



Analysis of Effect on Service Recovery Four Star Hotel in Semarang City

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Abstract

Companies engaged in the service industry, especially four-star hotels in Semarang, have experienced very rapid development that can be seen from the large number of four-star hotels in the city of Semarang. For most people, an intentional or unintentional mistake by a service company is a service company's service failure. If there is a service failure, the hotel cannot avoid it. On the other hand, the hotel has to carry out proper service recovery to customers who have been disappointed. The purpose of this study is to find out the impact of customer satisfaction, customer trust, and customer commitment on service recovery for four-star hotels in Semarang City. The sample in this study amounted to 57 respondents or customers. This study was analyzed using multiple linear regression includes the T-test, F test, and the coefficient of determination. Based on the results of the research and discussions, it can be concluded that there is an effect of customer satisfaction on service recovery, there is an effect of customer trust on service recovery also there is an effect of customer commitment on service recovery. Service Recovery has an impact on customer satisfaction, customer trust, customer commitment. Therefore, managers must pay attention to every employee to provide the best services to avoid the slightest failure because when the service recovery felt by consumers, so customer satisfaction, customer trust, and customer commitment to four-star hotels in Semarang.

INTRODUCTION

Companies engaged in the service industry, especially four-star hotels in Semarang, have experienced very rapid development that can be seen from the large number of four-star hotels in the city of Semarang. With the existence of these hotels, the competition between these hotels is getting tougher.

However, in every company engaged in the service sector, mostly hotels, no matter how big the hotel makes mistakes, it might happen. According to Berry and Parasuraman (1991), service delivery, failures, or errors can occur. For most people, an intentional or unintentional mistake by a service company is a service company's service failure. If there is a service failure, the hotel cannot avoid it. On the other hand, the hotel has to carry out proper service recovery to

customers who have been disappointed. Previous research suggests that the best service recovery is the main factor in building good relationships with consumers who are disappointed with the services they receive (Maxham, 2001).

In previous research, it stated that consumers rated service recovery based on the compensation they received and the best treatment they received from the service provider during the repair process (McCollough et al., 2000). Previous research has also suggested that increased service recovery also affects satisfaction (Maxham, 2001), trust (Tax et al., 1998), commitment (Tax et al., 1998), and word-of-mouth (Maxham, 2001).

In this study, the four-star hotels located in Semarang have developed rapidly but are not always able to provide perfect service. In this case, these hotels can still make mistakes, whether

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intentional or unintentional, thus making these hotels considered to have failed in serving customers who use the services of these hotels. The manager's understanding and awareness of the appropriate service recovery to overcome the service failure that has occurred is crucial for marketing managers in adjusting to consumer expectations so that consumers are again satisfied with the services provided.

Customer satisfaction is important in the survival of a business organization. However, service failures are often unavoidable due to human and non-human error. Failure to perform services will cause dissatisfaction with customers (Kau & Loh, 2006). It needs to be dealt with with service restoration measures to win back the hearts of customers. Spreng et al., (1995), customer satisfaction with service failure recovery has a greater impact on overall satisfaction than any other individual aspect of service delivery outcomes.

Service recovery refers to the actions taken by service providers to deal with customer complaints related to service failures that are felt by customers (Gronroos, 1988). Organizations or companies must be able to accept and respond to complaints or criticism from their customers openly (Harsono, 2018). Companies need to consider and find the best solution regarding

H3: Customer commitment affects the service recovery for four-star hotels in Semarang.

METHOD

This type of research is quantitative research that distributes questions in the form of questionnaire questions to consumers or customers of four-star hotels in Semarang. The population, especially consumers or customers who have complained about the services of four-star hotels in Semarang. In this study, the sample used was 57 respondents. This study uses primary data collected using a questionnaire instrument. Besides, this study also uses interview techniques and secondary data in the form of relevant literature.

RESULT AND DISCUSSION

Multiple linear regression analysis uses to answer the hypothesis that has been proposed by researchers to determine the influence of independent or independent variables, namely Customer satisfaction, Customer Trust, and Customer commitment to Service Recovery.

Table 1. Multiple Linear Regression Analysis

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	1.426	1.091		1.307	0.002
Customer satisfaction	0.454	0.107	0.485	4.232	0.000
Customer Trust	0.295	0.091	0.312	3.245	0.002
Customer commitment	0.145	0.105	0.153	2.379	0.002

a. Dependent Variable: service recovery

how to positively handle and follow up on complaints. by handling good service recovery by the company, it will in turn build trust in customers.

Based on the description of the paragraph above, the hypothesis is as follows:

H1: Customer satisfaction affects the service recovery of four-star hotels in Semarang.

H2: Customer Trust affects the service recovery of four-star hotels in Semarang.

Multiple linear regression analysis equation: $Y = 1.426 + 0.454 (X1) + 0.295 (X2) + 0.145 (X3)$ Based on this equation can be described as follows:

If the independent variable, namely Customer satisfaction, Customer Trust, and Customer commitment, is zero, then the average service recovery will remain at 1.426.

The regression coefficient for the independent variable (X1) is positive, indicating a

unidirectional influence between Customer satisfaction (X1) and Service Recovery (Y). The variable regression coefficient (X1) is 0.454, which means that each additional one unit will cause an increase in Service Recovery for four-star hotels in Semarang.

The regression coefficient for the independent variable (X2) is positive, indicating a unidirectional influence between Customer Trust (X2) and Service Recovery (Y). The variable regression coefficient (X2) of 0.295 means that for each additional unit, it will cause an increase in Service Recovery for four-star hotels in Semarang.

The regression coefficient for the independent variable (X3) is positive, indicating a unidirectional influence between Customer commitment (X3) and Service Recovery (Y). The variable regression coefficient (X3) of

The conclusion of hypothesis 1 is accepted.

Testing the X2 variable can be explained that; Customer Trust for Service Recovery, namely $H_0: b_2 < 0$ and $H_a: b_2 > 0$, and the real level is 0.05. After analyzing the t value obtained by Customer Trust (3,245) > t table (1.674) and a significance value of $0.002 < 0.05$ (5%), then H_0 is rejected, and H_a is accepted. It means that there is a positive and significant influence between Customer Trust on Service Recovery. The conclusion of hypothesis 2 is accepted.

Testing the X3 variable can be explained that; Customer commitment to Service Recovery, namely $H_0: b_2 < 0$ and $H_a: b_2 > 0$, and the real level is 0.05. After the analysis, the t value obtained Customer commitment (2.379) > t table (1.674) and a significance value of $0.002 < 0.05$ (5%), then H_0 is rejected, and H_a is ac-

Table 2. T-Test

Model	Coefficients ^a			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	1.426	1.091		1.307	0.002
Customer satisfaction	0.454	0.107	0.485	4.232	0.000
Customer Trust	0.295	0.091	0.312	3.245	0.002
Customer commitment	0.145	0.105	0.153	2.379	0.002

a. Dependent Variable: service recovery

0.145 means that for each additional unit it will cause an increase in Service Recovery for four-star hotels in the city of Semarang

Testing variable X1 can explain Customer satisfaction with Service Recovery, namely $H_0: b_1 < 0$ and $H_a: b_1 > 0$ with a real level of 0.05. After the analysis, the t value of Customer satisfaction (4,232) > t table (1,674) and a significance value of $0,000 < 0.05$ (5%) obtained, so H_0 rejected and H_a is accepted, meaning that there is a positive and significant influence between Customer satisfaction with Service Recovery.

cepted. It means that there is a positive and significant influence between Customer commitment to Service Recovery. The conclusion of hypothesis 3 is accepted.

The feasibility test of the model complies with the results of the F test. The feasibility test of the model used to test whether the linear model is correct or not, then it is seen by comparing the probability from the results of the F test. If it shows a probability value < 0.05 so the model in the regression is a model that fits. Following are the results of the F test:

Table 3. F-Test

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	65.772	3	21.924	35.820	0.000 ^b
Residual	32.439	53	0.612		
Total	98.211	56			

a. Dependent Variable: service recovery

b. Predictors: (Constant), Customer commitment, Customer Trust, Customer satisfaction

Based on table 3, the value of F is calculated as F count: 35.820 > F table of 2.78 with a significance level of 0.000 < 0.05. So it can be concluded that the model is a fit model.

The coefficient of determination, in essence, is to measure how far the ability of the model on the Independent Variable (X) to explain the Bound Variable (Y) (Ghozali, 2006). The following is the result of the coefficient of determination (R²):

The coefficient of determination (R²) of 0.651 means 65.1% of the variation in changes

customer satisfaction (4,232) > t table (1,674) and a significance value of 0,000 < 0.05 (5%) while for Customer Trust on Service Recovery, obtaining t value Customer Trust (3,245) > t table (1,674) and a significance value of 0.002 < 0.05 (5%), meaning that there is a positive and significant influence between Customer Trust on Service Recovery and Customer commitment to Service Recovery, getting the t value Customer commitment (2,379) > t table (1,674) and a significance value of 0.002 < 0.05 (5%) means that there is a positive and significant influence between Customer

Table 4. Coefficient of Determination

Model Summary				
Model	R	R Square	Adjusted R Square	Std. The error of the Estimate
1	0.818 ^a	0.670	0.651	0.782

Predictors: (Constant), Customer commitment, Customer Trust, Customer satisfaction

in the dependent variable (Service Recovery) is explained by the independent variable (Customer satisfaction, Customer Trust, and Customer commitment), while 34.9% is the condition of the dependent variable (Y) clarified by the independent. Other variables that did not monitor in the study, such as the marketing mix variable, Negative Word-of-Mouth, Interactional Justice, Distributive Justice, and other variables that were considered relevant.

CONCLUSION AND RECOMMENDATION

Based on the results of research and discussion conducted, the conclusion of the analysis that affects service recovery at four-star hotels in Semarang is that there is a positive and significant influence between customer satisfaction, customer trust, and customer commitment to the service recovery variable. The statistical test results show as follows: that there is a positive and significant influence between Customer satisfaction with Service Recovery with t value of Customer

commitment to Service Recovery.

Service Recovery has an impact on customer satisfaction, customer trust, customer commitment. Therefore, managers must pay attention to every employee to provide the best services to avoid the slightest failure because when the service recovery felt by consumers, so customer satisfaction, customer trust, and customer commitment to four-star hotels in Semarang.

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