

Service Recovery To Increase Customer Satisfaction And The Impact On Mobile Banking Loyalty.

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- **Abstract:** This study aims to determine the restoration of service to loyalty through customer satisfaction at Bank X in the city of Bandung. This study uses a descriptive verification approach, a sample of 131 customers at Bank X in the city of Bandung. Data obtained through questionnaires and analyzed using regression. The results show that service recovery has a positive effect on loyalty through customer satisfaction. This study was developed to determine the aspects of service recovery in increasing customer loyalty at bank X in Bandung which is related to organizational sustainability, and emphasizes aspects of competitive competence that can maintain relationships with consumers. The results of this study are expected to expand the literature on marketing management and for companies.
- **Keywords:** service, marketing management, organizational sustainability