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The Perception Effect of Justice, Recovery Disconfirmation, and Recovery Satisfaction to Positive Word of Mouth (In the Hotel Service)

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The main key of the existence service provider or hotel is a consumer service. Therefore, hotels must be able to improve good service and quality to consumers to improve a good a good relationship between service providers with consumers. A business that is engaged in hotels, especially hotels, cannot be denied that competition between business people is getting tougher. Thus, in this study aimed to obtain value from the effect of the perception customer justice perception on Positive Word of Mouth through mediators such as recovery confirmation and inconsistency between expectations for recovery performance also recovery satisfaction. Anchored within the framework of the theory of justice theory and the theory of hope disconfirmation. The result shows a restoration of confirmation over, customer satisfaction is a form of a restoration of justice with T-value received by consumers to give confidence back to consumers who feel disappointed about the services performed by service providers or hotels. Thus, the disappointment forms of experienced by consumers will recover if service providers or hotels improve their services. In addition, a consumer feels satisfied and will make good statements about the hotel.

Keywords: Recovery Disconfirmation, Recovery satisfaction, Perception of fairness and Positive Word of Mouth.

1. INTRODUCTION

The purchasing power of the people for various foods and beverages has been increasing lately. Here, so many capital owners have made businesses in the culinary or hotel and beverage sector with various variants as promising opportunities for the future. With the rapid growth of the business in the culinary field of food and beverages that are diverse in taste, making the capital owners engaged in the hotel industry, especially hotels trying to offer good and quality services to each of their consumers. With good and quality services provided, consumers will feel satisfied [1]. Furthermore consumer satisfaction is very important for every service provider or hotel. To be able to provide satisfaction to consumers, service providers or hotels must be able to maintain the quality and quality of the hotel, and foster a good relationship, so that there can be a continuous relationship between service providers or hotels and consumers.

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Often consumers feel disappointed with the services provided by hotels, including hotel services in Indonesia. The writer notes through the survey that was given to the respondent, from a few respondents who entered through the poll that has been circulated, the author gets a few respondents who are disillusioned with the administrations given by the inn, such as Mercure, Novotel, Ibis, Aston, Amaris, Pullman, Harris hotels and there are others [2]. The hotel is the right choice for tourists / guests / visitors to just unwind or even stay / stay overnight. No doubt many people are willing to pay dearly to get satisfaction of hotel services and facilities. Stratification / hotel class is generally seen from the stars. Starting from the most luxurious 5 stars, to 1 star which is the lower tariff. The reality on the ground is that some people do not find what they are looking for or do not get hotel services and facilities in accordance with what they expect (expectations). Among them were disillusioned with the inn administrations like messy towels, the room

was not on par with what was in the image/notice, the room we had booked was at that point loaded up with different visitors, the trouble of the spot of love to the trouble of getting to wifi for the web organization, and different dissatisfactions that accomplished by visitors/guests [3]. At the point when administration disappointments lead to negative outcomes, individuals will in general request some sort of clarification. The social record hypothesis proposes that offering a clarification can rethink the seriousness of administration disappointments, or persuade buyers that the disappointment was unexpected. Failures made by service providers have an impact so that consumers ask for clarity of a failure, then this explanation requires an explanation that can make consumers believe that the failure was not intentional [4]. The specialist organization or lodging system can furnish buyers with a view of decency through their clarification that the specialist organization will do as such through assuming liability for their disappointments. Support as a kind of clarification system, regularly offered by specialist co-ops [5]. In such justification, the service provider acknowledges responsibility for mistakes, but denies the overall mismatch of the action by showing that the action was carried out to meet a higher goal. For instance, if a flight is postponed by 2 hours, the aircraft can legitimize the disappointment of the assistance by clarifying that the deferral is required as a result of security concerns [6].

2. METHODOLOGY

A. Recovery Disconfirmation

The expectation disconfirmation speculation considers a handle where customers relate prior assumption with transport of an advantage and how the client's assumption prompts frustration or satisfaction. In the event that the recovery result is more vital than anticipated, a positive disconfirmation happens, heading to satisfaction [7]. A client who isn't satisfied with a benefit will be pleased on the off chance that a commerce makes an exertion for benefit recuperation. Viable benefit recuperation endeavors can cultivate perception of equity within the customer's intellect when assessing the business's performance [8]. Benefit disappointments are inevitable in benefit experiences and they contrarily influence customers conduct and fulfillment. The circumstance is made more regrettable when an 'expectation disconfirmation' circumstance happens, as in Oliver's show [9]. execution of an item/administration against their prior wants. Regardless of whether the correlation result can be viewed as more horrendous than expected (a negative disconfirmation), path better than expected (a positive disconfirmation) or reasonable as expected (zero disconfirmation or assertion), will direct drive the satisfaction appraisal. In advantage recovery, the disconfirmation actually exists. It incorporates three things, service recovery performance (SRP), service

recovery expectation (SRE) and service recovery satisfaction (SRS) [10].

B. Justice Perception

Justice perception is the person's assessment of the association's response [11]. Value unites an abstract judgment identified with the moral appropriateness of a person's fate; that's, the manner in which an individual is treated by others. Understanding the mistake between the certifiable advances did by the advantage (association's response) and the following emotional assessment of that response by the customer (value discernment) is crucial. Normally, since acknowledgment could be an abstract and uneven clarification of reality that adds to the client's conduct [12].

C. Recovery Satisfaction

Recovery of satisfaction by forming a connection between the customer and the advantages provider. Together these thoughts recommend that if positive recovery disconfirmation is more noticeable, lodging clients are more inclined to make more noteworthy degrees of fulfillment or. The theory of the motivation for justice is based on the relatively simple premise that people in organizations want to be treated fairly. The theory defines justice (equity) as the belief that we are treated fairly in relation to other people. Meanwhile, inequity is the belief that we are treated unfairly compared to other people [13].

D. Positive Word of Mouth

Positive Word of Mouth (PWOM) is the probability that clients will spread positive data, for example, proposing business to other people and discussing its quality organizations. Since of movements in development, the effect of informal exchange has essentially Rather than fixating on negative verbal, the makers community on PWOM figuratively speaking [14]. This part of the reality that if benefit disappointment occurs, PWOM comes about out of compelling benefit recuperation methodologies to share their encounter with others [15].

E. Hypotheses

In view of the nitty gritty depiction of the writing audit over, the current examination proposes a few theories as follows:

- a) The connection between service recovery satisfaction and PWOM

Worth sets an emotional judgment identified with the ethical propriety of a person's destiny; that's, how an individual is treated by others. Meaning the mistake among honest to goodness steps carried out by the advantage organization (organization's rise) and a resulting subjective evaluation of that reaction by the client (value discernment) are crucial. As a rule, since

acknowledgment may be a subjective and one-sided illustration of a reality that adds to the client's conduct [16]. Since, in contrast to negative verbal, PWOM can be recognized as the consequence of recuperation endeavors in this examination the creators think about just this perspective. They contend that a client's exchange explicit fulfillment will impact the person in question to take part in sure conduct like PWOM. This line of thought can be founded on a social trade viewpoint, which delineates how an elaborate gathering feels about the idea of a relationship with another gathering [17]. Social trade is characterized as the response and assumption for trust on the grounds that the particular idea of the time and return isn't indicated. Accordingly, when a client is happy with an assistance recuperation exertion, the person is bound to shape a more grounded relationship with that specific business [18]. In case commerce can create fulfillment in a client's astuteness, encourage more extensive responsibility and a utilitarian association among a client and a dealer. Accordingly, a fulfilled client is bound to respond with PWOM. In particular since clients fulfilled by benefit recuperation are satisfied and proposed to tell other clients around their involvement This mediation together pass on the word that if customer fulfillment with a benefit recovery is more prominent, clients are bound to urge included in PWOM [19]. Based on the nitty-gritty clarification of the past thinks about, the current ponder proposes speculation 1 as follow:

(H₁): The more prominent the degree of recovery satisfaction, the more noteworthy the association in PWOM.

b) Relationship between recovery satisfaction and recovery disconfirmation

The creators conceptualize recuperation disconfirmation as the irregularity among desires almost recuperation and recuperation execution. At the time a benefit disappointment happens, clients shape recuperation desires [20]. They need benefit suppliers to initiate particular activities to address the disappointment indeed if they don't complain. This kind of desire is named recuperation desire [21]. It isn't similar to the desire shaped some time recently accepting benefit. If recuperation desire outperforms recuperation result, at that point negative recuperation disconfirmation comes about. It creates post-recovery disappointment [22]. Be that as it may, if recuperation result outperforms recuperation expectation, at that point positive recuperation disconfirmation results. The creators fight that positive recuperation disconfirmation adds to an expectation for the association, the arrangement of confidence within the benefits supplier, and diminishing. Subsequently, it comes about in post recovery fulfillment

by shaping a connection between the client and the benefit supplier [23]. Given the point-by-point explanation of the past thinks, the current consider proposes hypothesis 2 as follow:

(H₂): The more prominent the level of positive recuperation disconfirmation, the more noteworthy the level of lodging clients' recovery satisfaction.

c) Connection between recovery disconfirmation and PWOM

Successful benefit recuperation strategies deliver a benefit professional- video a moment opportunity to counter negative impressions [24]. On the off chance that a benefit supplier can effectively bargain with benefit disappointment circumstances, clients proceed to primary trends positive relations. The creators contend that positive recuperation disconfirmation gets to be a pivotal figure in cultivating a positive state of mind toward the value-based encounter, driving to the plausibility of dispersing data around a benefit supplier and the positive speculation in this data [25]. Usually, since positive recuperation disconfirmation appears a part in decreasing the dissatisfaction that a client felt after a benefit disappointment. As such, clients are energized to take part in positive practices like commitment in PWOM. In this manner, customers' positive recognitions around a business's capacity to bargain with startling ser- bad habit disappointment catalyzes positive impressions around the benefit supplier [26]. Based on the detail explanation of the previous studies, the current study proposes hypothesis 3 as follows:

(H₃): The more noteworthy the positive recovery disconfirmation, the more prominent inn clients' penchant to react with PWOM.

d) The Connection between recovery satisfaction and perception of justice

The makers conceptualize insight through value for the degree to which clients see an advantage encounter as sensible and palatable. If an advantage of disillusionment, clients can feel let down, and they see an unfairness. They imagine that a commitment lopsidedness had happened inside the switch. As such, an advantage dissatisfaction can be draining just as a hardship incurring of taking a toll, opinions, and time [27]. They see selling out and a sense of neglect. This can be since benefit disappointment hoses believe in their contract with the benefits supplier. The harm to believe impacts the benchmarks of the client relationship. Hence, clients create judgments based on the level of seen equity within recuperation prepare. Such judgments lead to influence fulfillment [28]. As a result,

and in keeping with ser- bad habit recuperation analysts recognized equity's positive impacts on exchange explicit fulfillment. In case of a lodging benefit disappointment, the interface between equity recognition and recuperation fulfillment is positive [29]. Given the nitty-gritty clarification on the past examinations, the current investigation proposes speculation 4 as follows:

(H₄): The more prominent the equity insight, the more noteworthy inn clients' recovery satisfaction.

e) The connection between justice perception and recovery disconfirmation

Creators set lest equity discernment can influence recuperation disconfirmation in two's distinctive manners. To begin with, trade clients are potential partners who care approximately the esteem of the utilization. At moment, recognition of equity can make an expanded sense of seen esteem and function, which make impact a client's condition of intellect. Seen regard can be of both non-monetary and monetary qualities. By holding different things break even with, more prominent equity response 30. In this way, perceptions of equity make substantial impacts on clients' condition of acumen. Typically, because clients see some benefit supplier that's sharp to settle a benefit disappointment needs to form a positive affiliation with clients. Hence, they're persuaded for support this good reaction. Hence, clients consider according ready to show heavenly execution in the midst of recuperation, which is more prominent than recuperation desire, coming about in a positive recuperation disconfirmation [30]. Subsequently, the creators place the accompanying as follow:

(H₅): The more noteworthy the perception of justice, the more prominent the impression of positive recovery of disconfirmation.

f) The connection between PWOM and justice perception

Through the benefit disappointment and recuperation point of view, the creators set that effective benefit recuperation makes a difference lodging client to consider the benefits supplier more emphatically. Clients whose discernment of fair- ice is fortified after viable benefit recuperation will share this positive encounter with others [31]. The creators set that these clients will lock in PWOM to respond and limit intellectual discord. Typically, since after viable service recovery, to manage with moved forward certainty within the supplier of the benefit, these clients will endeavor to persuade others that the benefits supplier has reestablished their discernment of equity [32]. Thus, they will take part in PWOM to specific their fulfillment. Subsequently, when the perception of equity is more prominent, clients are

anticipated to lock in in PWOM. In expansion, as already expressed, equity recognition emphatically impacts recuperation disconfirmation and recuperation fulfillment, which in turn emphatically relate to PWOM [33]. subsequently, in this inquire, the creators expect recognition of equity to influence PWOM in a roundabout way through recuperation satisfaction and recuperation disconfirmation. They accept this since of their past introduction of the take after- ing. To begin with, equity discernment influences both recuperation fulfillment and recuperation disconfirmation. In expansion, PWOM is anticipated by both recuperation fulfillment and recuperation disconfirmation, and by implication by fair- ice discernment [34]. In light of the nitty-gritty clarification on the past examinations, the current investigation proposes the speculation 4 as follows:

(H₆): Perception of Justice has: a) a positive and direct impact on PWOM; b) an aberrant impact on PWOM through recovery of satisfaction, and c) an extra backhanded impact on PWOM by means of recovery of disconfirmation.

Thus, Figure I show the conceptual study for sixth hypothesis are used in this study.

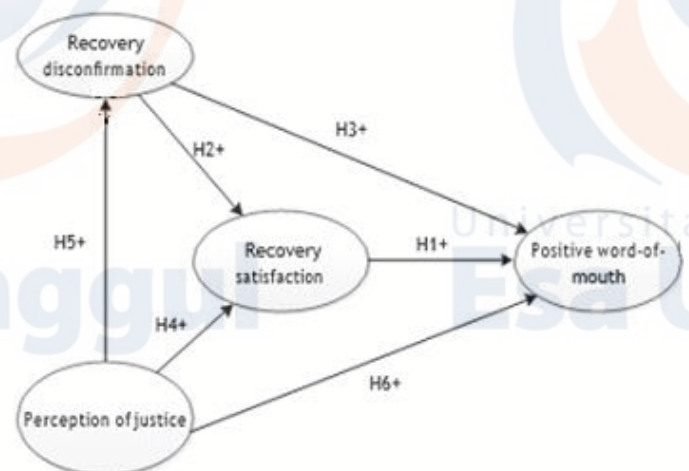


Figure 1. Conceptual Study

F. Methodology

The information assortment strategy in this examination is to utilize a survey offered straightforwardly to respondents utilizing a Likert scale. With a Likert scale, every factor will be isolated into a few markers, at that point these markers will be portrayed as questions that should be replied by the respondent. In this investigation, build estimations and the connections between factors are done by methods for procedures Multivariate Structural Equation Modeling (SEM) utilizing the Amos measurable program. SEM can be depicted as an examination that consolidates the factor investigation approach (factor examination), underlying model (primary model), and way examination (way examination). Investigation SEM

permits testing of generally complex arrangements of connections at the same time. This convoluted relationship can be deciphered as a progression of connections that are worked between at least one ward (endogenous) factors with at least one autonomous (exogenous) factor, and these factors appear as variables or develops worked from a few markers that are noticed or estimated straightforwardly (see Table I).

Table I. Operational Definition of the Variables

No	Variable	The result of the operation of the variable
1	Perception of Justice	If I will get what I need If I will accept what I want If I will get what I should get If I will receive the appropriate compensation If I will receive compensation at that time The attitude of this hotel waiter shows a flexible attitude According to the situation, not rigid in following procedures The waiter of this hotel act quickly in solving problems This hotel has good regulations to solve a problem The waiter in this hotel has a sincere intention to solve the problems that occur Waiters in this hotel have the authority to solve problems Waiters in this hotel remain polite If I get fair treatment from this hotel waiter
2	Recovery Disconfirmation	Waiters at this hotel have better performance Waiters at this hotel work more reliably Waiters at this hotel can take the right steps Waiters at this hotel respond faster Waiters in this hotel are able to solve problems properly Waiters in this hotel try to handle the problem by maximizing existing facilities
3	Recovery Satisfaction	I am satisfied with, The way a hotel waiter handles problems Problem can be solved by the hotel I was satisfied with the service from the hotel waiter satisfied with the procedure of this hotel in handling problems Satisfied to get a palatable answer for the difficult that is occurring Satisfied with the hotel waiter who was sent to handle my problem

4	Positive Word of Mouth	Write positive reviews about hotel services on social media Upload photo of eating experiences on social media Upload photo together when eating and making captions Say positive about this hotel Recommend this hotel to others Say the advantages of this hotel to others
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3. RESULT AND DISCUSSION

Validity and Reliability Test in this examination utilized the SPSS factual program Validity testing uses the KMO method and Bartlett's Test with the assumption that if the resulting value is > 0.5 , it is declared valid (see Table II).

Table II. Reliability Test

Variable	KMO and Bartlett's Test	Value Limit	Conclusion
Perception of Justice	0.778	0.5	Valid
Recovery Disconfirmation	0.882	0.5	Valid
Recovery Satisfaction	0.834	0.5	Valid
PWOM	0.754	0.5	Valid

Moreover, the dependability test was done, in this investigation utilizing Cronbach's alpha with a worth-breaking point that should be met, which is underneath 0.6. The accompanying shows Cronbach's alpha incentive in the unwavering quality test alongside the finish of the test outcomes (see Table III).

Table III. Reliability Test

Variable	Cronbach's Alpha	Value Limit	Conclusion
Perception of Justice	0.817	0.6	Reliable
Recovery Disconfirmation	0.901	0.6	Reliable
Recovery Satisfaction	0.949	0.6	Reliable
Positive Word of Mouth	0.934	0.6	Reliable

After the data is declared valid and reliable, the results of good of fit are obtained. Chi Square / Degree of Freedom = $879.92 / 344 = 2.5 < 3$ (good fit), RMSEA = 0.021 < 0.05 (suitable). ECVI = 1.1 < 4.95 (EVCI for Saturated Model) (good fit). The value of the AIC Model is 712.23 $< \text{AIC for saturated model } 912$ (good fit). CAIC Model Value 966.80 $< \text{CAIC for saturated model } 2479.01$ (good fit). The NFI value is 0.91 > 0.9 (good fit), NNFI 0.91 > 0.9 (good fit), CFI 0.94 > 0.9 (good fit), IFI 0.92 > 0.9 (good fit), RFI 0.98 > 0.9 (good fit). Finally, the GFI value is 0.86 > 0.6 (good fit).

A. Normality Test

To test the distribution of data that has been collected, a normality test is carried out using the Skewness and Kurtosis method. Based on the Skewness and Kurtosis normality test, there are question items that are not significant. So, an outlier was carried out on the data, namely the Perception of Justice question number 11. The results of the normality test after eliminating the Perception of Justice item number 11, showed the P-Value in the Skewness and Kurtosis column which was more

than 0.05.m So it can be concluded that the data was normally distributed (see Figure 2).

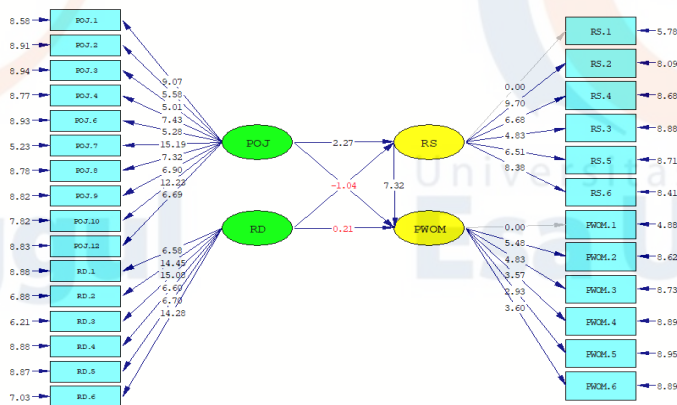


Figure 2. Path Diagram This Study

Based on the path diagram above, it can be seen the results of hypothesis testing. In the path of influence, the connection between recovery satisfaction and PWOM shows a 7.32 of T-value. So that the data supports the hypothesis. The services provided will provide satisfaction to customers. If there is a mistake in serving customers, it will have a negative impact on the reputation of the hotel. So re-convincing consumers by improving services will get appreciation from consumers so that it will provide a good perception. In the path of influence, the relationship between perception of justice and recovery satisfaction shows T-value -1.04. So that the data do not support the hypothesis. Disappointment that has been felt by consumers cannot be resolved automatically by improving service. This can happen if the mistakes made by the hotel have exceeded the reasonable limits expected by consumers. So here the satisfaction expected by consumers can not only be overcome with recovery disconfirmation. In the recovery disconfirmation path, the relationship between PWOM shows a T-value of 0.21. So that the data does not support the hypothesis. Positive appreciation is important to show that all hotel facilities and services are excellent. However, if you have made a mistake and disappointed the customer, it will be difficult to regain trust. Recovery disconfirmation is a step taken by hotel in repairing errors that have occurred. However, the first impression shown by the hotel and can lead to disappointment will be difficult to overcome, because in the customer's perception, everything must be in accordance with their wishes and expectations. If the customer cannot fulfil the wishes of the customer, the customer will leave even though they do a recovery disconfirmation, but it is too late. On the relationship between perception of justice and recovery satisfaction, it shows a T-value of 2.27. So that the data supports the hypothesis. Justice is the hope of everyone, in this case all services must be provided fairly and in accordance with the agreements that have been reached. When there is a difference in the services provided by the hotel even though they are supposed to be the same, the consumer has the right to ask for their

rights. So, all services that have been agreed upon must be carried out in accordance with the existing rules, with that the satisfaction felt by the customer will be fulfilled which will give a good impression to the hotel.

On the connection between perception of justice and PWOM through recovery satisfaction, it was found that the indirect effect coefficient was 1.55 greater than the direct effect coefficient. This means that there is an indirect effect between perception of justice and PWOM through recovery satisfaction.

On the relationship of the relationship between recovery disconfirmation and PWOM through recovery satisfaction, it was found that the indirect effect coefficient was -0.24 greater than the direct effect. This means that there is an indirect effect between recovery disconfirmation and PWOM through recovery satisfaction.

4. CONCLUSION

The conclusion of this study is that there is a significant effect between recovery satisfaction with PWOM, there is no significant effect between perception of justice with recovery satisfaction, then there is also no significant effect between recovery disconfirmation with PWOM. However, there is an indirect effect between perception of justice and recovery disconfirmation of PWOM through recovery satisfaction.

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