

ABSTRAKSI

Kegagalan layanan tidak dapat dihindari oleh perusahaan jasa karena sudah merupakan sifat karakteristik dari jasa. Oleh karena itu perusahaan harus menentukan strategi yang tepat untuk mengelola kegagalan tersebut sehingga dapat menciptakan *customer loyalty*. Penelitian ini bertujuan untuk mengeksplorasi pengaruh *severity*, *recovery justice* (yaitu, keadilan interaksional, keadilan prosedural, dan keadilan distributif), dan *switching cost* terhadap *brand forgiveness* yang nantinya akan berpengaruh terhadap *customer loyalty*, serta hubungan moderasi *recovery justice* dan *switching cost* antara *severity* dan *brand forgiveness* dalam konteks restoran siap saji.

Penelitian ini dilakukan dengan desain eksperimental. Data diperoleh melalui kuesioner yang disebarakan kepada mahasiswa yang pernah bersantap di restoran siap saji. Total partisipan yang berpartisipasi dalam penelitian ini berjumlah 200 orang. Hasil jawaban responden dalam kuesioner tersebut selanjutnya akan direkap dan ditabulasi. Kemudian data diuji dengan model penelitian menggunakan *Partial Least Squares* (PLS).

Hasil penelitian menunjukkan bahwa *severity*, keadilan interaksional, keadilan procedural, keadilan distributif dan *switching cost* memiliki pengaruh yang signifikan terhadap *brand forgiveness*. Selain itu *brand forgiveness* juga memiliki pengaruh signifikan terhadap *customer loyalty*. Temuan ini memberikan beberapa implikasi teoritis dan praktis yang penting dalam hal pemulihan kegagalan layanan pada restoran siap saji.

Kata Kunci : Kegagalan Layanan, *Severity*, *Recovery Justice*, Keadilan Interaksional, Keadilan Prosedural, Keadilan Distributif, *Switching Cost*, *Brand Forgiveness*, dan *Customer Loyalty*.

ABSTRACT

Service failures cannot be avoided by service companies because it is a characteristic of services. Therefore, companies should determine the right strategy to manage such of services failure to create customer loyalty. This study aims to explore the influence of severity, recovery justice (ie, interactional justice, procedural justice and distributive justice), and switching cost towards brand forgiveness that affect the customer loyalty, and moderation relationship of recovery justice and switching cost on the link between severity and brand forgiveness in the context of fast-food restaurants.

This research was conducted with the experimental design. Data obtained through questionnaires distributed to students who ever dine at fast food restaurants. Total number of participants who participated in this study was 200 people. The questionnaire answered by respondents' will be summarized and tabulated. Then the data was tested by the research model using Partial Least Squares (PLS).

The research results showed that severity, interactional justice, distributive justice and switching cost had a significant influence on brand forgiveness. But procedural justice had not significant influence on brand forgiveness. Furthermore brand forgiveness also has a significant influence on customer loyalty. These findings provide some theoretical and practical implications that important to the case of service failure recovery in fast-food restaurants.

Keywords : Service Failures, Severity, Recovery Justice, Interactional Justice, Procedural Justice, Distributive Justice, Switching Cost, Brand Forgiveness, and Customer Loyalty