

ABSTRACT

One of the MLM companies that continues to innovate on its service recovery is PT. Harmoni Dinamis Indonesia. This study aims to determine the effect of brand trust and service recovery when there is a service failure on customer loyalty at PT. HDI in Balikpapan.

This research method uses quantitative methods and the population is customers who have bought HDI products more than 2 times and have experienced service failure at stockists in Balikpapan. The sampling technique used in this study is a non-probability sampling technique with a purposive sampling technique, with a total of 100 samples.

Based on the results of partial hypothesis testing, the research shows that there is an influence of brand trust and service recovery on service failures that affect customer loyalty at PT. HDI in Balikpapan. And based on the coefficient of determination, it can be concluded that the magnitude of the influence of brand trust and service recovery is 39.4%. While the remaining 60.6% is described or explained by other variables that are not included in this research model. Brand trust and service recovery at PT. HDI in BalikpapanI is very good and continues to innovate to meet customer needs and satisfy customers to maintain customer loyalty after service failures or anticipate service failures.

Keywords: *Brand Trust, Service Recovery, Brand Loyalty*

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