

Abstract

Name : Siswati

Study Program : Magister Management

Title : *The Influence of Service Recovery Toward Customer Loyalty
Mediated By Satisfaction Indovision Customer*

The development of pay TV industry is currently growing rapidly, causing competition between Pay TV service providers. This situation makes any pay TV service providers compete to provide good service, but it is inevitable that complaints customer who is not satisfied with the service makes pay TV service providers must make improvements.

This research discusses about service recovery pay TV Indovision. This study uses variable service recovery, customer satisfaction and loyalty. This research uses causality model and quantitative analysis. The 150 Indovision customers data obtained from distributing questionnaires criteria that is been doing the complaint and they are not satisfied with Indovision services. This research uses SEM analysis.

The purpose of this research to determine the influence of recovery service toward customer satisfaction and loyalty. The result shows that the recovery of good service will increase customer satisfaction, high customer satisfaction will increase customer loyalty and good recovery service will increase customer loyalty. This shows that the service recovery influence customer satisfaction and loyalty.

Keywords: Service Recovery, Customer Satisfaction, Customer Loyalty