

ABSTRAK

Aninda Vijayanti (1105530) “**Pengaruh *Service Recovery* Dan *Customer Emotions* Terhadap Kepuasan Tamu**” dibawah bimbingan Heny Hendrayati, S.IP.,MM dan Dewi Pancawati N.,S.Pd.,MM.

Grand Serela Setiabudhi Hotel Bandung merupakan salah satu hotel yang ada di Kota Bandung yang berdiri sejak tahun 2008. Grand Serela Setiabudhi Hotel Bandung memiliki tingkat hunian yang cukup baik tetapi masih berada di bawah pesaing-pesaingnya. Selama tahun 2013-2014 Grand Serela Setiabudhi Hotel Bandung mengalami penurunan *occupancy* sebesar 4,62%. Hal tersebut menjadi masalah bagi pihak Grand Serela Setiabudhi Hotel Bandung. Oleh karena itu Grand Serela Setiabudhi Hotel Bandung menerapkan program *service recovery* untuk meningkatkan tingkat hunian dan mempertahankan pelanggan disaat perkembangan hotel yang sangat cepat, juga mengetahui *customer emotions* yang berdampak terhadap kepuasan tamu melalui *service recovery* yang dijalankan. Upaya tersebut dapat dilakukan melalui *service recovery* yang terdiri dari *interactional justice*, *procedural justice* dan *distributive justice*. Tujuan penelitian ini adalah memperoleh temuan pelaksanaan *service recovery* dan pengaruh *customer emotions* serta dampaknya terhadap kepuasan tamu. Teknik analisis data yang digunakan adalah teknik analisis regresi berganda dengan alat bantu SPSS 20 for windows. Variabel bebas dalam penelitian ini adalah *service recovery* (X_1) yang terdiri dari *interactional justice*, *procedural justice* dan *distributive justice* dan variabel *customer emotions* (X_2) sedangkan variabel terikat yaitu kepuasan tamu (Y). Jumlah sampel dalam penelitian ini 100 responden. Berdasarkan pengujian SPSS 20.0 for windows menunjukkan adanya pengaruh yang signifikan antara *service recovery* dan *customer emotions* yang berdampak terhadap kepuasan tamu.

Kata Kunci : *Service Recovery*, *Customer Emotions*, dan Kepuasan Tamu.

ABSTRACT

Aninda Vijayanti (1105530) "Influence Service Recovery To Customer Emotions And Its Impact Customer Satisfaction" under the direction Heny Hendrayati, S.IP., MM and Dewi Pancawati N., S.Pd., MM.

Grand Serela Setiabudhi Hotel is one of the hotels in Bandung, which was founded in 2008. Grand Serela Setiabudhi Hotel has a pretty good occupancy rate but remained below its competitors. During the years 2013-2014 Grand Serela Hotel Bandung Setiabudhi occupancy decreased by 4.62%. This becomes a problem for the Grand Serela Setiabudhi Hotel. Therefore Setiabudhi Grand Serela Setiabudhi Hotel implement service recovery program to improve the occupancy rate and retain customers while development of the hotel that is unbelievably fast, also knows customer emotions which impact on customer satisfaction through service recovery run. Such efforts can be done through a recovery service that consists of interactional justice, procedural justice and distributive justice. The purpose of this study was to obtain the implementation of service recovery and customer emotions influence and impact on customer satisfaction. The data analysis technique used is the technique of multiple regression analysis with SPSS 20 for windows. The independent variable in this study is service recovery (X1) consisting of interactional justice, procedural justice and distributive justice and customer emotions (X2), while the dependent variable is customer satisfaction (Y). The number of samples in this study of 100 respondents. Based on testing SPSS 20.0 for windows, it showed a significant relationship between service recovery and customer emotions which impact on customer satisfaction.

Keywords: Service Recovery, Customer Emotions, and Customer Satisfaction