

ABSTRACT

In the era of globalization, along with the development of technology improvement especially in internet usage followed by the increase of massive internet users, many companies engaged in the Internet Service Provider (ISP) line of business. IndiHome is one of ISP that have the highest number of customers in Indonesia. However, the phenomenon that occurs proves that despite the fact that IndiHome's user is number one ISP in Indonesia, it is still dealing with numerous complaints regarding the service given. How IndiHome treat their customers in handling complaint reports and problem solving process based on Distributive, Procedural, and Interactional variable will affect customers' level of Perceived Betrayal that can lead in Demands for Reparations or Retaliatory Behavior, using Relationship Quality as moderating variable.

The purpose of this research is to reveal which factors between Distributive Fairness, Procedural Fairness, and Interactional Fairness have the biggest effect on Demands for Reparation and Retaliatory Behavior through Perceived Betrayal, moderated by Relationship Quality to the customers of IndiHome in Surabaya, which is aimed to use 5 variables to identify the Demands for Reparation and Retaliatory Behavior of customers.

This study uses a quantitative approach to the analysis technique of Structural Equation Model (SEM) and the AMOS 22.0 software. The questionnaire distributed to 130 respondents in the sample in which the characteristics of respondents that consists of men and women in the age range 18-60 years, who at least have submitted one complaint report to IndiHome. The sampling method used in this research that is non - probability sampling.

The results showed that Distributive Fairness variable has significant negative effect on Perceived Betrayal with regression coefficient value of -0.511; Procedural Fairness Variable has a significant negative effect on Perceived Betrayal variable with regression coefficient value of -0.339; Interactional Fairness Variable has a significant negative effect on Perceived Betrayal variable with regression coefficient value of -0.340; Perceived Betrayal Variable has a significant negative effect on Demands for Reparation variable with regression coefficient value of -0.644; Perceived Betrayal Variable has a significant positive effect on Retaliatory Behavior variable with regression coefficient value of 0.802; Relationship Quality variable does not moderate Distributive Fairness variable on Perceived Betrayal variable with regression coefficient value of -0.0165; Relationship Quality variable does not moderate Procedural Fairness variable on Perceived Betrayal variable with regression coefficient value of -0.0205; and Relationship Quality variable does not moderate Interactional Fairness variable on Perceived Betrayal variable with regression coefficient value of -0.021.

Keywords: Distributive Fairness, Procedural Fairness, Interactional Fairness, Perceived Betrayal, Demands for Reparation, Retaliatory Behavior, IndiHome