

ABSTRACT

Service Recovery Performance is a company's integrative action through a systematic attempt to perform customer recovery. The service recovery performance is affected by the commitment of the company's management. Commitment management consist of employee rewards, customer service training, empowerment, and customer service orientation.

The purposes of this research are to know level of commitment management which consist of employee reward, customer service training, empowerment, and customer service orientation, to know level of service recovery performance, and to know the influence of commitment management simultaneously or partially on service recovery performance of outsource CCAN Reborn employees of PT Telkom Akses West Java Regional.

Data analysis used in this research are descriptive analysis and path analysis. Path analysis process uses spss software version 20. The population of this study were employees of PT Telkom access West Java Regional totaling 77 people. The sampling technique is saturated sampling. Data is collected by distributing a questionnaire which have 34 statements concerning commitment management based on Rod and Ashiill (employee reward, customer service training, empowerment, and customer service orientation) and service recovery performance.

The result of descriptive analysis shows that commitment management is in high category, with average percentage of 76.6%. The respondents perception about employee reward is in high category as well with score of 73.6%, customer service training in high category with 79.9%, empowerment in high category with 70.5%, and customer service orientation in very high category with 82.3%. Service performance recovery variable is in good category with percentage of 80.6%. The result from path analysis shows that there are 3 independent variables that significantly affected by Service Recovery Performance (SRP) at PT Telkom Akses West Java Regional, such as employee reward, customer service training, and customer service orientation. Meanwhile, empowerment variable is not significantly affected on SRP. Simultaneously, employee reward, customer service training, and customer service orientation are significantly affected on SRP at PT Telkom Akses West Java Regional have percentage of 82.2%. Partially, employee reward is significantly affected and has percentage of 16.2%, customer service training is significantly affected and has percentage of 31.6%, and customer service orientation is significantly affected of 34.4%.

Keyword: commitment management, service recovery performance. service recovery performance, reward, cutomer service training, empowerment, cutomer servive orientation