

Pengaruh *Service Failure Severity* Dan *Recovery Fairness* Terhadap *Consumer Forgiveness* Dan *Repurchase Intention* Layanan Go-Ride Dari Go-Jek Indonesia

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ABSTRAK

Penelitian ini bertujuan untuk meneliti pengaruh *service failure severity* dan *recovery fairness* (*distributive justice*, *procedural justice*, dan *interactional justice*) terhadap *consumer forgiveness* dan *repurchase intention* pada perusahaan penyedia layanan teknologi dibidang transportasi online yaitu GO-JEK Indonesia sebagai objek penelitian karena melihat jumlah pengguna GO-JEK di Indonesia lebih besar dibandingkan penyedia layanan lainnya yang sejenis.

Penelitian ini menggunakan pendekatan kuantitatif survei. Data pada penelitian ini diperoleh dari kuesioner yang disebarakan secara *online* kepada responden yang pernah menggunakan layanan GO-JEK yaitu GO-RIDE (Ojek Motor) dan pernah mengalami pelayanan yang buruk dari pengemudi GO-RIDE. Total jawaban responden yang dikumpulkan berjumlah 190 responden. Hasil jawaban dari responden selanjutnya ditabulasikan dan dianalisis dengan teknik pengujian data *Partial Least Square* (PLS) 3.0.

Hasil dari penelitian ini menunjukkan bahwa variabel *service failure severity* tidak berpengaruh negatif terhadap *consumer forgiveness* dan *repurchase intention*. Sedangkan *recovery fairness* berpengaruh positif terhadap *consumer forgiveness* dan *repurchase intention*. Sehingga pelanggan yang telah mengalami *service failure* pada layanan GO-RIDE tetap bersedia melakukan *repurchase intention*.

Temuan ini memberikan beberapa implikasi teoritis dan praktis yang penting dalam *service failure severity* dan *recovery fairness* pada layanan transportasi online di Indonesia.

Kata kunci : *Service failure severity*, *Recovery Fairness*, *Consumer Forgiveness*, *Repurchase Intention*, GO-RIDE dan GO-JEK

Effect Of Service Failure Severity And Recovery Fairness On Consumer Forgiveness And Repurchase Intention Go-Ride Service From Go-Jek Indonesia

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ABSTRACT

This study aims to examine the effect of service failure severity and recovery fairness (distributive justice, procedural justice, and interactional justice) on consumer forgiveness and repurchase intention in technology service providers in the field of online transportation namely GO-JEK Indonesia as the object of research because it sees the number of users GO-JEK in Indonesia is bigger than other similar service providers.

This research uses a quantitative survey approach. The data in this study were obtained from questionnaires distributed online to respondents who had used GO-JEK services, namely GO-RIDE and had experienced poor service from GO-RIDE. Total responses of respondents collected amounted to 190 respondents. The answers from the respondents are then tabulated and analyzed with the Partial Least Square (PLS) 3.0 data testing technique.

The results of this study indicate that the service failure severity variable does not negatively affect consumer forgiveness and repurchase intention. While recovery fairness has a positive effect on consumer forgiveness and repurchase intention. So that customers who have experienced service failure on GO-RIDE services are still willing to do repurchase intention.

This finding provides several important theoretical and practical implications in service failure severity and recovery fairness in online transportation services in Indonesia.

Key Word : *Service failure severity, Recovery Fairness, Consumer Forgiveness, Repurchase Intention, GO-RIDE and GO-JEK*