

## **ABSTRACT**

*In today's competitive business world, customer satisfaction is one of the main focuses of companies in maintaining their reputation and growth. However, in the midst of efforts to meet customer expectations, things do not always go according to plan. Sometimes, errors or customer dissatisfaction occur in the service process or business transactions. This is what encourages companies to consider the importance of service recovery, namely efforts to restore customer satisfaction after dissatisfaction or detrimental incidents. Service recovery is a strategy that focuses on how the company responds to and resolves customer complaints or dissatisfaction. However, the success of service recovery is determined not only by how well the company resolves the problem, but also by how those efforts affect the customer's perception of the company as a whole. Therefore, the role of customer trust as an intervening variable is very important in understanding the relationship between service recovery and customer satisfaction.*

*This research uses explanatory research methods with quantitative methods. Explanatory research is research that aims to test a hypothesis, whether to strengthen or reject the hypothesis seen from the research results. Explanatory research is research with the aim of finding out whether there is a relationship and influence between the independent variable and the dependent variable. If there is a relationship and influence, then how close is the relationship and influence with the Partial Least Square (PLS) test tool, a regression method based on analytical science to create and building models and methods for the social sciences with a prediction-focused approach. The research results show the importance of customer trust as an intervening variable in the relationship between service recovery and customer satisfaction because trust plays an important role in moderating customer perceptions of recovery efforts carried out by the company. When customers have a high level of trust in the company, they tend to see service recovery efforts as evidence of the company's commitment to improving the situation and meeting customer expectations. In addition, customer trust also influences customer interpretation of service recovery.*

**Keywords: Service Recovery, Customer Trust, Customer Satisfaction**

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