

## ABSTRAK

Pelayanan pada sektor jasa sangat penting untuk ditingkatkan. Pihak perusahaan khususnya maskapai penerbangan Lion Air harus bisa menangani permasalahan kegagalan pelayanan. Hal ini karena Lion Air merupakan maskapai penerbangan yang memiliki jumlah pengaduan terbanyak di Indonesia. Pentingnya penelitian ini, dilakukan untuk menganalisa pengaruh *distributive fairness*, *procedural fairness* dan *transactional fairness* terhadap *retaliatory behavior* dan *demand for reparation* melalui *relationship quality* sebagai variabel moderasi dan *perceived betrayal* sebagai variabel mediasi. Hasil penelitian ini diharapkan dapat digunakan oleh Lion Air dalam mengembangkan starategi yang tepat untuk mengatasi komplain dari penumpang.

Penelitian ini menggunakan pendekatan kuantitatif dengan teknis analisis *Structural Equation Model* dan program AMOS 22.0. Sampel yang digunakan pada penelitian ini yaitu penumpang Lion Air yang berjumlah 175, berdomisili di kota Surabaya dengan rentang usia 18-60 tahun dan pernah melakukan komplain terhadap Lion Air. Kuesioner disebarikan kepada responden dengan menggunakan *non probability sampling* dan *purposive sampling* sebagai teknik pengambilan sampel.

Hasil penelitian ini menunjukkan bahwa *distributive fairness* dan *interactional fairness* memiliki pengaruh negatif dan signifikan pada *perceived betrayal*. Tetapi, *procedural fairness* memiliki pengaruh negatif yang tidak signifikan pada *perceived betrayal*. Selain itu, *perceived betrayal* memiliki pengaruh positif dan signifikan pada *retaliatory behavior* dan *demand for reparation*. *Relationship quality* sebagai variabel moderasi terbukti memperkuat hubungan *distributive fairness*, *procedural fairness* dan *transactional fairness* terhadap *perceived betrayal*.

**Kata kunci:** *distributive fairness*, *procedural fairness*, *interactional fairness*, *relationship quality*, *perceived betrayal*, *retaliatory behavior*, *demand for reparation*, *Lion Air*

## **ABSTRACT**

*Services in the services sector is very important to be improved. The company particularly Lion Air Airlines must be able to deal with complaints. This is because Lion Air has the highest number of complaints among others airline in Indonesia. This study aims to analyze the effects of distributive fairness, procedural fairness and interactional fairness to retaliatory behavior and demand for reparation through relationship quality as moderation variable and perceived betrayal as intervening variable. The results of this study can be used by Lion Air to develop the best strategy for complain handling.*

*This study uses quantitaive approach with Structural Equation Modeling technique and AMOS 22.0 program. Sample of this study consist of one hundred and seventy five (175) passengers of Lion Air living in Surabaya ranging in ages18-60 years old and have been complaining to Lion Air . Questionnaires were distributed to respondent using non probability sampling and purposive sampling's method.*

*The result of this study show that distributive fairness and interactional fairness have negative and significant effects on perceived betrayal. However, procedural fairness have negative effects but not significant on perceived betrayal. In addition, perceived betrayal have positive and significant effects on retaliatory behavior and demand for reparation. Relationship quality as a moderation variable proven to strengthen the relationship of distributive fairness, procedural fairness and transactional fairness towards perceived betrayal.*

***Keywords: distributive fairness, procedural fairness, interactional fairness, relationship quality, perceived betrayal, retaliatory behavior, demand for reparation, Lion Air***