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UNDERSTANDING CUSTOMER COMPLAIN BEHAVIOR: INDONESIAN PERSPECTIVE

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Abstract: *The purpose of this study is to identify Indonesian customer's response to service failure and their Consumer Complaint behavior. It is about how Indonesian customers complained about their dissatisfaction, especially with Internet and smart phone technology. This study adopts the concept of customer complaint behavior (CCB) with three-dimensional model: private response, voice response, and third-party response. It also identifies the relationships between CCB and customers' demographic backgrounds such as age, gender, Marital status, and education backgrounds, along with their complaining behaviors. Data were collected from 208 Indonesian customers who have experienced service failure within 6 months. Using chi square analysis, it identifies the type of complaint which is often performed in service encounter and the significant differences of demographic behavior in regards to CCB. Using Thematic analysis, it identifies new variables that affect the customer's behavior. The research findings suggest that due to service failure, most Indonesian customers are likely to engage in private and voice response. Further findings suggest that most Indonesian complainers, that finished complaining, are still dissatisfied.*

Keywords: service failure, customer complaint behavior, private response, voice response, third party response, Indonesian Customers.