

ABSTRACT

This study aims to analyze the influence of service recovery on customer loyalty through customer satisfaction Nestlé. Service Recovery is a reason that gives value to consumers in choosing a product Nestlé.

Non probability sampling used for sampling. Data were collected from 121 respondents were selected using criteria of judgment that should have been using Nestle products, and a failed product or service, and report it. Test method is Maximum Likelihood analysis with AMOS program version 22.0. Test method is a Maximum Likelihood analysis with AMOS program version 22.0.

The results show that the apology and fixing the problem positive and significant impact on customer satisfaction. Then the customer satisfaction and significant positive effect on customer loyalty.

Keywords: service recovery, apology, fixing the problem, compensation, customer satisfaction, customer loyalty