Creating TV Cabel Customer Satisfaction and Loyalty Through Service Recovery

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Abstract: The development of pay TV industry is currently growing rapidly, causing competition between Pay TV service providers. This situation makes any pay TV service providers compete to provide good service, but it is inevitable that complaints customer who is not satisfied with the service makes pay TV service providers must make improvements. This research discusses about service recovery pay TV Indovision. This study uses variable service recovery, customer satisfaction and loyalty. This research uses causality model and quantitative analysis. The 150 Indovision customers data obtained from distributing questionnaires criteria that is been doing the complaint and they are not satisfied with Indovision services. This research uses SEM analysis. The purpose of this research to determine the influence of recovery service toward customer satisfaction and loyalty. The result shows that the recovery of good service will increase customer satisfaction, high customer satisfaction will increase customer loyalty and good recovery service will increase customer loyalty. This shows that the service recovery influence customer satisfaction and loyalty.

Keywords: Service Recovery, Customer Satisfaction, Customer Loyalty.

I. INTRODUCTION

Providing good service is the responsibility of the pay TV companies. Without good service, the company may not be able to get a lot of customers in the business. Good service will certainly provide a good thing for the company because this service is a form of corporate social responsibility. The number of customer dissatisfied will make the services from pay TV company will make they express disappointment, as stated in letters to the editor of Kompas, Okezone readers' letters, readers' letters Media Indonesia and others. With the customer reveal disappointment should makes pay TV company have to rethink about service recovery, service recovery has a very important role in order to make customers be satisfied and remain loyal. There are so many complaints that have been handled but customers are still not satisfied, many customers are expressing disappointment in social media or customers move to a competitor, it makes service recovery is very important. Poor service recovery can lead customer move to a competitor, lost confidence in the business, spreading negative *word of mouth* and a rupture in relations with the business (Lewis and McCann, 2004). Therefore need to invite the customer to be able to communicate with gentleness and apologize if anything goes wrong with the services. Even though actually there is no error in the pay TV company's products and services businesses, apologized and smile is a powerful weapon to demonstrate to customers that we are on their side.

The company has a big challenge to improve service quality in high-quality relationships with customers. If pay TV industry wants to perform services recovery, the company must do a grouping of consumers. The pay TV industry also has to adjust the level of service recovery with the problem so that consumers feel the justice in services. In addition, a good response to the complaints of customers, especially customers who already have a high commitment to the company, it is very important to implement. Although it is very important for businesses to strive to reduce the number of service failures, it is necessary to investigate the best service recovery method (Sparks and Fredline, 2007).

Wirtz and Matilla (2004) stated that customer satisfaction for the recovery of the services provided by the service provider in this restaurant produces consumer behavior like repatronage intentions and behavioral information spread positive information from word of mouth. However, this findings suggest that compensation may not echance satisfaction when the recovery process is well-executed. Meanwhile, on our research compensation can improved customer satisfaction. According to Kau and Loh (2006) the influence of the service recovery toward customers satisfaction and loyalty. Satisfaction or dissatisfaction because behavioral actions of different customer loyalty. Data were collected through using a structured questionnaire by analyzing the respondents either complainant or not complainant to service provider meanwhile, in this research specialize respondents from customers who make a complaint to customer service.

Mostert (2012) said that most visitors will support the restaurant again in the future, although a service failure, as long as service recovery is effective. Majority of research on service recovery affecting customer satisfaction and loyalty is done in the restaurant industry that gives results that customer service recovery is related to customer loyalty but in the pay TV industry especially new pay TV industry conduct on this research using survey method and SEM performance analysis. Based on background of the problem above the writter interest conduct a research related to the service

recovery, customer satisfaction and loyalty in Indovision. This research aims to determine the effect of service recovery on customer satisfaction Indovision, to determine the influence of satisfaction on customer loyalty Indovision and to determine the influence of service recovery on customer loyalty Indovision.

II. LITERATURE REVIEW

Service Recovery

Mostert et al. (2012) explains service recoveries are all the efforts made to improve the organization of the service failures, as of try to change the situation of dissatisfaction become customer satisfaction. It is supported by Lovelock (2007) service recovery defines company's efforts as a term of systematic to correct the problems caused the failure of service and retained the customer.

Services recovery has an important role to achieve or recovery customer satisfaction and customer loyalty. Service failure can occur for many reasons such as available services offered does not suitable with was promised. All types of service failures can lead to negative feelings from customers. Service recovery involved action from service providers in response in order to service failure. This action is designed to solve the problem, change the negative attitude from customers are dissatisfied become satisfied and eventually retain customers (Milleer et al., 2000).

Smith et al. (1999) defines service recovery as marketing that focuses on the customer experience and satisfy the customers after the failure of the service. There are four attributes of recovering services where those attributes are the first one, compensation is a form of compensation or rewards to consumers for the losses they experienced (in the form of discounts, coupons or refunds). Second, fast respond is the speed of an enterprise in handling customer complaints on service failures that occur in the speed in resolving the problems. Third, an apology is an award of high value to respect someone in exchange relations. Fourth, improvement initiatives are a desire or a proactive company's effort to improve a service.

Consumer's Satisfaction

Walker (2001) defines customer satisfaction as a situation where customer's needs, desires, and expectations are met through products consumed. Generally, customer satisfaction can be said to be feeling happy or disappointed someone from the comparison between the purchased product sutable or not in accordance with expectations. Tjiptono (2004) explains that quality goods and services which the company wants to apply the concept of customer satisfaction must have a good quality product and service excellence. At least must equal with the main competitors in this industry. Therefore, the principle of "Quality comes first, following the satisfaction programme". Normally the organizations with high customer satisfaction levels provide a high level of customer service. Sometimesit is a way to justify higher prices.

According to Crosby et al. (1990), there are three indicators customer satisfaction, they are pleasure, satisfaction with performance and satisfaction with the overall service from company, then added that consumers are very satisfied usually would remain loyal for longer, buy more when the company introduces new products and renewing old products, talk about the good things about the company and its products to someone else and not very sensitive about the price. Conversely, if customers feel disappointed can bring a negative impact for the company specifically reduce the number of customers because they are not interested in using the service or a company's product, it means the company's profits will decrease.

Customer's Loyalty

Maintaining customer loyalty means that pay TV industry spends less cost than have to acquire a new susbcriber. Loyalty will provide many benefits for the company, including repurchase and recommending a brand to friends and acquaintances (Lau and Lee, 1999). Meanwhile, according to Dick and Basu (1994) customer loyalty is defined as strength of the relationship between an attitude relative of individual with unity (brand, service, store, or the supplier) and repeat purchase.

According to Griffin (2002) loyalty is a behavior indicated by routine purchases, based on a decision-making unit. There are four attributes of loyalty, they are: first, repeatedly purchases within a certain period. Second, buy a whole line of products and service, loyal customers not only buy one type of product only, but to buy another product lines and services on the same business entity. Third, recommend the experience regarding products and services to colleagues or other customers in order to not buy the products and services of another business entity. Fourth, rejecting other products because it considers the products chosen are the best.

III.   HYPOTHESIS DEVLOPMENT

The customers after using the product or service purchased will be satisfied or not satisfied depending on service quality and service recovery received from the company, they will evaluate after used the products and services. If the customer is satisfied it will encourage customers to buy and use the product again. Meanwhile, if they are not satisfied, it will cause them disappointed and stop buying back or using the product and will share those negative experiences to more potential customers, and can move to other similar companies.

Kau and Loh (2006), they argue that consumers are not satisfied conduct complaint can perform brand transitional measures to achieve the level of satisfaction they deserved. Consumers who make the switch brand expected other brands that can give them satisfaction through products and services. However, there are many companies that do not do it, while service recovery strategy has a very big infuence from direct response customers to establish customer loyalty.

Tauriana and Cristine (2011) explain that the failure to perform the service certainly lead to customer dissatisfaction. Effective service recovery is a series of procedures that can solve problems and deal with customers who feel disappointed. Customer satisfaction has a positive influence on the recovery of the services provided by the service provider in this restaurant produces consumer behavior in the form of repatronage intentions and behavior information spread positive word of mouth, while for customers who are not satisfied result in behavior that passed from mouth to mouth negatively to family, friends and office colleagues, Wirtz and Matilla (2004). From these descriptions of theory above, then the writer make the hypothesis between service recovery and customer satisfaction proposed are:

H1 : Service recovery has influence on customer satisfaction
A good service will determine customer satisfaction, both in tangible and intangible. Customer satisfaction related specific evaluation of the overall services provided by a service provider, further more customer satisfaction can only be judged based on the experience of having experienced the process of service delivery. An important concept consideration in developing customer loyalty is consumer satisfaction.

If the customers are satisfied with the service of the company they will be a loyal customer and conveying positive information through word of mouth to their colleagues. Therefore the customer satisfaction is one of the factors the formation of customer loyalty. Wirtz and Matilla (2004) declare that customer satisfaction will have an impact on customer loyalty, that is with the behavior of repatronage intentions or come back to the service provider to consume the product, a result of the research that has been conducted customer satisfaction positively affects customer loyalty.
Wu (2011) said that there is a positive influence between customer satisfaction to customer loyalty. Customer satisfaction will have an impact on customer loyalty that is with the behavior of repatronage intentions or come back to the service provider to consume the product, if the relationship between satisfaction and loyalty are positive then high customer satisfaction will increase customer loyalty. This situation shows a very strong relationship between customer satisfaction and customer loyalty. Based on these descriptions the second hypothesis proposed are as follows:

H2 : Customer satisfaction has influence on customer loyalty.
Kotler (2000) argues that the effect of services recovery to the customer loyalty who were disappointed with the services provided will make complaints to the service provider company. If the complaint is not handled properly they will be disappointed, terminate the relationship with the service provider, and many occur they tell their disappointment to others.

Lewis and Spyrakopoulos (2001) stated that the most important benefits of the recovery is maintaining customer service because the cost to retain customers is less than the cost to find new customers, and the longer a person becomes a customer, they will profits for the organization. Suporrting by Zethaml et al. (2006) service failure handled and customer reaction to improvement efforts may affect future decisionson whether the customer will still loyal or will move to another service provider. Most visitors will support the restaurant again in the future, despite the failure of service, provided that effective service recovery, Mostert (2012).

Siu et al. (2013) describes that the impact of service recovery to a restaurant customer satisfaction and their intention to visit the restaurant again and they will also recommend it to others. By making good service improvements will increase customer loyalty, they will return visit to the restaurant. This situation shows that levels of service recovery has an influence with customer loyalty. Effective service recovery is a set of procedures that can solve problems and handling with customers who feel disappointed. The procedure is very important to have the company to achieve customer satisfaction and loyalty. From the description above theory then the writer make the hypothesis between service recovery and customer loyalty, proposed are:
H3 : Service recovery has influence on customer loyalty.

IV. METHODS OF THE RESEARCH

Based on the problems that will be discussed in this research, the design of this research is the design of causality that aims to determine the relationship between two or more variables. There are three variables of service recovery, customer satisfaction and customer loyalty. The writer distributing questionnaire to collects the data. The collected data were processed using descriptive and quantitative analysis tools. Analysis technique used to analyze the data is SEM (Structural Equation Model). We determined using a reference sample of the population who developed from the experts, one of them is Hair et al. (1998) which is the number of samples = nx 5. Questionnaires distribute as many as 105 respondents. The samples in our study are those customers who complain to call centers Indovision and walk in center, and the scale of measurement by using Likert scale consisting of a scale of one to five.

V. RESULT AND DISCUSSION

Measurement

In this study do pretest in two ways, namely: validity and reliability test. In the variable service recovery (Smith et al., 1999) contain 12 questions with the compensation dimension, the dimensional speed responds, an apology, and improvement initiatives. The results of pretest dimension are KMO = 0.744, the pretest result of the dimension of the speed responds are KMO = 0.500, pretest results apology are KMO = 0.725, result of pretest dimension of improvement initiative are KMO = 0.500. Therefore, all the questions are valid and can be used. Next to variable of customer satisfaction (Crosby et al., 1990) there are three questions, the results of the pre-test are KMO = 0.613 so that all questions are valid and can be used. Furthermore, in the variable customer loyalty (Griffin, 2002) there are 4 questions, the results of the pretest are KMO = 0.770 with the result that all questions are valid and can be used. The results showed that the value of the construct reliability of all the indicators have qualified with good reliability.

Research result

The results of this research use the instrument that has been tested in the validity and reliability to obtain the good results of fit, where the Chi Square / Degree of Freedom = 191.54 / 145 = 1.3> 3 (good fit), RMSEA = 0.041 <0.05 (close fit.). ECVI = 2.26; 2,85 being around EVCI Model = 2.50 (good fit). AIC Model (260.10) compare with saturated AIC (380.00) and AIC independence (3484.25). AIC smaller models than the AIC saturated and the difference is much greater than the AIC independence, then a smaller value indicates a good match. CAIC model (424.53) is far from saturated CAIC (1074.25) and also further from the CAIC independence (3484.25), then the smaller value indicates a good fit (good fit). Normed fit index (NFI) = 0.94 (> 0.90) showed good fit. Critical N (CN) = 102.82 (<200) then the model representing the size of data samples showed marginal fit. Goodness of Fit Index (GFI) = 0.85, the ideal value> 0.90 then showed marginal fit. Furthermore, this research produced the T-value diagram as in Figure 2.

From di analysis above closed fit is the match result that is almost perfect because it is close to the specified value, good fit is the match result corresponding to the required value while marginal fit is the match result under the specified value. Based on the results in groups one to group seven some tests show an adequate match such as Chi Square, ECVI, AIC dan CAIC. There are results close fit on RMSEA and marginal fit on result of Critical N and Goodness of Fit.
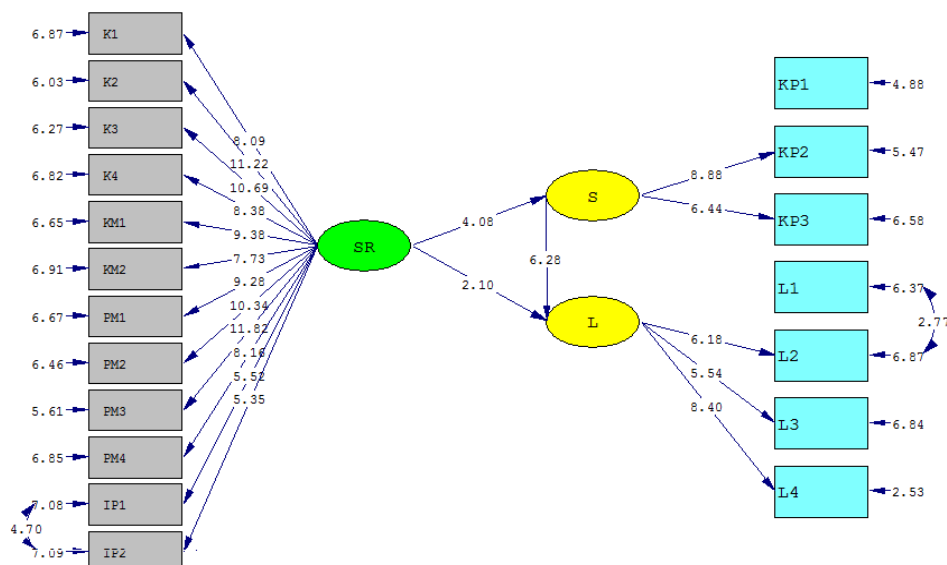

Figure 2. Path Diagram T-Value

Discussion

Hypothesis Table of Research Model

Hypothesis	Hypothesis Statement	T-Value	Explanation
H1	Service recovery improves customer satisfaction	4,08	The data supporting of the hypotheses
H2	Customer satisfaction improves customer loyalty	6,28	The data supporting of the hypotheses
H3	Service recovery improves customer loyalty	2,10	The data supporting of the hypotheses

In the results of the first hypothesis testing (HI), there is an effect of 4.08 recovery of services to customer satisfaction. This calsulation shows that customer satisfaction is influenced by the service recovery provided. Be better and higher services recovery provided will further enhance Indovision customer satisfaction. This research shows further streng then the results of previous research conducted by Kau and Loh (2006) said that the customers are not satisfied make a complaint can make a brand shift in order to achieve the level of satisfaction that they desire. In order that the strategy of service recovery has the biggest impact start from direct response to customer until created customer loyalty. This research found that the influence between service recovery toward satisfy and customer loyalty. Satisfied and dissatisfied the cause of different customer loyalty and behavior actions.

While the results of research conducted by Siu et al. (2013) who have been done the research about customer satisfaction in retention of the customer which can be learned from service recovery after they make a complaint will influence their satisfaction toward the restaurant and their intention to visit the restaurant again and they also will recommend it to other customers. So the results of this research corroborate research conducted in Indovision. In the second hypothesis test result (H2), found an influences between customers satisfy are 6.28 toward customer loyalty. This shows that the level of customer satisfaction influences customer loyalty. The higher customer satisfaction will improve the loyalty of Indovision customers.

The results of this study confirm previous research conducted by Wu (2011) which states there is a positive influence between customers satisfaction with customers loyalty. If the correlation between satisfaction and loyalty is positive then high customer satisfaction will increase customer loyalty. With this result also can be interpreted if the customer is satisfied then automatically can increase customer loyalty so that customer will not move to other service product provider.

Wirtz dan Matilla (2004) express that customer satisfaction will influence customer loyalty namely by behavior repatronage intentions or come back to the service providers to consume their product, this matter also reinforces the research conducted by researchers to Indovision customers but with different loyalty, so Indovision customers who are satisfied will purchase additional packages or basic packages regularly. In the third hypothesis test result (H3), found an influence between services recoveries are 2.10 to customer loyalty. This shows that the level of customer satisfaction influences customer loyalty. The higher level of service recovery will further improve Indovision customer loyalty.This situation reveals that the level of customer satisfaction influences customer loyalty. Effective service recovery is a set of procedures that solve problems and handling customers feels disappointed. The procedure is very important to the company to achieve customer satisfaction and loyalty.

These results confirm the previous research conducted by Kotler (2000) stated that influence of service recovery toward customer loyalty who is dissatisfied for the services provided complaints to service provider, if a complaint is not handled properly, it will make customers disappointed, terminate the relationship with the service provider, and a lot happend they convey their disappointment to others.The results of the same research can also be seen from the research of Mostert (2012) declare that most visitors will support this restaurant again in the future, even though service failure, as long as service recovery is effective. Therefore customers who receive service recovery will make a return visit as a form of customer loyalty itself.

VI. CONCLUSION

The positive results received by customers on their recovery of the service, the management needs to pay attention to the percentage of the budget should be spent for the realization of good service recovery, calculations of complaints received per day, there are still about one percent of customers who remain disappointed with the services provided and to do the recovery. From the results of research carried out per day on average there are about six thousand subscribers are on complaints on customer service and the results obtained sixty customers a day are not satisfied with the services

already provided. The company must consider about list of budget in order to keep customers satisfied and still loyal to the company, while count must be considered should still look at the package price sale.

Indovision give details of budget funds in order to achieve a service recovery based on the dimensions of compensation, the speed of responding, apologies and improvement initiatives. Dimensions compensation consists of a refund, promo movies, free a dues one month and additional package. For the dimension of recovering speed respond conduct in internal Indovision is adding both speed internet as well as the addition of the Internet network, devices maintenance and repair of computer devices regularly every month so that there are no problem in responding to customer complaints. For apologies to customers, except apology a provider also give them a gift as appreciation to customers by giving shopping vouchers, tickets for a concert and a movie ticket. And for the improvement initiatives Indovision will make staffs training to deepen their knowledge, workshops among divisions of each month, visits to the customer's home to ensure the service is in accordance with their desires, even above customer expectations and year-end meetings in order to achieve good service recovery.

VII. CONCLUSION AND SUGGESTION

Conclusion

This research examines the influence of customer service recovery toward customer loyalty mediated by satisfaction Indovision customer. This research using SEM analysis, the number of respondents was 105 customers to fill out a questionnaire. The customers who have previously complaint but still was not satisfied allows as respondents in this research.

The first result of this researchis to determine the influence of service recovery toward customer satisfaction, the researcher found that the influence of service recovery toward customer satisfaction (first hypothesis is supported). With the research that has been done obtained the value of 4.08 results obtained from the service recovery affects customer satisfaction, Indovision has provided a good service recovery so customers are satisfied with the services provided.

The results of the next researchis to determine the influence of customer satisfaction toward customer loyalty, the results of this research show 6.28 where customer satisfaction greatly influences Indovision customers loyalty (second hypothesis is supported). From this research customer satisfaction means customer loyalty Indovision, so the indovision to give satisfaction to the customer as well as the impact on customer loyalty to the company.

The third is service recovery influences customer loyalty, it is supported by the results of research that good service recovery will increase customer loyalty with a value of 2.10 (third hypothesis is supported). With the research that has been conducted service recovery influences Indovision customers loyalty, that is very importance provide Indovision service recovery in order to retain existing customers even with customer loyalty can give a positive assessment through out the customers pay TV subscribers so it can add customers in the future.

Research limitations

This research has limitations that can be considered for next researcher. This research use a questionnaire as a measuring tool with the total number 105 of respondents, for further research can be increased the number of respondents. Variables include the dimensions of service recovery compensation, the speed of responding, an apology and repair any initiative for further research which can be developed or added another dimension.

Variable customer satisfaction and customer loyalty is limited because it is not deepened further with the dimensions of these variables, for further researcher can be added. While only place Indovision scope only, for further researcher can be developed on a broader scope because the research that is currently only taking respondents from call centers and walk in center, for the future can take the respondents of all places.

This research also has limitations because it tells customers about the pay TV industry is indovision are not satisfied with the service received. For the future, may be added again to other customers such as toptv and Okevision or may examine the entire field of business or service, for example service recovery for care healt, banking and others, because the purpose of saving time and energy.

However, this questionnaire has limitations such as in filling in the question. There is a possibility of the respondents had not filled with real or just fill based on ideal conditions expected and not the condition is really going on, causing the research could not dig more deeply about other factors that influence, it can cause measurement used not describe real variable.

Suggestions for Further Research

For further research who want to examine this in more depth research, can continue this research by taking the conclusions. This researchonly sees a recovery in pay TV company from customer satisfaction and loyalty. For further researcher needs to add variables such as the trust of customers, word of mouth so it could be one source of data and write a more complete further research.

To expand research study population, by increasing the number of research respondent populations in order to be able to acquire more perfect calculation. The next researcher who wants to continue this research may expand an area of research not only in Jakarta but could regions through out Indonesia, if the research will be taken in Indovision then the respondent can be taken of all the representative offices Indovision for coverage indovision through out Indonesia, this is because each region can influence the habits rather than the respondent.

Evaluate the questions in the questionnaire in order that questions can be appropriately represents the variables to be measured, it can also look for other indicators used to measure the variables that have been set. The data of research have been obtained developed with more in-depth interviews in order to know the real situation on the ground. Need to do research on customers who show different levels of service satisfaction, both for customer complaints and customers who do not complaint.

For further researcher allows conduct similar research in the service industry, both similar service industry or different types of service industry. There by expanding the research object in other service companies, therefore the researcher can conclude whether the customer provides a similar behaviour or different behaviour.

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