

**ABSTRAK**

Industri restoran merupakan salah satu industri yang memadukan produk dan pelayanan. Penelitian ini menguji dampak jenis dari kegagalan pelayanan dan strategi pemulihan pelayanan yang dihubungkan dengan kemarahan pelanggan dan keseluruhan kepuasan pelanggan. Penelitian ini menggunakan desain penelitian eksperimental. Data yang diperoleh melalui desain faktorial 2x2 dengan jumlah 120 responden dengan ketentuan mahasiswa Fakultas Ekonomi dan Bisnis Universitas Airlangga. Terdapat 4 stimuli yang digunakan berdasarkan jenis kegagalan pelayanan dan pemulihan pelayanan. Hasil jawaban responden yang kemudian diuji menggunakan metode uji *Two Ways ANOVA*. Hasil penelitian menunjukkan bahwa terdapat perbedaan kemarahan pelanggan yang signifikan berdasarkan jenis kegagalan pelayanan yaitu kegagalan inti dan prosedural dan pemulihan pelayanan berupa asistensi dan kompensasi. Hasil penelitian juga menunjukkan adanya perbedaan keseluruhan kepuasan pelanggan yang signifikan berdasarkan jenis kegagalan pelayanan yaitu kegagalan inti dan kegagalan prosedural dan pemulihan pelayanan berupa asistensi dan kompensasi. Hubungan kemarahan pelanggan dan keseluruhan kepuasan pelanggan menghasilkan adanya perbedaan.

Kata kunci: **restoran, kegagalan pelayanan, pemulihan pelayanan, kemarahan, dan keseluruhan kepuasan.**

## ABSTRACT

The restaurant industry is one industry that combines products and services. This study examined the impact of the type of service failure and service recovery strategies linked to anger customers and overall customer satisfaction. This research uses experimental research design. Data were obtained through a 2x2 factorial design with a number of 120 respondents from Faculty of Economics and Business, University of Airlangga. There are 4 types of stimulation that are used by service failures and recovery services. Results of respondents then tested using the test method Two Ways ANOVA. The results showed that there were significant differences in customer anger by type of service failure. First, the failure of the core and the procedural and second, recovery services in the form of assistance and compensation. The results also showed a difference significant overall customer satisfaction based on the type of failure. First, the failure of core services and procedural failures and second, recovery services in the form of assistance and compensation. Relations anger customers and overall customer satisfaction produce their differences.

**Keywords: restaurant, service failure, service recovery, anger, and overall satisfaction.**

