negative WOM intentions, restaurant service*

ABSTRACT

Restaurant service industry development in Indonesia are increasing every year and make the intense competition in that industry. Services organizations that has characteristics as inseparability and variability makes the organizations very difficult to avoid to make service failure. Research about consumer behavior after service failure had been made, but so far research about consumer behavior after service failure in restaurant service industry based on perceived justice is limited. This study was conducted with the experimental design, while data were obtained through questionnaires distributed to students of Universitas Airlangga, majoring management. Total participant who participated in the study amounted to 240 people. The results of the questionnaire respondents will be recapitulated and tabulated. Research shows that there are deferences between repatronage intentions and negative WOM intentions on restaurant's customer based on distributive and interactional justice. This study offers a contribution to science as well as practitioners of restaurant's customer behavior after service failure based on perceived justice degree.

Keywords : Service failure, perceived justice, repatronage intentions, negative WOM intentions, restaurant service

