

PENGARUH PEMULIHAN JASA TERHADAP KEPERCAYAAN MEREK HOTEL DI INDONESIA DENGAN KEPUASAN ATAS PEMULIHAN JASA SEBAGAI VARIABEL PERANTARA

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Abstrak - Pengaruh Pemulihan Jasa terhadap Kepercayaan Merek Hotel di Indonesia dan Kepuasan atas Pemulihan Jasa sebagai Variabel Perantara.

Penelitian ini dilakukan untuk mengetahui pengaruh penerapan pemulihan jasa (*perceived justice*) pada hotel bintang 1-3 di Indonesia atas kegagalan jasa terhadap kepercayaan merek (*brand reliability* dan *brand intention*) dengan menggunakan kepuasan atas pemulihan jasa sebagai variabel *intervening*. Teknik analisa data yang digunakan adalah PLS-SEM. Hasil penelitian menunjukkan bahwa pemulihan jasa memiliki pengaruh yang positif terhadap kepuasan atas pemulihan jasa. Sementara itu kepuasan atas pemulihan jasa terbukti memiliki pengaruh yang positif dan signifikan dalam mengembalikan kepercayaan merek serta menjadi variabel *intervening* yang positif dan signifikan bagi hubungan antara kepuasan atas pemulihan jasa dan kepercayaan merek.

Kata kunci: Kepercayaan merek, kepuasan, *perceived justice*, industri perhotelan, dan pemulihan jasa.

Abstract - The Impact of Service Recovery towards Hotel's Brand Trust in Indonsia and Satisfaction of Service Recovery as Intervening Variable.

This study was conducted to determine the impact of service recovery (*perceived justice*) at 1-3 star hotel in Indonesia towards brand trust and satisfaction of service recovery as the intervening variable. Data analysis technique used is PLS-SEM. The predictive used to add knowledge to the community, as well as for the hotel management to pay more attention about implication of service recovery which affect the guest satisfaction to rebuild brand trust. The results shown that service recovery has the positive impact to satisfaction of service recovery thus, only procedural justice that have the insignificant impact. Furthermore, satisfaction of service recovery has the positive and significant impact towards brand trust and became a positive and significant intervening variable for the correlation between service recovery and brand trust.

Keywords: Brand Trust, satisfaction, *perceived justice*, hotel industry and service recovery.

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