

Abstract

This research was conducted to find out the influence of service recovery on LPG gas station loyalty 3 kg (case study at PT Amas Niaga Pratama). The purpose of this research is to know and analyze how service recovery PT. Amas Niaga Pratama, and gas station loyalty to PT. Amas Niaga Pratama.

This research uses quantitative method with descriptive-causality research type. Sampling with non-probability sampling method with incidental sampling of 100 respondents. Data analysis techniques are descriptive analysis and simple linear regression analysis.

Based on the result of hypothesis testing, service recovery influence to base loyalty. Service Recovery able to influence base loyalty 42,8% and the rest 57,2% influenced by other variable not examined in this research. Service recovery is included in a good category.