

INTISARI

Penelitian ini bertujuan untuk mengetahui dan menganalisa dampak pengaruh *service recovery justice* terhadap *customer affection*, *loyalty* dan *word-of-mouth* pada Lion Air Surabaya, Indonesia.

Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan software AMOS 21. Teknik pengambilan sampel digunakan adalah *purposive sampling*. Data diperoleh secara langsung dari responden yang memenuhi persyaratan karakteristik populasi melalui penyebaran kuesioner. Jumlah sampel yang digunakan dalam penelitian ini berjumlah 220 responden.

Hasil penelitian ini menunjukkan adanya pengaruh *service recovery justice* terhadap *customer affection*, loyalitas dan *word of mouth* pada Lion Air Surabaya, Indonesia. Pengaruh *interactional justice* terhadap *customer affection* dan pengaruh moderasi *service failure severity* dinyatakan tidak terdukung

Kata Kunci: *Perceived Justice*, *Customer Affection*, *Customer loyalty*, *Positive Word of Mouth*, *Service Failure Severity*

ABSTRACT

The aim of this research is to examine the influence of service recovery justice toward customer affection, loyalty and word-of-mouth from Lion Air Surabaya, Indonesia.

This research using Structural Equation Modelling (SEM) with AMOS 21 software. Sampling techniques used in this research are purposive sampling. Data collected directly from respondents who meet the specified characteristic of the population by distributing questionnaires. The samples used in this study was 220 respondents.

The result of this study showed the influence of service recovery justice toward customer affection, customer loyalty and word of mouth from Lion Air Surabaya, Indonesia. Furthermore, interactional justice toward customer affection and moderation effect of service failure severity was found to be no supportive

Key words: Perceived Justice, Customer Affection, Customer loyalty, Positive Word of Mouth, Service Failure Severity