

ABSTRACT

This study discusses the analysis of service recovery Telkom based on acknowledgement, empathy, apology, fix the problem and provide compensation variables. The significance of these variables to customer satisfaction variable is tested to determine correlation value between those variables with Telkom's customer satisfaction. Results of hypothesis testing; prove that all variables; acknowledgement, empathy, apology, fix the problem and provide compensation have positive relationship with customer satisfaction variables.

From the result, generally, it is seen that the interest rate is still below the expectations of Telkom's customers. This can be seen that the correlation between level of actual performance and level of interest of Telkom's customers has negative value for all variables, with an average value of the gap is -1.36. Fix the problem variable has lowest gap value (gap value of -1.14) and provide compensation variable has highest gap value with a gap value of -1.89.

Based on Telkom's confirmation, the programs are monitoring and maintenance, improving personal qualifications for labor outsourcing, auditing the performance of technicians per month, follow-up, increasing the qualifications of employees to staff outsourcing, auditing performance of customer service and operator 147 per month, making the manual guide for customer, cutting costs automatically, merchandise, pardon request made directly at the time customers do complain, apology by SMS or phone, clarification disorders.

Keywords: handling complaint, service recovery, service satisfaction