



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى نَبِيِّنَا مُحَمَّدٍ
وَعَلٰى اٰلِهِٖٓ وَسَلَّمَ

**UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN**

**“A STUDY ON SERVICE RECOVERY TOWARD NUR
BUKIT UNGGUL ECO- RESORT”**

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ABSTRACT

This research was conducted to study the service recovery toward Nur Bukit Unggul eco resort, Sepang. The objective of this research is to identify whether the independent variable such as distributive justice, procedural justice and interactional justice has significance influence on service recovery on Nur Bukit Unggul eco resort. The distributive justice, procedural justice and interactional justice are the independent variables that been selected by the researcher. This study is took an exploratory approach. Exploratory research is conducted by the researcher to obtain greater understanding of a concept or to help crystallize the definition of a problem. The researcher is used non probability technique which it is convenient technique. Convenient technique is the least expensive and least time consuming of all sampling techniques. It also is easy to measure (Malhotra, 2007). Data were gathered from the questionnaires which are distributed to 80 respondents of Nur Bukit Unggul. The data are analyzed by using SPSS through the frequency analysis, reliability test, hypothesis testing and correlation coefficient analysis. From the analysis, the researcher found that distributive justice, interactive justice and processing justice have a significant relationship with the service recovery action that are provided by Nur Bukit Unggul. After collecting the data and analyze it, the result show that there is association or relationship between these independent variables and the service recovery toward Nur Bukit Unggul eco resort, Sepang. The finding also shows that the most important component is interactional justice and most of the respondents agree that there is strong relationship between the interactional justice and the service recovery. By conducting this research also, the researcher hopes that Nur Bukit Unggul upgrade their service level in order to attract more customer to choose Nur Bukit Unggul eco resort as first choice compared to any other training camp and eco resort. This at same tome can solve the problem thaht Nur Bukit Unggul eco resort facing nowadays that is sloppy decrease in sale every month compare to previous years

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