

ABSTRACT

Traveloka is getting a lot of service complaints regarding refunds and rescheduling after the Work From Home policy, which shows that there is a service failure. If this is allowed it will make customer satisfaction decrease and ultimately disloyal. Thus, the company must make decisions as a reaction to service failures with the aim of turning dissatisfaction into satisfaction and finally the company is able to retain these customers or is called service recovery. With many Traveloka customer complaints being resolved, the brand image will have a positive effect in the eyes of customers. This study aims to analyze the effect of customer satisfaction, service recovery, brand image on customer loyalty, and Traveloka customer trust.

The population used in this study were all Traveloka customers in the city of Semarang. The sampling technique used is purposive sampling. The sample taken was 121 Traveloka customers in Semarang City who had used Traveloka services at least once and received a purchase refund during the Covid-19 pandemic. The data collection method in this study used a questionnaire with Google Form. The data analysis method uses structural equation modeling.

Service recovery has a positive effect on customer satisfaction, customer trust and Traveloka brand image. Customer satisfaction and trust have no effect on customer loyalty. Traveloka. Brand image has a positive effect on customer loyalty.

Keywords: customer satisfaction, service recovery, brand image, customer loyalty, customer trust