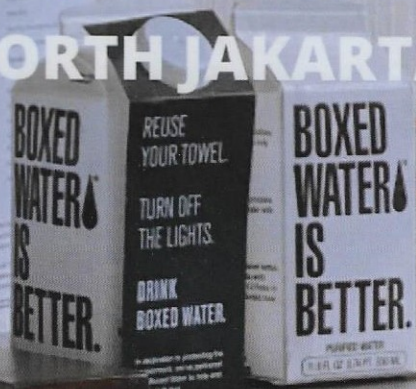




**REVISIT INTENTION WITH
SERVICE RECOVERY:
MEDIATING EFFECT OF
SATISFACTION
(A CASE OF 3-STAR HOTELS
IN NORTH JAKARTA)**



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**Elsa Precillia Irawan
Suresh Kumar**

Revisit Intention with Service Recovery: Mediating Effect of Satisfaction
(A Case of 3-Star Hotels in North Jakarta)



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Suresh Kumar

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This monograph is written to find out how to increase customer intention to revisit the three-star hotels in North Jakarta based on satisfaction as the mediator and service recovery as the main factor to increase satisfaction. Service recovery is chosen in this study since no product is perfect especially service given. Service failure occurs when the service provided by the service provider does not meet the expectation of guests, for instance, there is an error in delivering the service, slow delivery, unavailability of expected service, etc Hence, hoteliers need to find a way how to overcome it. Service recovery is an action or process to counterbalance the negative effect that service failure caused which is divided into three categories, distributive procedural, and interactional justice. Distributive justice is one of service recovery's justices that focuses on compensation received by the customer as the impact of inconvenience felt by consumers due to service failure. Procedural justice is the service provider's rules, policies, and processes as service failure remedies. Interactional justice is defined as a justice that is related to interpersonal treatment that consumers receive during the complaints procedure. It is expected that this monograph will give a better understanding of what to expect in service recovery to make sure customers revisit their hotels.

Suresh Kumar is a senior lecturer at President University, Indonesia with 11 years of experience in teaching and research. His research interests are in entrepreneurship, retail business, hospitality and tourism, and wealth management and financial planning. Currently, he serves as Head of Business Administration at President University.

Elsa Precillia Irawan is a graduate student of Business Administration, President University. Currently, she serves as a Testing Analyst at PT Bank Central Asia Tbk.



PRESIDENT UNIVERSITY

EMAIL: lrpm@president.ac.id

WEBSITE: www.president.ac.id

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