

ABSTRAK

Latar belakang: Perusahaan transportasi online (Grab) rentan terhadap keluhan atas pelayanan yang diberikan. Grab dituntut untuk menyediakan pelayanan yang baik agar tercapai kepuasan pelanggan kepada para mitranya untuk mengurangi *service failure* yang dialami dengan *service recovery*. Komplain mitra pengemudi Grab cenderung fluktuatif setiap bulan. Namun banyaknya mitra yang komplain, tetap menarik peminat baru untuk bergabung menjadi mitra.

Tujuan : Mengetahui pengaruh *service recovery* (keadilan distributif, keadilan prosedural, dan keadilan interaksional) terhadap kepuasan penanganan komplain melalui *customer affection*.

Metode penelitian: Jumlah responden yang diambil dalam penelitian ini adalah 204. Responden menggunakan instrumen berupa kuesioner. Alat analisis penelitian ini adalah model persamaan struktural (*Structural Equation Modelling*).

Hasil: Berdasarkan hasil penelitian menunjukkan bahwa: (1) Keadilan distribusi berpengaruh positif terhadap kepuasan mitra Grab, (2) Keadilan prosedural berpengaruh positif terhadap kepuasan mitra Grab, (3) Keadilan interaksional berpengaruh positif terhadap kepuasan mitra Grab, (4) Keadilan distribusi berpengaruh positif terhadap kepuasan mitra Grab melalui *customer affection*, (5) Keadilan prosedural berpengaruh positif terhadap kepuasan mitra Grab melalui *customer affection*, (6) Keadilan interaksional berpengaruh positif terhadap kepuasan mitra Grab melalui *customer affection*.

Kata Kunci: Keadilan Distributif, Keadilan Prosedural, Keadilan Interaksional, Customer Affection, Kepuasan Mitra.

ABSTRACT

Background: Online transportation companies (Grab) are vulnerable to complaints about the services provided. Grab is demanded to provide better service to achieve customer satisfaction to drivers to reduce service failures experienced with service recovery. Grab drivers complaints tend to fluctuate every month. But the number of drivers who are complaining still attracting new interested parties to join as driver.

Objective: The purpose of this study is to determine the effect of service recovery (distributive justice, procedural justice, and interactional justice) on the Grab partner satisfaction of handling complaints through customer affection.

Research method: The number of respondents taken in this study is 204. Respondents used instruments in the form of questionnaires. The analysis tool of this research is the Structural Equation Modeling.

Results: The analysis results of research shows that: (1) Distributive Justice has a positive effect on Grab partner satisfaction, (2) Procedural justice has a positive effect on Grab partner satisfaction, (3) Interactional justice has a positive effect on Grab partner satisfaction, (4) Distributive Justice has a positive effect on Grab partner satisfaction through customer affection, (5) Procedural justice has a positive effect on Grab partner satisfaction through customer affection, (6) Interactional justice has a positive effect on Grab partner satisfaction through customer affection.

Keywords: Distributive Justice, Procedural Justice, Interactional Justice, Customer Affection, Grab Partner Satisfaction