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***EFFECT OF RESTORATION OF SERVICE TO
CONSUMER LOYALTY THROUGH CONSUMER SATISFACTION
ON HOTELS IN BATAM CITY***

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ABSTRACT

This research was conducted to determine the effect of Distributive Justice, Procedural Justice, Interactional Justice on Tourist Satisfaction which affects Customer Loyalty. Where seeing the growth of tourist visits to Indonesia, especially to Batam, has increased, this positive trend needs to be maintained so that Batam is able to empower the tourism sector to increase Regional Income. But on the other hand, the data shows that a number of hotels are no longer operating or closed due to a lack of visitors. Therefore this study aims to analyze the service recovery efforts made by the hotel to make loyal visitors.

This study uses the Google form and distributes questionnaires manually to obtain data. With Google form obtained 89 respondents data, while using the questionnaire obtained 161 respondents. Total respondents were 225 respondents who had met the minimum requirements for data processing. The number of respondents was determined by the purposive sampling method and then the data were processed using SmartPLS 3.0.

The results show that the variables Distributive, Procedural, Interactional Justice, Customer Loyalty have a significant effect on tourist satisfaction. Therefore, to increase the satisfaction of tourists who will return to stay at the hotel, it is necessary to pay attention to the implementation of these three factors when providing services to hotel visitors.

Keywords : Distribute Justice, Procedural Justice, Interactional Justice, Tourist Satisfaction, Customer Loyalty