






The Effect of Service Recovery on Customer Satisfaction on Lion Air Users

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ABSTRACT Service failure or failure to provide service to consumers often occurs in companies, including the Lion Air company. There are many complaints about flight services from Lion Air due to delays and lost baggage; therefore, there must be a strategy to overcome problems that often occur in companies. This research aims to determine the effect of service recovery on customer satisfaction at Lion Air Company. The method used is a descriptive quantitative method with a population of 100 Lion Air passengers using a simple linear regression data analysis technique by collecting data by distributing questionnaires to Lion Air passengers. Based on the research results, there is a positive effect of service recovery on customer satisfaction. Therefore, to increase customer satisfaction, service recovery must be improved at Lion Air Company.

Keywords: Service recovery, service failure, customer satisfaction, complaint, Lion Air, flights

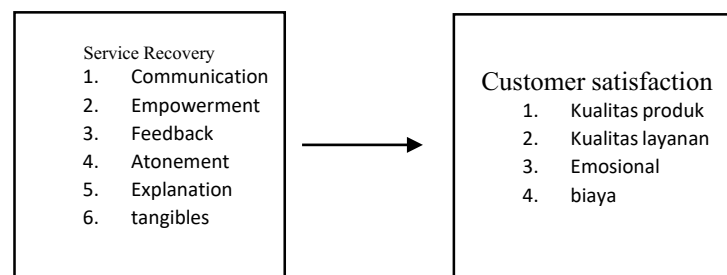
1. INTRODUCTION

Developments in the world of aviation in Indonesia are currently getting tighter. There are many choices for consumers to use flight services; therefore, companies are competing to increase their customer satisfaction. Customer satisfaction can be obtained when the services provided match or exceed customer expectations¹. However, in practice, there are some drawbacks when providing services because satisfaction has a close relationship with service quality²; therefore, companies that cause consumers to feel dissatisfied must design a service strategy for proper recovery for dissatisfied customers³ by always providing training to employees and always keeping employees' emotions stable when receiving complaints from dissatisfied consumers⁴ unsatisfied service recovery effectively will result in more severe consumer disappointment and make customers feel more disappointed⁵. This research has been examined by several previous researchers with several different variables and industries, such as⁵ researching customer discrimination in service recovery situations, ⁶ researched the evolution of service failure and recovery research in the hospitality and tourism industry, and later⁷ researched service recovery in the use of chatbots as a tool to reply to consumer messages that experience service failures. However, research on service recovery to customers is rare. satisfaction, especially in the aviation service industry companies. Therefore, the purpose of this study was to find out how service recovery influences customer satisfaction using a quantitative descriptive method by distributing questionnaires to Lion Air consumers.

2. LITERATURE REVIEW

Customer satisfaction is a person's feeling of pleasure that arises after comparing perceptions of the performance of a product according to¹; meanwhile, according to⁸, overall customer satisfaction shows attitudes towards service providers or emotional reactions to differences between what customers expect and what they receive according to⁹ costmers satisfaction has dimensions of product quality, service quality, emotional, cost, while

Service recovery is a specific action taken to ensure that customers get an appropriate level of service after a problem occurs in regular service¹⁰; meanwhile, according to¹¹ service recovery is a systematic effort to fix problems generated by employees to continue to get customers' goodwill. Then, according to¹², *Service Recovery* is the result of thoughts, plans and processes to make up for customer disappointment to be satisfied with the organization after the service provided experienced a problem (failure)¹⁰. Service recovery has several dimensions: communication, empowerment, feedback, atonement, explanation, and tangibles. In addition, Ali Muhamad (2023) stated that service recovery positively affects customer satisfaction; in line with that (alzoubi, 2020), service recovery is one of the critical successes of customersatisfaction.



Service Recovery on *Customer Satisfaction* is 69.9%, while 30.1% is influenced by other factors not examined in this study. Lion Air is still experiencing service failures, and what is worse is that Lion Air has deficiencies in carrying out its service recovery; therefore, Lion Air must improve its service recovery strategy when experiencing service failures for customers so that consumers remain satisfied even though they have experienced failures in service delivery.

FIGURE 1. THEORETICAL FRAMEWORK

3. METHODOLOGY

The quantitative descriptive method was used with a unit of analysis for Lion Air consumers, as many as 100 people, using the accidental sampling technique by distributing questionnaires to Lion Air users at Husein Sastranegara Airport, Bandung, from May to June 2023. The data analysis technique used is linear regression. simple

4. FINDINGS AND RESULTS

The simple regression equation for the hypothesis of the effect of *Service Recovery* on *Customer Satisfaction* is $\hat{Y} = a + bX = 7.172 + 0.216 (X)$. The positive sign indicates that the relationship between the independent and dependent variables goes in one direction, which means that every increase or decrease in one variable will be followed by an increase or decrease in another variable so that the better the service recovery provided, the more satisfied consumers will be.

Based on the research results above, service recovery has a positive effect on customer satisfaction, so the better the service recovery provided by companies when handling customers who experience problems, consumers will tend to be satisfied even though problems have occurred. This is in line with research (Ali Muhamad, 2023), which says that service recovery has a positive effect on customer satisfaction and is also in line with research (Alzoubi, 2020), which says that one of the critical successes of customer satisfaction is service recovery; therefore companies must consider that service recovery is significant to do because by With good service recovery, consumers who are initially dissatisfied become satisfied and vice versa if the service recovery carried out by the company is not good, consumers who are dissatisfied will become even more dissatisfied.

Based on the results of the R test, the coefficient of determination (R Square) is 0.699 if it is percentaged to 69.9%. So, the effect of

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