

Abstract

Connection between Service Failure and Customer Satisfaction viewed from Complaint Handling Process in accordance with Perceived Fairness from the customer is the goal of this research. The object are Lion Airlines Passengers who had been complaining to the Airline to get the description of how the Justice Theory consist of Procedural, Distributive and Interactional Fairness will influence Customer Satisfaction.

Sample size of this research will take 110 Respondent from Lion Air Passenger whichever Service Failure Experience are the condition of these respondent. Purposive Sampling Methods had been used for some criteria of the complaining customer.

The result of this research are all of Procedural Fairness, Distributive Fairness and Interactional Fairness have positive significant effect to the post service recovery Satisfaction for the Lion Air customer. Among the fairness, the biggest significant positive effect come from the Procedural Fairness which is Fairness perceived by customer from its procedural of complaint handling process. It has more influence than the compensation or the interactional. Limitation and future research Suggestion are noted.